

Ambassador International Cultural Foundation

a message from the founder...

Quest/77 IS LAUNCHED!

Dear Readers:

QUEST/77 is a unique magazine. It arrives on the world scene at the most critical time in human history, in a most interesting, exciting, dynamic, crucial, and yet dangerous and imperilled time.

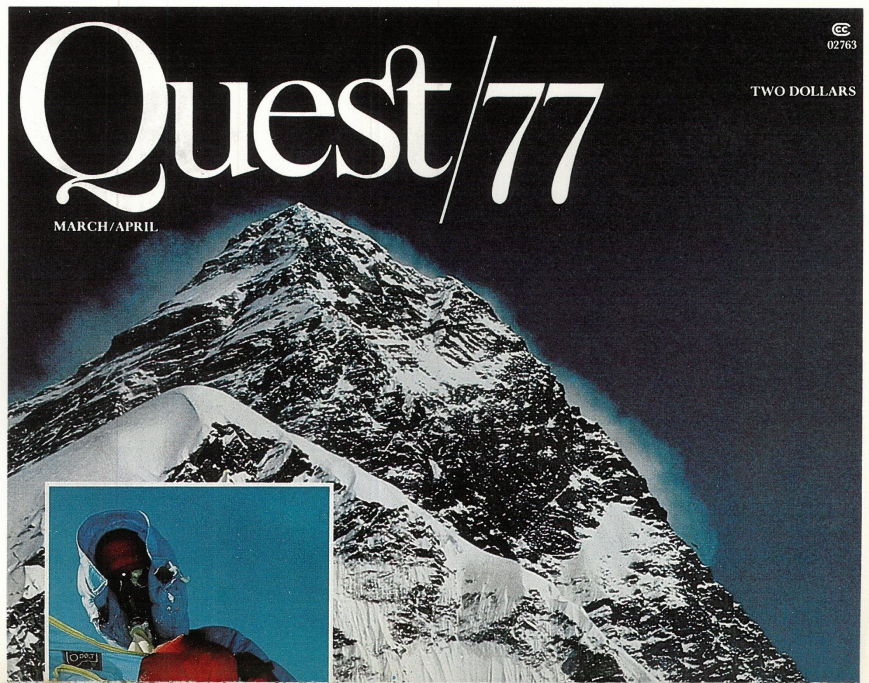
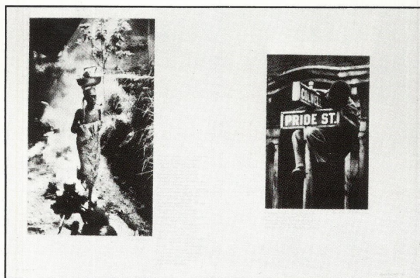
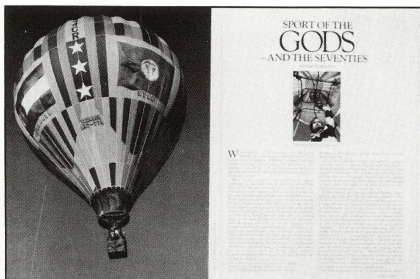
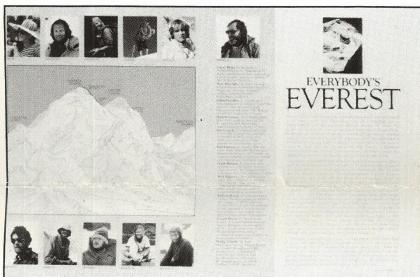
QUEST/77's unique purpose? To take its readers, issue by issue, on a thrilling, responsible, unprecedented quest for the true purpose of the existence of human life on this earth.

Never did any generation live in a world such as you and I are privileged to live in today. Gigantic leaps ahead just in our time in important sciences and technology. The literal explosion in knowledge production. Unbelievable leaps ahead in the means of travel, jet and supersonic. We have mass communication worldwide by radio and television. You can dial instantly any telephone in the United States from such world capitals as Paris, London, Rome. Men cavorting about on the moon and landing safely back on earth. Close-up pictures from Mars by Viking I and II. The magic of the printing press, the computer, every labor saving device, shorter work days and work weeks, mass travel. It would seem we have everything. Man has achieved the absolutely incredible—mostly in the very last century.

But at the same time—we live in a world where it is unsafe to walk on the sidewalks here on earth. Crime is rampant even in residential neighborhoods. Racial violence threatens law and order. Governments of nations are toppling at the rate of one a month. Nations are armed to the teeth, so that even a small nation could, by error, set off a nuclear war that could blast all humanity from this earth, eliminating all our magical, fantastic advances, our increased leisure time and pleasures, our tremendous advances in medicine, our lengthened, more pleasurable lives. The human potential is truly incredible. Yet mankind's number one problem today is that of human survival. Why? Why this tragic paradox?

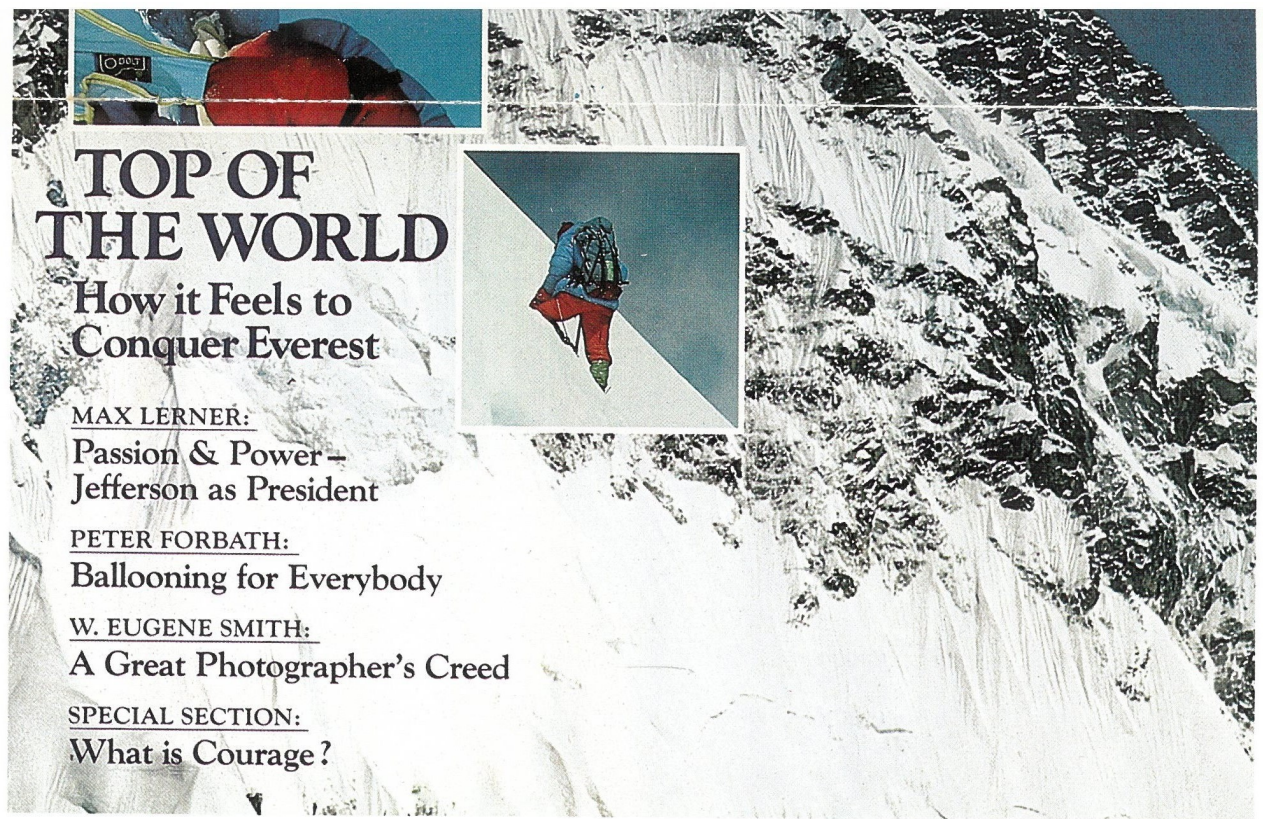
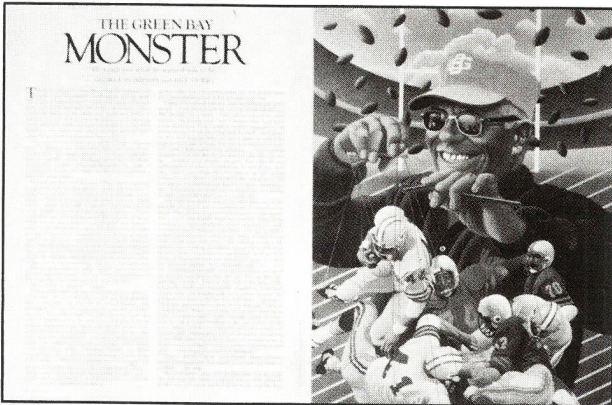
Issue by issue, QUEST/77 will become the magazine of our time. Not in a "religious" sense. But in a way that will make sense to a new international audience we have never reached before. The actual potential of man is so absolutely incredible it is almost brain shattering. Too good to be true? Not at all. Our quest will be intriguing, entertaining, exciting; it will be thorough, scholarly, thought provoking. And it will give enlightened and true understanding. Some have said to us, "We've heard the voices of doom, all the bad news, give us the good news for a change."

We shall.



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TWO DOLLARS



TOP OF THE WORLD

How it Feels to Conquer Everest

MAX LERNER:
Passion & Power –
Jefferson as President

PETER FORBATH:
Ballooning for Everybody

W. EUGENE SMITH:
A Great Photographer's Creed

SPECIAL SECTION:
What is Courage?

A SPECIAL THANKS TO OUR SUBSCRIBERS

The publishing staff at AICF wish to thank our subscribers for their patience and loyalty in waiting for QUEST/77. It is some 20 months since the desire to publish a magazine about man's vast potential was announced by Mr. Herbert W. Armstrong—a long time—but now you have (or will soon have) our first issue. We hope you will all agree that it has been worth waiting for.

As you can well imagine, it takes time to find the *best* editors, artists, writers and photographers who are able to dig out and feature those who are truly pursuing excellence, and in so doing, convey to each reader a glimpse of achievable personal potential.

To attain this, QUEST/77 cannot ignore reality. It has to communicate with an audience that is trying to find its way in a difficult world. Therefore, QUEST/77 must not be a Pollyanna magazine; it must face reality; it has to develop a deep sense of purpose and inner conviction if it is to succeed.

Neither AICF nor the Worldwide Church of God can expect to be able to endorse or put a stamp of approval on the particular lifestyle or beliefs of all of those who will eventually write for or be featured in QUEST/77.

Undoubtedly, some writers and artists, even of great fame and stature, will present personal views or philosophy or express themselves in a way which will not

be totally compatible with our beliefs. We all recognize there is a real world outside, with its problems, its triumphs, its tears and its laughter. It is our responsibility to recognize and face, even as we practice excellence in *our* lives, that there are many individuals who express in a positive way their God-given creative forces, which are worth applauding, but who do not share our convictions. Therefore, we should keep any of their comments or beliefs, that differ with our own, in their proper perspective.

In fact, for the past ten years, under the personal direction of Mr. Armstrong, we *have been* working with similar distinguished individuals and professional and scholarly groups all over the world—the famous archaeological excavations in Jerusalem in cooperation with the Israel Exploration Society and the Hebrew University being the prime example.

Read the first issue of QUEST/77 and relish with us the assault on Everest and the outstanding examples of courage. Enjoy the mind-tingling portrayal of human creativity, achievement and emotion that evidence that we are indeed God's handiwork.

AICF PUBLISHING STAFF