

PASTOR GENERAL'S REPORT

TO THE MINISTRY OF THE
WORLDWIDE CHURCH OF GOD



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AUGUST 29, 1980

HOW DIFFERENT IS THE FEAST!

by

Herbert W. Armstrong

The 1980 Feast of Tabernacles is almost upon us. Feast fever is mounting! In many ways it should be the greatest ever!

On the Feast of Trumpets, I plan to speak by live transmission onto large movie screens at the auditorium and gymnasium in Pasadena from my new office in Tucson. I will speak at ALL Feast sites worldwide on opening night of the Feast of Tabernacles, by prerecorded film.

On opening day of the Feast--the first Holy Day, it is planned for me to speak LIVE from the Tucson Community Center, by TV satellite, worldwide. Also again on the final GREAT DAY. God has provided breathtaking facilities for His Work and His Church of today!

You will notice, in a co-worker letter going out today, the mention of the new FULL-PAGE AD CAMPAIGN now started in metropolitan newspapers. It is spearheaded by the most prestigious newspapers--as well as the largest in circulation--the New York TIMES and Los Angeles TIMES. And now soon, the Wall Street Journal (with even larger circulation), which gives national coverage reaching the nation's LEADERS in business, industry, finance and education. Also such newspapers, so far, as the San Francisco Chronicle, Sacramento Bee, Pasadena Star-News. Others hopefully may be added--such as the Chicago Tribune, Cleveland PLAIN DEALER, Detroit FREE-PRESS, Washington POST, Atlanta CONSTITUTION, Louisville COURIER, Kansas City STAR, Des Moines REGISTER (I was once urged to become its Advertising Manager), Portland OREGONIAN, Dallas TIMES-HERALD--to name a few of the nations most PRESTIGIOUS newspapers.

When I was diligently learning an advertising writing style, there was no radio, or TV. Nearly all advertising was placed in newspapers, magazines, trade journals. Of course there was direct mail, and there were billboards and streetcar cards. But nothing like TV commercials which have sent many newspapers to the graveyard.

But my specialty was "educational advertising," rather than "general publicity." We termed the advertising of convenience goods--such as toothpaste, soap, groceries, tobacco, cigarettes--"convenience goods." The advertising of such products did not need to create desire or build a market--merely to popularize a NAME so purchasers would call for the advertised brand instead of some other. Such ads required few words--just display and constant repetition of the brand NAME!

But my training was largely in the field of goods or services where DESIRE had to be created or public HABITS changed. This required MORE

WORDS. People were always saying my ads were "too long"--too many words--they assumed people would not read more than eight or ten words. But somehow, they just couldn't understand WHY my ads produced such remarkable results!

I often explained how people will read a thick book of hundreds of pages of a mystery fiction story. They keep reading hour after hour BECAUSE interest and SUSPENSE has been aroused to see HOW IT COMES OUT!

As I wrote in the co-worker letter, Walter Cronkite in a televised interview explained what all newsmen know--that ordinary occurrences or GOOD accomplishments are NOT NEWS--unless OUT of the ordinary or sensational. And usually the OUT-OF-THE-ORDINARY occurrences are BAD--like a murder, a plane hijacking, a big WAR. And so news is nearly always a reporting of BAD news.

My job, starting from age 18 in advertising writing, was to take the ORDINARY and make it--from the very headline--OUT-OF-THE-ORDINARY--to grab instant ATTENTION, at a fleeting glance past a newspaper or magazine page, in virtually the same instant make it seem UNUSUAL, arouse INTEREST, and before the eye left it CREATE SUSPENSE--cause the mind to want to read farther. Then, once that is done through headlines, hold and even increase suspense, make it so interesting the reader continues on.

This is NO EASY TRICK! Don't think for a second that just anybody can produce that kind of writing. It requires a knowledge of practical and workable psychology--altogether different from the theoretical psychology taught by the college professor. It requires a style of writing utterly UNIQUE--fast-moving, smooth, with words even those of only a fourth-grade education can understand. Writing excellence must be achieved by the STYLE, and manner of grouping words and sentences together. It definitely cannot be the staid, tiresome, professorial "language of scholarship," with long drawn-out sentences, big words average readers cannot understand--writing that inflates the vanity of the writer but needs an interpreter for the average reader.

I was trained to write for the WHOLE PUBLIC--not just the scholarly of higher education. Yet it needed a TONE of dignity (with exceptions), a sound of maturity, a ring of SINCERITY. It needed a certain excellence of diction and sentence forming. Further, I learned to use the more active, expressive, dynamic words to flavor the writing with force, power, compelling interest and to MOVE THE READER TO ACTION.

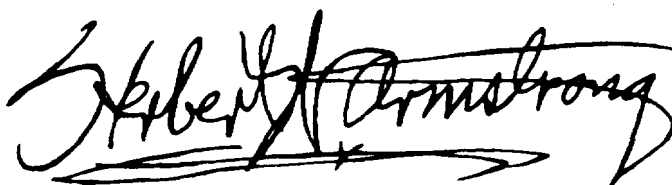
Those early years of developing this style of ad writing is today paying off in the FULL PAGES IN SUCH PRESTIGIOUS NEWSPAPERS AS THE NEW YORK TIMES!

We are hearing from important people in New York, Boston and California that they have never read ads like these before. AND THEY ARE REALLY READING THEM! This kind of ad writing has become a lost art. But the living Christ inspired the development of this type of skill SEVENTY YEARS AGO, so that He could use it today to reach the "great and the near-great" of the United States (and perhaps soon many other nations) in reaching this NEW MARKET with Christ's Message. This is a NEW DOOR Christ has just opened to His Work.

I can tell you that Christ is not planning to add many--perhaps none or almost none--to His CHURCH membership by getting His Message effectively before "the great and the near-great." But He wants us to reach them "AS A WITNESS!" And it is a POWERFUL witness.

One thing this full-page ad campaign is doing--it is establishing God's Church as a REPUTABLE, INFLUENTIAL FORCE instead of a contemptible "cult," in the public mind, and among national leaders.

You might read some of this about the new major-prestige ad campaign before your local congregations.



PETRIS BILL AWAITING GOVERNOR'S ACTION--HOW YOU CAN HELP

Once again the attorney general's conduct and outrageous claims of authority over churches in California have met a resounding defeat in the California Senate. On August 26, 1980, the Senate confirmed Senator Petris' bill (SB 1493). The bill is now in the governor's office awaiting his signature or veto.

The Petris bill, if you will recall, would remove all civil jurisdiction of the attorney general to supervise or control churches.

Therefore, it would be very helpful if church members and family, friends and relatives from all across the United States write Governor Brown and encourage him to sign the Petris bill into law. Persons outside the state of California have an interest in the bill in that California has always been viewed as a leading state in social reform. Should the attorney general be victorious in palming off his exorbitant claims of jurisdiction over churches in California, other states are going to look upon his victory as a model to be followed.

Everyone in the United States who would like to express their concern for their religious freedoms, and therefore the Petris bill, should immediately write letters or send telegrams to Governor Brown at the following address, urging his signing of Senator Petris' bill (SB 1493).

The Honorable Edmund G. Brown, Jr.
Governor, State of California
State Capitol
Sacramento, California 95814

--RALPH K. HELGE, LEGAL OFFICE

Mr. Attorney General of California:

We are not, as you falsely claim, a charitable trust!

Appeared in the Los Angeles Times August 28, 1980

HOW ARE YOU justifying the surprise massive armed attack against the Worldwide Church of God? How are you explaining your unconstitutional civil lawsuit against the Church of the living God?

You have a stock answer. You contend all churches are public charitable trusts. You claim they ought to be owned, controlled and managed by your office. And WHY? To protect, you answer, the handling of public funds.

We are defending the constitutional rights of all churches against such attacks in this now famous STATE AGAINST CHURCH battle! Churches do differ in doctrinal beliefs, but the Constitution guarantees the CHURCH separation from political encroachments by the STATE!

We are NOT a charitable trust. We are not a public charity. The Worldwide Church of God is not handling the public's money or its expenditure. We are a CHURCH—the spiritual organism of the living God!

We neither solicit nor receive contribution from the public. We are not responsible TO the public for expenditure of its funds. We neither receive nor handle the public's money. We owe nothing to the public except love, the opportunity to GIVE and SHARE



HERBERT W. ARMSTRONG

God's TRUTH, upstanding individual citizenship and good neighborliness. We never proselyte. Our members have not come from other churches.

We contribute much to the public, not only in California, but throughout the world. We live the way of life we teach—the way of "GIVE" instead of "GET"—the way of outflowing love and concern for the good of others.

Just what is a CHARITY? Webster defines it: "an institution engaged in relief of the poor; public provision for the relief of the needy." We are not a public charity. But we do take care of our own widows, orphans and needy, relieving the public of that burden.

Contrariwise, what is the CHURCH? The Bible says it is the spiritual BODY of CHRIST. Jesus said, "I will build my Church." The Church was built by Jesus Christ, not by the political civil government. The Church is a spiritual organism, not a secular or public organization.

The Church is subject to Christ, not to the political STATE.

What is the function, purpose, Great Commission of the CHURCH? Christ commanded, "Go ye into all the world and preach the Gospel!" But that is what you have termed "siphoning off millions of dollars every year" for the personal account of the one who thus obeys Christ!

From what source does the CHURCH derive its funds to carry on Christ's commanded functions? God instituted the tithing system, commanded by Christ and New Testament teaching—as well as voluntary freewill offerings from God's people—not from public solicitation.

The Worldwide Church of God follows this system of God—never soliciting the public for funds. The Bible teaches that such income is God's money—not the public's money! We are accountable to God, through the living CHRIST—and to GOD'S PEOPLE for the handling of GOD'S MONEY. And as Christ directs—not the STATE!

We think it's time the people know the TRUTH about this unconstitutional attack of STATE against the CHURCH—this attack to persecute the Church of God, which tries to GIVE to and SERVE the public, not take from it!

HERBERT W. ARMSTRONG
Pastor General
Worldwide Church of God

If readers wish to know more about the true GOSPEL MESSAGE proclaimed by Jesus Christ, request, FREE, the eye-opening booklet, *Just What Do You Mean KINGDOM OF GOD?*

Also you may receive FREE -no subscription price- *The Plain Truth*, a monthly magazine of UNDERSTANDING in full color. It has a worldwide circulation, in five languages, in excess of two million copies per month. There's no

follow up nor request for money.

Write the Worldwide Church of God, Pasadena, Calif., 91123, or call toll-free, (800) 423-4444. In California call collect (213) 577-5225.

If you have some questions for the attorney general of the state of California, write to him, The Hon. George Deukmejian, California Attorney General, 555 Capitol Mall, Sacramento, Calif., 95814.

MR. RADER SPREADS GOSPEL IN NASHVILLE AREA

Mr. Rader was in Nashville from the 21st to the 23rd of August. He was accompanied by Mr. John Kineston and Mr. and Mrs. Joe Kotora. While in the area, he was interviewed on a number of TV and radio stations. Among them was an interview conducted by Ron Johnson of the "Nashville Skyline Show" on WZEZ-FM. This is a leading FM station in the area and the one-hour interview was aired twice, once Saturday and then again on Sunday. Mr. Rader was also interviewed for one-half hour by Chris Clark, a leading talk show host for WTVS, Channel 5.

Another interview was conducted by WSM-TV, Channel 4, on the evening of the ministerial banquet. Segments of this interview were aired that same evening on the 11 o'clock news, including shots of the banquet.

While in Nashville, Mr. Rader was interviewed by the Nashville Tennessean newspaper and also by The Banner--the two leading newspapers of that city. The newspaper interviews produced good copy and the TV and radio interviews proved to be very profitable.

The banquet with the ministers and wives included leading men from Nashville and the surrounding areas. On the Sabbath of the 23rd, the documentary "Church vs State" was shown. Mr. Kotora gave the opening comments and the sermonette. Mr. Rader then addressed the combined congregation of brethren from the churches of Nashville, Murfreesboro, Cookeville, Knoxville, Jackson and Vickson, Tennessee, as well as Evansville, Indiana, Paducah and Madisonville, Kentucky, Huntsville and Florence, Alabama.

Once again a major area of the country learned more about the Work and Church of God, and brethren were updated and inspired to continue standing solidly behind God's Apostle as God's Work accelerates toward the completion of the Great Commission.

ALL-EMPLOYEE/STUDENT FORUM BRINGS NEWS OF GOD'S WORK

Tuesday, August 26th, in the first all-employee forum since early June, Mr. Rader updated employees and students on developments in God's Work and the challenges before it. An interesting variety of questions rounded out another very informative and helpful meeting. Here are just a few highlights:

Petris Bill a Great Moral Victory

Just minutes before appearing on stage at the Auditorium, Mr. Rader learned of the State Senate's 25-1 approval of the slightly amended Petris bill. He related the good news and then reminded the audience that the battle isn't over yet since the bill is now on the governor's desk for his signature, or veto.

"Now, there isn't too much we can do in this battle, except to PRAY," Mr. Rader told the audience. "I would say that if we all would get on our knees between now and maybe the end of September, which would be the outside date that the governor has to veto the bill or to sign it (or do nothing, in which case the law would pass), I think that we will find

that prayer will help us more than any single thing we could do at this time....We hope that the governor will be able to make an intelligent decision in this matter and not be misled by wild allegations by people who are close to him...."

Commenting on the success of the Petris bill right after its latest affirmation by the Senate, Mr. Rader said, "I still believe, regardless of what [ultimately] happens with the bill, that it will give pause to the courts, and maybe [even] give some pause to the attorney general, who will recognize under any set of circumstances, that the legislature of this state did not believe that he was doing the right thing [in moving as he did against the Worldwide Church of God]...."

The significance of this bill's success so far cannot be overstated and must be especially noted because it has surmounted intense lobbying by representatives of the attorney general's powerful office. "It is already a great moral victory for us," stressed Mr. Rader, "and a great moral and political defeat for Deukmejian, the would-be, self-appointed religious arbiter of this state."

When asked if it would help for members to write the governor's office, Mr. Rader replied in the affirmative and added, "They are always impressed by that, and I would not hesitate to write him or use night letters or whatever other form you might want to use, urging him to sign Petris bill SB 1493 into law."

Those Amazing Ads!

It appears we have not even begun to see the extent to which God is going to use Mr. Herbert Armstrong's ads in furthering the Church's commission. Speaking of Mr. Armstrong's ads, Mr. Rader marveled, "They have really been the most amazing effort, I believe, that this Work has ever undertaken. They have been noted by people from all walks of life. They have been noted by the media. They have turned the media on, so to speak. They have opened a lot of doors for us. Never have they seen such an advertising effort...."

"On several occasions," continued Mr. Rader, "I have been asked over the air, live, 'Well, who is writing these ads? Obviously, you must have some high-powered advertising agency. Some advertising genius who is turning this stuff out.' And I laugh, and I say, 'Well, you're right about the latter, you are wrong about the former.'"

"I said, 'Mr. Armstrong is and has been an advertising genius. He is maybe the world's greatest copy writer and, of course, he is writing about the world's most important message. The combination,' I said, 'is absolutely fantastic.' And they had trouble believing it. They had trouble believing that an 88-year-old man, for example, can turn out this product. But we all--those of us who are intimate with the situation --know that he writes every word of it."

Grabbing National Attention

One question posed to Mr. Rader involved whether we have considered national TV advertising. Mr. Rader said he doubted whether it would be worth the expense. He noted that we have spent most of our ad money in this state where the battleground lies at the moment. Then he explained:

"We have done enough so far nationally to bring the matter as a constitutional issue to the attention now of everybody. We will continue to sporadically have our ads go out in that sense, and we are getting a lot of national coverage--radio and television--which accounts for my travels.

"We have four things," continued Mr. Rader, "that have been going for us. We have this Petris bill which has been very important and has caught a lot of people's attention. We have the ad campaign which has turned just everybody on in our favor. We have my book which is catching the eyes of radio, television and press commentators. And we have the major religious denominations which have all come into the battle--not to save us, or to help us but to help themselves, and they are creating quite a stir.

"So those four things," explained Mr. Rader, "have kind of coalesced and brought the matter to the attention of the national level. But September, October and the first part of November will be months when everyone's attention will be focused on the national elections. So we will probably begin to phase out some of our advertising during the next 90 days, picking it up again when things quiet down."

Ads Powerfully Proclaim the Gospel

Enlarging on how the ads are helping to do the Work, Mr. Rader referred to an encounter with a gentleman while waiting for an elevator recently. The man, employed by a major national company, recognized him and greeted him by name, then spoke in complimentary terms about what the Church was doing. "I don't know whether he saw our Wall Street Journal ads or saw them in the [Los Angeles] Times," said Mr. Rader, "but the point is, we're getting that message across now! People now know we are out there. They are reading what we are saying, and he said, 'Keep up the good work.'"

Elaborating further, Mr. Rader said, "I believe it's the ad campaign more than anything else. That space is very big space. The first time Mr. Armstrong's ads broke in New York I happened to be there, and they picked up the ad, and right away three or four television stations called Los Angeles and wanted someone to make an appearance. By happenstance, I was in New York, and I was able to go right over and appear that evening live, and then the other stations wanted to have me come on, but I couldn't be in two places at one time. They still used the ads [on their programs], and they just ad-libbed from there.

"Every time [Mr. Armstrong] writes an ad, he writes it with great authority. When he talks about the Great Commission, he doesn't explain that this is what he thinks about it. When he talks about God's truth, he doesn't apologize and say in parentheses (this is what I believe, but you don't have to agree with me). He says it with tremendous power and tremendous authority and people recognize that and he is, in essence, telling everybody that they are wrong!

"...So that's not a bashful violet writing those ads," chuckled Mr. Rader. "Therefore, every time one of them comes out, we are stepping on some new toes, or we are stepping on some old toes again and we are stepping on them hard. So there is always going to be a bedrock when

you get right down to the lowest common denominator. The bedrock is going to be religious prejudice. You just have to recognize it and you have to accept it."

Focus Now on the Church

Mr. Rader mentioned that as he continues to be interviewed around the country, more and more people are wanting to know about the Church. It's "very interesting," he said, "to see all of these people giving us free [air] time, asking questions that a few months ago I had to make believe were being asked. In other words, they would ask me one question, and I would answer it, and slide the gospel in right behind it. Now I don't have to do it anymore. They start right off, and they want to know about Mr. Armstrong. They want to know about the Church, its genesis. They want to know about its members. They want to know where the Church is, where it can be found. They weren't asking those questions a few months ago. It has to be from the publicity or, if you want to say, the notoriety, we have been getting."

So while Mr. Armstrong, Mr. Rader and others are educating the public about the true facts of the lawsuit, we are also correcting misinformation about God's Church. Mr. Rader pointed out that he is finding a lot of thinking and caring people who really want to know, and on whom all of this is having a positive effect. Being spoken against in the media has caused many to take an interest in us. We are going to continue to capitalize on this.

Putting it all on balance, it is not the lawsuit or our ads or anything else we can do that is the key to the whole matter. "We can be thankful," Mr. Rader reminded us, "that we're on God's side and all through the last 20 months we should have become very aware of that. We could not have managed against this kind of onslaught if we had not been on God's side, if He had not been watching over us, giving Mr. Armstrong the power and the vision to lead us at this crucial time."

A Time of Confrontation Is Coming

Mr. Rader warned--and therefore none of us should be surprised when it happens--that a time of confrontation is coming! Now that most of the misleading statements and accusations against us have been put to rest, we are nearing what Mr. Rader has often called "the period of the big shootout" between Mr. Armstrong and the attorney general. Elaborating on this in response to a question, Mr. Rader said, "We are going to have a classic Biblical battle--just like out of the Old Testament--David versus Goliath...the two people who had been selected, one by God, and one, let's say by the forces that were contrary to God...."

So how will Mr. Armstrong carry on this battle with the attorney general? Mr. Rader explained that Mr. Armstrong will act in behalf of the Church as its temporal head in such a time and manner that it will be plain he is acting for none other than the "highest principled reasons, which are the ones which Mr. Armstrong has laid out from the beginning." It will all devolve to the basic question: Who will rule God's Church--Christ or Caesar? That is the real issue.

The Victory Will Be Ours!

Mr. Rader expressed the same confidence which has buoyed up employees and students in employee forums over the 20 months since the attorney general's attack began in January 1979. He said, "In the final analysis we cannot lose. I mean the issues are too clear. I never doubted for a moment that we would win." He went on to explain that instead of the Church being hurt badly, it is stronger than before with the spiritual vital signs all up!

"So the final victory will be ours," Mr. Rader assured the audience, "and I really think that for a very long period of time the war really has been over. And the attorney general is much like that proverbial chicken whose head has been cut off, but he doesn't know it, and the body is still moving."

FROM MINISTERIAL SERVICESA Reminder From Mr. Armstrong

Some questions have been asked as to whether or not wives of full-time ministers should be earning incomes of their own. Reprinted here is Mr. Armstrong's article from the Pastor General's Report dated January 25, 1980. Please read it carefully, as it is definitely not "unclear," as some have seemed to feel it was.

MOONLIGHTING AND WORKING WIVES

I have been quite disturbed at reports of a limited number of our salaried ministers "moonlighting"--taking part-time, extra-paying jobs on the side, secretly. Also of some of the ministers' wives earning extra incomes--mostly by joining in a national cosmetics-pseudo-religious enterprise of selling cosmetics to women members of the Church.

Fellows and wives, I think this has been mostly stopped--I hope altogether--and I think most who were doing those things are no longer in God's ministry. Perhaps they are all now gone from us. I hope so. But I feel it should be put on notice, that sort of thing is not allowable in God's Church.

I hope no further notice on this score will be necessary. Ministers' salaries are supposed to cover the complete help a wife should give her husband in his work! To do this sort of thing secretly on the side, thinking those Jesus Christ is using in authority will not find it out, totally unfits a man to be a faithful minister of Jesus Christ in Christ's one and true Church!

--Herbert W. Armstrong

Good News About the U.S. Ministry!

During the past 10 months (since the Feast last year to the end of July this year), 117 letters are on file addressed to Mr. Herbert W. Armstrong from all over the U.S. which express renewed confidence in and support of the local ministry.

With the dedication and total loyalty now shown by the ministry, the members are again fulfilling I Thessalonians 5:12-13--they are esteeming the ministry very highly for its outstanding work.

More specifically, here is what members are expressing, as compiled by Richard Rice and the Mail Processing Staff:

1. The SERMONS are inspiring, helpful and interesting--as well as corrective where necessary. Above all, they are based on the Word of God, not the ideas of men. Ministers are putting more emphasis on the preparation of their sermons.
2. There is complete LOYALTY to God's Apostle and the Work of God. The brethren are being kept in constant touch with what is taking place in the Work.
3. For the members, the ministers have once again become the "HELPERS OF THEIR JOY"--the growth and welfare of the brethren are at their heart.
4. The men in the field are showing sincerity and DEDICATION TOWARD THEIR CALLING.
5. Ministers have diligently followed the example of God's Apostle in getting their local churches BACK ON THE TRACK.
6. Members are expressing how their ministers are truly INSPIRING them once again.
7. Pastors are serving their churches with more of GOD'S LOVE. Members have written about the care and concern shown to them by their local minister.
8. Ministers are truly SERVING THEIR FLOCKS. Many are working tirelessly and going above and beyond in helping their congregations.
9. Pastors are taking to heart the need to PREPARE THEIR MEMBERS for the coming Marriage of the Lamb. There is an awareness that time may be short.
10. Brethren are happy about the UNITY that has again been re-established in their churches.

New Directives for Y.O.U. Activities

A question has arisen about which Y.O.U. activities are limited to the district level. The recently announced changes affect only athletic competition. All other programs will continue as in the past. Current district and regional coordinators should continue in those responsibilities through the 1980-1981 activity year.

For volleyball and basketball, district coordinators should set up schedules which encourage all teams to participate in a full season of regular play! Teams are free to play neighboring churches across district lines where convenient. Since standings will not be recorded during the season, coaches can give all teens more playing time so that a wrong spirit of competition will not be so prevalent.

At the end of the season, a tournament may be held in which all district teams can participate. This tournament should be accompanied by other special activities such as Bible-bowl contests and social events. Some funding for these activities will be available from Pasadena.

Effective immediately, each local pastor will become the local coordinator for his churches. He may have others assist him, but the pastor himself is responsible for all facets of the local Y.O.U. program. Former local coordinators will no longer receive communication directly from Y.O.U.!!

Requests for Guest Speakers

Several men have been requesting guest speakers for their areas by contacting the guest speaker directly. This practice produces various undesirable results, both budgetarily and in scheduling.

In the future, all requests for guest speakers should be sent directly to Ministerial Services, so that proper budgetary factors can be taken into consideration, along with all records of previous visits, including G-II trips, Holy Day visits, special visits, etc.

Appreciation for Ministerial Refreshing Program

Dear Mr. Armstrong:

How much we thank God for bringing you back to put His Church in order! The change we have seen here on the campus and in other areas of the Work has been inspiring and encouraging.

Our two sons had the opportunity to attend S.E.P. They came home so enthusiastic about it all, and were thrilled to see and hear from you. Thank you for your concern in the lives of our young people.

The Ministerial Refreshing Program has been just that--refreshing. How nice to be taught by people who believe in God's Word. Our only disappointment was in not being able to see and hear from you personally. We thank God for what He is doing through you. May God continue to bless you.

Fred and Lucretia Kellers

Dear Mr. Armstrong:

My wife and I thank you very much for the Ministerial Refreshing Program and for being able to attend.

As a result of God's working through you and with much fervent prayer, effort and love on your part, we're once again seeing fruits produced whereby there is unity and true knowledge that is continuing to set God's Church back on the track.

The Ministerial Refreshing Program is greatly instrumental in bringing about that oneness of mind needed in teaching God's truth to His people. Being taught by the staff who reflects one mind in teaching these basic truths of God in these beautiful facilities and surroundings is indeed a blessing.

In addition to the Refreshing Program, we have enjoyed and appreciated the activities, programs and tours provided us. To mention one, the tour of the Auditorium, behind the scenes. The dedication and loyalty of all those we met was always evident.

Thank you, Mr. Armstrong, and all those involved for this privilege.

Curtis and Frances Cowan

Dear Mr. Tkach:

I want to sincerely thank you for the privilege of being here in Pasadena the past three weeks. Frankly, the thought of leaving my children and my church area for three weeks of living in smoggy Pasadena did not overly excite me.

I have heard too many "superiors" over the years speak their own "smooth words of wisdom." Your approach is truly refreshing. It is obvious you are in dead earnest to speak God's Apostle's mind and carry out his directions. This means so much after what we have all been through.

Another point I'd like to mention deals with the social aspects while we were here. You (as well as the entire Ministerial Services team) made yourselves available constantly to us all. I now have seen with my own eyes the loving concerned leadership (not authoritarian) that I, as a local church pastor, am accountable to. These three weeks have helped my attitude immensely. I should be able to go back and serve the brethren with renewed enthusiasm. I hope and pray that I will remain humble and loyal, backing up your excellent example of total invariable support to God through His chosen Apostle.

Jere Witte

Special Letters of Appreciation

Greetings Ministerial Services!

Just a note to say, THANKS! for the visiting team of Mr. Bob Fahey and Mr. Wes White this past Sabbath.

The whole occasion was great. All here were very appreciative and glad that they could be here to show the film and answer questions and just visit.

The G-II refueled in Billings, so we got to take a quick tour inside. Everything was just going great until I heard the jets rev up and all the men were rushing in and then the steps were coming up and I was trapped! We really had to talk fast before Capt. Black would lower the steps and let me out. And then they roared off.

We hope to see them again sometime. Much thanks.

Gene Watkins, Billings, MT

Mr. Tkach, I would like to sincerely thank you for allowing me the opportunity to travel on the G-II to the Appleton and Wausau Churches. The trip was a valuable and memorable experience for me.

I would also like to express my gratitude to Mr. Armstrong for having his plane go to the various church areas with ministers from Pasadena. Many of the brethren I talked to in both Appleton and Wausau wished to express their gratitude to Mr. Armstrong for his thinking of them with these flights. Their enthusiasm made it necessary for me to convey their gratitude to you to relay to Mr. Armstrong.

Also, from the questions that were asked in Appleton and Wausau, it is apparent that Mr. Armstrong has been successful in getting the Church back on the track. This was also born out by comments made by ministers on the return trip. Church members are asking questions because they are interested, not because they are antagonistic. Those few who had gotten themselves in the wrong frame of mind--with the wrong attitude--seem to have been weeded out. I feel that the Church is closer to being completely on the right track, and I pray that the bride will soon be ready.

Again, thank you, and please thank Mr. Armstrong.

Don Contardi, Pasadena

Comments From Monthly Church Reports

HUNTSVILLE/FLORENCE, AL--LAWSON J. TUCK: There has been a marked increase in attendance at our weekly Bible Studies in Huntsville and Florence, as the majority of both congregations are making a genuine effort to attend. This shows me a continuing trend of rededication and spiritual growth among God's people. The brethren are supportive of Mr. Armstrong and have their hands in the Work more than ever before.

SEDRO-WOOLLEY, WA--VALDEN WHITE: The Church is growing steadily in numbers and solidarity. We are all grateful for the positive forward thrust under Mr. Armstrong's leadership.

MONTEREY, CA--RON REEDY: More and more are turned toward Mr. Armstrong, Mr. Rader and the Church of God. New people continually showing up at services. Many members strongly desiring to leave the world we live in.

GREENVILLE, SC--RON JAMESON: Since the beginning of the year we have had 19 baptisms in our area. This represents a 17% increase in membership. A number of them had been holding back for a long time, but because of the urgency of the times were now baptized.

MODESTO, CA--NOEL HORNOR: Overall attitudes are very good. Due to Church problems with the state of California and Mr. Armstrong's emphasis on end-time prophecies, people are very aware. Sermon by Mr. Schnee very helpful too.

MINNEAPOLIS NORTH, MN--LEONARD SCHREIBER: A new record for people attending Bible Study. Most seem to be solid and loyal. For several months we have received a call from at least one new person each week in the two-church area. Many of them begin attending services.

DENISON, TX--GERALD WITTE: Overall spirit and enthusiasm is excellent. Continued interest in end-time prophecy. Many are getting concerned about the weather and developments in Europe.

TULSA, OK--DONALD MASON: PM activity is still very good. Now seeing more of the deeply motivated type of PMs. PT newsstand program is producing fruit in this area.

WEST BEND, WI--CARL MCNAIR: The Church is enthusiastic, loyal, and unified in spirit and purpose.

MINOT, ND--DAN CREED: Most of the members are really making great strides in their lives.

OMAHA, NE--ART W. DOCKEN: Continuing trials seem to be forcing members and their children to choose between living God's way or following the world. Most are definitely choosing God's way.

HONOLULU, HI--DAVID FRASER: Attitudes generally good--new visits--three baptisms this month.

GARDEN GROVE, CA--DOUG HORCHAK: Attendance is increasing. Attitudes are basically very supportive and positive. Good positive momentum in the Church.

Weekly Letter Comments

Our letters this week show that through Mr. Armstrong's autobiography, readers have identified with his experiences as well as certain personality traits. Other comments relate how The PLAIN TRUTH continues to amaze people. They enjoy reading about current world conditions and are fascinated to see events predicted by The PLAIN TRUTH taking place. And many of our readers said Mr. Armstrong's "Personal" in the August PLAIN TRUTH was particularly appreciated, as it gave a heartwarming insight into his personal life.

Readers Identify With Mr. Armstrong Through His Autobiography

Thank you, Mr. Armstrong, for writing your autobiography. It has been a tremendous help and comfort, especially since it has paralleled what my husband and I are experiencing in our lives. My husband is in the process of developing his own business. Your approaches to advertising and dealing with customers has given him ideas and encouragement. He has also tried to apply the principle of being of service to others instead of trying to get from them.

--Mrs. Clayton E. Hoke (Newburg, PA)

I almost felt like addressing you by your first name, Mr. Armstrong, because only about two months ago I finished reading your tremendous autobiography. I congratulate you on such a great and most interesting writing. I was especially taken over by this because I knew so well much of the territory and conditions which you also had experienced. But my hardships and trials were not so great and long-enduring. So much of your autobiography was somewhat like reading my own--places, people, conditions, trials and errors.

--Ralph S. Secor (Aberdeen, WA)

The one way you and I share a common characteristic is this: In your autobiography you wrote about the need to know "why?" when you were young. That is something which still too often gives me a problem! At times I have questions and you answer them through God's Holy Spirit.

--Harold A. Chapman (Sturbridge, MA)

I am reading your autobiography for the first time and am enjoying it very much. I somehow feel very akin to you--the way you have desired to soak up knowledge and wisdom like a sponge and how you have let each experience teach you a new lesson. Most people don't let their experiences teach them the way they should, but you obviously have meditated on the things that have happened so that you could handle them correctly if they happened again. I have always tried to be that way myself. That's why I feel akin to you.

--Denise Walker (Louisville, MS)

The purpose of this letter is to thank you, Mr. Armstrong, for writing your autobiography. I have just completed Volume 1 and have gained more understanding of how God's true Church did begin as a "grain of mustard seed." This "grain of mustard seed" has grown into a worldwide Work and God has used you as His human instrument. Today you proclaim God's gospel of the Kingdom of God all over a confused world that has forgotten their God and looks to human reasoning for survival. Your detailed accounts have helped me to realize how very differently God works from man.

--Alice Richardson (Brown Summit, NC)

Plain Truth Much Appreciated

The PLAIN TRUTH is an amazing magazine and I cannot thank you enough for sending it. I read Time, Newsweek and other magazines but you give us a look at the world that is unusual. I pass the copies to other people to read and take some to our library.

--Mrs. Winifred Muntz (Hanover, PA)

I received the first PLAIN TRUTH magazine a couple of weeks ago. My neighbor gave me the advertisement for ordering it. I am really very happy and thankful to you for sending me my own copy. My neighbor had been receiving this magazine and she lent me some of her copies to read. I read them from cover to cover. I think it is the very best magazine that I have read in my life as it tells the real truth

about what is going on around the world now. I really believe every word written in it because the Bible is your reference.

--Mrs. Mary Malihan (Hayward, CA)

I have never written to you before and I have been reading The PLAIN TRUTH for many years. It is really amazing to watch things take place that you predicted years ago. I am sure no one enjoys the magazine as much as I do. I can hardly wait till I receive it.

--Mrs. W. C. Ledford (Copperhill, TN)

The PLAIN TRUTH is really what everyone in the United States should have to read. That way they could learn what is really happening in our country. It is a very interesting magazine to read for anyone who believes in Bible prophecy and what God is really going to do some day to bring this world to its knees.

--Timothy Wian (Youngwood, PA)

My eyesight is not as good as in the past but I want you to know that I still read and so very much enjoy your wonderful magazine, The PLAIN TRUTH. When I open my mailbox and find your magazine inside, I can hardly wait to begin to read. First I hurriedly go through each page to find which article I think I want to read. I am always searching for the ones that compare current events with Bible prophecy. Often Mr. Armstrong's Personal is the first one I read.

--Mrs. Evelyn Melton (Dawson Springs, KY)

Readers Feel Closer to Mr. Armstrong Through His Personals

We especially enjoyed the Personal in the August PLAIN TRUTH. Thank you for making us realize how very near we are to the end of this age. We also enjoyed the human interest in the Personal. It gave us an insight into your personal life. It really made us feel much closer to you and Mrs. Armstrong, learning about your house and "family" of pets.

--Mr. & Mrs. Cecil Hall (Bridgewater, ME)

I have never before written regarding an article, but I just had to sit down and tell you how very much I enjoyed the heartwarming Personal from Mr. Armstrong. Since we all are a family, sharing personal stories helps to keep close. Since Mr. Armstrong cannot be with us all, I feel that his article filled a great need. As a result of it I feel very close to the Armstrongs and their pets.

--Mrs. Paul Turner (Happy, KY)

I could relate to Mrs. Armstrong with her bird feeding. Years ago I used to scoop snow away and feed the birds during the winter months. In the summer we had birds making nests in our hedges and also in our wren house. When I lived in Phoenix, I had a hummingbird feeder, made my own syrup and got hours of enjoyment watching the birds. Thank you for introducing us to Sir Hans. He must be quite a lovable fellow. Just the looks of Leo is enough to keep intruders out.

--Susie Hilton (Hays, KS)

We were so happy to read in the August PLAIN TRUTH that you have some lighter moments and can enjoy your dogs and the other animals around your home in Tucson. I've often wondered what you and Mrs. Armstrong do for relaxation. I usually think of you sitting behind a typewriter or in front of a TV camera. It is nice to know that you have an opportunity to enjoy a small part of God's creation.

--Mr. & Mrs. J. R. Murphy (Sacramento, CA)

--JOE TKACH, MINISTERIAL SERVICES

TWO IMPORTANT PUBLICATIONS TO BE REPRINTED

We have some very good news to report about the reprinting of two very important publications. Mr. Herbert Armstrong has recently given instructions that The Bible Story by Basil Wolverton, and The Missing Dimension in Sex by Herbert W. Armstrong be republished in a new style and format.

The Bible Story was originally printed in six volumes. It will now be redesigned to fit into two 7 x 9 volumes with quality paper and a full-color glossy cover, and will be published by the Church. The typestyle and page layout will be improved in an effort to make it more readable, but the original text will not be changed. Original drawings by Mr. Wolverton will be retained. This new set will be offered free by Mr. Armstrong to our members, co-workers and donors via an upcoming letter, and will be made available for use at Imperial School.

The Missing Dimension in Sex is being published by Everest House in a totally new format. This will be a 6 x 9 case bound book with a color jacket for sale in book stores across the country. It will also be offered free in Mr. Armstrong's next semi-annual letter at the end of the year. This will be to the full PLAIN TRUTH list. Additional material for this book is being worked on by Mr. Armstrong at this time. We are all excited that Mr. Herbert Armstrong has decided to make these books available to everybody. We all feel this is indeed another big step forward for the Work of God!

--Publishing Services

SPECIAL NOTICE ABOUT AUGUST GN FESTIVAL BROCHURE

Extra copies of the August GOOD NEWS, which will serve as this year's feast brochure, will be shipped in bulk to various festival sites worldwide before the Feast.

These copies will be made available to spouses and young people, and co-workers and other feastgoers who did not receive a copy in the mail. This will enable others who wish to use the special notetaking section to do so.

Please remind brethren to take their brochures to the festival with them. The August GOOD NEWS is full of informative, meaningful articles and features that brethren should review in relation to the Feast. Also, using the special notepaper at the end will allow brethren to have the feast articles and their 1980 feast notes in one place.

--Editorial Services

****TO BE ANNOUNCED IN ALL U.S. CHURCHES****

Bible Hymnals

Because of the number of festival sites and the number of members transferring this year, proper distribution of hymnals among the sites may be a problem. We are asking all members who have personal copies of hymnals to take them to the Feast. This is especially necessary for the St. Petersburg and Orlando feast sites.

--Ministerial Services

****FESTIVAL COORDINATORS PLEASE NOTICE****

You will soon be receiving a form to complete immediately after the 1980 Feast of Tabernacles. This form gives The Worldwide News writers the information they need to make the annual WN Feast Report on October 20. Since we have a limited staff and a corresponding small amount of time to prepare the issue, we need you to return your forms promptly. Late reports create a logjam, which in turn causes a delay in backing up the brethren's recent experiences with a full wrap-up of the Feast. Help us to inform God's Church of its activities worldwide by setting aside some time in your busy schedules for this function. We appreciate it!

--Dexter H. Faulkner, The Worldwide News

ON THE WORLD SCENE

U.S. PRESTIGE SUFFERS ANOTHER BLOW Presidential candidate Ronald Reagan is campaigning, in part, on the general theme of making America great again, of reviving the American spirit at home and flagging U.S. posture overseas. But it is extremely doubtful a new administration could pull off a notable turnaround.

Everywhere, U.S. prestige continues on the skids. The Europeans are formulating their own policies toward strategic global regions such as the Middle East. Latin America's "Big Two"--Argentina and Brazil--have buried the hatchet and announced unprecedented cooperative plans, partly out of dismay over the directionless foreign policy emanating from Washington. Ruling circles in Japan are worried over shrinking American power and a huge increase in Russia's military might in the Soviet Far East.

A little-reported recent incident reveals just how far down America's sun is setting. Not long ago Spain and Portugal refused to permit refueling of Cairo-bound U.S. air transports by tankers based on their territory. The unpublicized veto from Madrid and Lisbon prevented the Air Force from refueling its giant C-5 and C-141 strategic airlift carriers from C-135

tankers based on the convenient Iberian peninsula. Instead they were refueled from bases 1,000 miles to the north in England. Reporters Evans and Novak, who brought the incident to light in one of their syndicated columns in late July, said "such is the bitter fruit of declining world power."

Reduced U.S. power and prestige, added Evans and Novak, means constantly shrinking landing rights on the territory of traditional U.S. allies. Moving men and weapons to future trouble spots, therefore, puts the focus on long-range airlift more than ever before, such as the need to create a long-haul "quick reaction" capability for the Middle East.

Because the Arab world bitterly opposes the U.S.-engineered Camp David separate peace between Egypt and Israel, neither Spain nor Portugal was apparently willing to risk affronting its Arab friends by helping Washington. Yet, in supplying Israel during the 1973 Yom Kippur war, the U.S. refueled its air transports in the Portuguese Azores. "The difference between 1973 and 1980 is eight years of decline," noted Evans and Novak.

Ideally, the Air Force should again have been able to use the Azores base (about 1,000 miles out in the Atlantic from the coast of Portugal). But delicate negotiations are underway between Washington and Lisbon over future American base rights in these strategic islands. President Carter decided these talks were too sensitive to risk asking landing rights for the Cairo airlift.

"When both Iberian countries rejected the routine request to refuel the airlift by tankers flown from their territory," said Evans/Novak, "the State and the Defense Departments were surprised, to put it mildly. Never before had there been such a turn down; never before had bases far to the north in England had to be used to refuel strategic airlift in the South Atlantic."

"This sorry episode," said the two reporters, indicates "the reality of the shrunken American eagle."

--Gene H. Hogberg, News Bureau