

This IS The
WORLDWIDE
CHURCH OF GOD



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**The Incredible March Toward
a Changed, Realistic and Peace-
ful WORLD TOMORROW**

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This is the true story of a unique Church that has found the solution for the world's ills, and puts it into a living application that is producing a harvest of peace, happiness and abundant well-being worldwide.

TO PUT IT MILDLY, the visitor was astonished. Suddenly he was experiencing something he would never have believed to exist.

He was the professor of Comparative Religions at one of the world's great universities, visiting a church convention in southwestern Canada. Seven thousand were assembled. Immediately he was impressed by an atmosphere refreshingly different. Had these people been odd or fanatical, it would have been no new experience. He had attended meetings of religious and church groups all over the world. He was familiar with those who were stiff, formal — and unhappy. With those who *appeared* happy temporarily during a service. And with those who generated an emotional excitement or fervor in meetings, and even those who were odd, weird or fanatical. But this was a new and different experience.

To one of the ministers accompanying him he exclaimed, "I have never seen so many so universally and *genuinely* happy. This is *real*. These people are stable and solid citizens, sincere and unpretentious, just naturally radiating an inner happiness. Life seems to have purpose and meaning. You couldn't really describe it in words — one has to *experience* the difference."

A Cause for Every Effect

It is axiomatic that for every effect there has to be a cause.

There has to be a CAUSE for all the evils in the world today — the widespread immorality, the revolt of youth, the trend toward drugs, the broken homes and

rising divorce rate, the escalating crime, the almost general unrest, the rioting, violence, wars.

By the same token, there has to be a CAUSE for the condition of peace, harmony, prosperity, and general radiant happiness the visiting professor experienced.

Isn't it pertinent to ask WHY science and technology seem unable to point the way to such a desired state for *all* human society? To ask WHY education does not teach THE WAY to a better life — WHY religion has failed so dismally to make this a better world — WHY governments, committed to bettering the lot of their peoples, have never found THE WAY to peace?

Yet here, assembled from various parts of Canada and the Pacific Northwest of the United States, were 7,000 people at peace. And not only while assembled at the convention. For the truth is that these families were living happily and successfully as shining lights in their various local communities.

There has to be a cause!

There *is* a cause. There *is* something refreshingly different. And it shines forth from multiple thousands of homes scattered around the world.

WHY Unique

These people are members of the Church of God, known in our day as the Worldwide Church of God. This Church is unique in practicing Christianity as A WAY OF LIFE as well as a faith — even as it did originally in the days of the first-century apostles.

Its members are motivated with PURPOSE, inspired by knowing the transcendent human potential. They know the true values. They have found THE WAY that makes life truly meaningful, rewarding, abundant!

It is the way the whole world ought to be living. And what *is* that WAY OF LIFE?

It is the WAY of LOVE — the WAY of outgoing concern for the good and welfare of others equal to self-

concern. It is the way of co-operating, serving, helping, sharing — of consideration and patience.

More important, it is the WAY of humility, and of obedience to, reliance on, and worship solely toward God. It is the GOD-centered way.

The world in general lives the way of "GET." It follows the SELF-centered way of vanity — of greed, lust, envy, jealousy and hate. It exalts the self. It sets its heart on self-gain, material possession. It lives the way of competition, strife, unconcern for the welfare of others. It always seeks to get the best of every deal, unconcerned that the other takes the worst.

In this world the "successful" are evaluated as those who have piled up the biggest fortunes in material goods, not those who have *given* the most in spiritual goods for the happiness of others. And yet there is the promise that *if* one seeks first the righteous and unselfish way, the material prosperity shall follow. Material possessions may add to a happiness already attained, but they are not the SOURCE of happiness — they cannot produce it.

Actually, what almost none — including those who profess Christianity — seem to realize, this "GIVE" way is an invisible, yet inexorable spiritual LAW in active force and motion. It is a Law as real, as inflexibly relentless, as the physical law of gravity. It governs and regulates all human relationships. Traditional Christianity seems to have forgotten that this Law is summarized as a principle and the Christian WAY OF LIFE by the Ten Commandments!

And the lives of these people who were enjoying the convention in southwestern Canada are a living demonstration that the teachings of Jesus, and the example He set by His own life here on earth — teaching and *living* the principles of the Ten Commandments — are in truth THE WAY of practical, rewarding and joyous living — and neither impractical platitudes nor a burdensome yoke of bondage. This WAY OF LIFE is paying

off among Church of God people in joyous happiness, successful living, and abundant well-being!

This GOD-centered way broadens and expands one's horizons. Self-centeredness constantly shrinks one's mental and spiritual outlook inwardly.

It is, to most who profess Christianity today, astonishing to learn that Jesus, Peter, Paul and all the first-century apostles taught obedience to this inexorable spiritual Law — the WAY of LOVE. It is surprising to most to learn that the Bible plainly shows that the religion of Christ — the only *true* Christianity — is a WAY OF LIFE as well as a living FAITH.

This spiritual Law was set in living motion as the loving gift of humanity's Maker to CAUSE every desired GOOD. Yet humanity in general has been living a diametrically contrary way of life. There can be no law without penalty for violation. All the evils suffered down through the stream of time by humanity have simply been the PENALTIES *caused* by violation of that Law.

HOW Knowledge LOST

How did mankind LOSE knowledge of the PURPOSE of human life — of WHAT man is, WHY he is, WHERE he is going — his transcendent potential — of THE WAY that is the only possible CAUSE of peace and happiness and everything good and desirable?

First, we might illustrate the world's sickness this way: A manufacturer sends along with his mechanized product an instruction manual. The instruction book explains what the product is, what it is intended to do, how to operate it to accomplish its intended purpose.

In like manner, man's Maker created a human mechanism far more perfectly designed than any man-produced product. And also, *our* Maker sent along *His* INSTRUCTION MANUAL. In it He reveals *what* we are, *why* we are, *where* we are going, and above all HOW to operate this human mechanism to accomplish its

intended potential in peace, happiness and abundant well-being.

But the more perfectly designed GOD-MADE human mechanism is not functioning well. Human society is sick — filled with unrest, discontent, unhappiness, suffering. Human society knows not the way to PEACE. Crime and violence are rampant on an accelerating spiral. Morals have skidded into the cesspool. Evils of all kinds escalate.

WHY?

If people threw away or ignored the instruction books for operating mechanical gadgets — or tried to operate them contrary to all the manufacturers' instructions — mechanical devices would not work, either!

It all started in the Garden of Eden when our first parents rejected their Maker's revealed knowledge, and disobeyed His commands. And humanity as a whole has followed that course ever since.

Humanity has continued to reject revelation as the source of basic knowledge. Man has continued to reject the WAY of God — His spiritual Law — as the way to all desired good, and to decide for himself what, in his eyes, is good and what is evil. He has continued to take to himself the fruit of the tree of the knowledge of good and evil. He has continued to do what is right *in his own eyes*. And in so doing, he has brought on himself every evil that has beset humankind.

But see where it has now brought this world. Humanity continued along on an even keel, in knowledge production, until about 170 years ago. As the prophet Daniel foretold, at "the time of the end... knowledge shall be increased" (12:4).

Science the False Messiah

So, about 170 years ago, scientists decided the human intellect had become so near perfect it could now safely cast off its swaddling clothes, and throw away the crutch of religion and belief in God. Given sufficient knowledge, they reasoned, they could solve all

of man's problems and cure all its ills. Modern Science stepped forth as the new Messiah that would deliver humanity from all troubles and evils.

Morals began to relax. Spiritual values gradually were de-emphasized. Women began to "demand their rights," and to sink down to man's level. Education threw the Bible out the window, and with it interest in teaching moral, spiritual and ethical values. Educational emphasis came to be, after World War I, solely of intellect, unconcerned with development of righteous character. Knowledge production was increasing at an accelerating rate.

Great PROGRESS was being made — in industry, in technology, in areas of materialistic, scientific and medical knowledge.

But increasing knowledge did NOT solve humanity's problems. It cured no ills.

On the contrary, with this increase in knowledge, man's problems, troubles and evils accelerated in almost exact ratio. Finally, in the one decade of the 60's, the world's fund of KNOWLEDGE DOUBLED! And in the same ten years the world's TROUBLES ALSO DOUBLED!

The more man works at producing KNOWLEDGE, the more he brings EVILS upon himself. Now he has brought himself to the very brink of cosmocide. World leaders and scientists now know that humanity's number-one problem is that of SURVIVAL! Now they are beginning to speculate on whether the 70's may be MAN'S LAST DECADE. The engines of destruction have been produced that could quickly erase all human life from the earth!

The FOUNDATION of True Knowledge

But our Maker has sent along with the product He made — humanity — the Maker's Instruction Book. He has made the TRUE KNOWLEDGE accessible for those willing to seek and use it, in all generations.

The VERY FOUNDATION of knowledge is this Instruction Book of man's Maker. The FOUNDATION of education

to fit one for happy and successful *living* is being totally ignored in today's educational system.

One is shocked and disillusioned in the discovery that virtually all religions, including traditional Christianity, have been utterly ignoring, or rejecting, God's revealed WAY OF LIFE. Regretfully this makes shockingly plain the reason WHY the world's religions and churches have not made this a better world — WHY there is no peace, WHY so little happiness!

Ask the average church member how much Biblical teaching has to do with his everyday life — his business, his social life, his home life, his politics, his entertainment and recreational life. He will probably reply, "Why, nothing, I suppose."

But the Church of God, from 31 A.D. to now, has *lived* by God's revealed WAY OF LIFE, as well as by the faith of Jesus Christ. It is a happy Church.

And in that it is indeed unique!

Importance of the NAME

This Church has always recognized the importance of the NAME given the Church. And it has been always kept in that name. Twelve times in the New Testament the NAME of God's own Church is called just that — "The Church of God." Christ is revealed to be the living Head of that Church. And in this connection it is in one place only spoken of as the "Churches of Christ." But it is composed of the begotten children of God, who collectively as a Church are named after their Father. In some New Testament instances, a descriptive adjective is added to the name, as The Church of God at Corinth, or the Churches of God in Judea. And today, it is the Worldwide Church of God. But Jesus prayed to God the Father that the Church would be *kept* in the Father's name (John 17:11).

It has been.

A Worldwide Function

But when Jesus Christ said "I will build my Church," it was for a PURPOSE that is more than merely

preserving members in THE WAY that produces happiness and successful living for themselves.

It has a serious and worldwide function to perform. It is a mission of LOVE — of outgoing concern for humanity worldwide. Its commission is to proclaim to the world the good news of the Kingdom (Government) of God — not to convert the world, but merely as “a witness.” That Government has been taken from the earth. It is to be restored (Acts 3:19-21). God governs — as do all governments (or kingdoms) by LAWS. Primary of God’s Laws is the spiritual Law — the WAY OF LIFE that CAUSES — PRODUCES — every good result.

For carrying out that Commission, the Church is called, in the New Testament, the “Body of Christ.”

Few understand why. Jesus had come in human flesh, among other purposes, to start the Work of God. He said that *of Himself* He could do nothing. It was the power of the Holy Spirit of God *in Him* that empowered the Work.

He called and chose His disciples, who became the original apostles. He taught and trained them to become, with Him and the prophets, the foundation of the Church. He gave His life for the Church — to pay the penalty for the sins of the whole world — for all who will repent and accept His shed blood in full payment. God raised Him from the dead, that by *His* life we might receive eternal life as God’s free gift by grace.

But, after His resurrection, and just before He was taken up to God’s throne of the universe in heaven, Jesus “commanded them that they should not depart from Jerusalem, but wait for the promise of the Father” — that is, receiving within them the same Holy Spirit that had empowered Him. “But ye shall receive power, after that the Holy Spirit is come upon you” He said (Acts 1:4-8).

The Spirit which had started God’s Work in Jesus’ single human body would now carry it on in the COLLECTIVE body of the Church.

That Work — that Commission — was dual:

1) "Go ye into all the world and preach the gospel to every creature" (Mark 16:15). And, for this present time in which we now live: "... this gospel of the kingdom shall be preached [and published — Mark 13:10] in all the world as a witness unto all nations; and then shall the end [of this age] come" (Matthew 24:14).

And 2) Feed the Flock — that is, spiritually feed the Church members from our Maker's Instruction Book, on the WAY OF LIFE, and for *their* part in carrying on God's work.

The first great Commission becomes a far more complex and sizable operation today than it was in the first century. The world's population has multiplied many times over. We live in a different, far more mechanical and complex world today.

POWERFUL Work Today

The Church of God was not, in the first century, a world power either religiously or politically. It is not today. At times it has undergone violent persecution. It is not, today, a multi-million-member Church.

Yet today it carries on in great power worldwide the Work, by the dynamic educational program through its associated Ambassador College. Through this program — as a public service — it is reaching by radio, television, and large-space advertising in many mass-circulation magazines and newspapers, 150,000,000 people with the inspired message of the WAY OF LIFE that is the CAUSE of all GOOD — of peace, happiness, prosperity, abundant well-being — the truly successful life.

Same Original Faith — Modern Procedures

The faith and way of life of the Church is precisely the same today as it was in the first century. It is the true Faith "once delivered to the saints." That never changes. But today the Church lives and functions in a vastly different and highly complex and mechanized

world. Accordingly, modern conditions necessitate different procedures, and modern methods of organization and operation.

Pin-point Church History

Jesus Christ had personally taught and trained His disciples to become His original apostles and leaders. Then on the day of "Pentecost" 31 A. D., they were infused with dynamic power by the very Spirit of God.

Thus the Church of God started out imbued with vitality and strength. On that very day of Pentecost three thousand were added to the Church. A day or two later their number became 5,000 (Acts 4:4). Miracles were being performed by the apostles, and soon that 5,000 membership was multiplied (Acts 6:1).

A little later, however, there was a great persecution against the Church at Jerusalem, and most were scattered throughout Judea and Samaria (Acts 8:1). Then entered the false leader, Simon the magician (Acts 8:9-14). Jesus had warned the Church would be severely persecuted (John 15:20), and would be hated by the world in general (John 15:18-19) and He had spoken of it as the "Little Flock" (Luke 12:32) — not a great world power.

Work Had Ebbcd

By 70 A.D. the real *Work* of God of proclaiming the good news of the coming worldwide Kingdom of God, had lost its momentum, due to the Roman invasion and Roman persecution. That worldwide Work of God had ebbed through the centuries to scarcely a trickle. The Church continued assembling, but more than the regular assembling of members, it had been given a **JOB** to do — proclaim the Message to the world in **POWER**. And *it had not been getting the job done!*

That vital **POWER** of God's Spirit that had worked dynamically in Christ and in the first century apostles, had not been working in the Church. That Work, by

the early twentieth century, had become virtually dead (Revelation 3:1).

In very recent years, since the Work of the Church has become truly worldwide, a number of isolated groups of members have been discovered. These groups apparently had, at some time prior to the present century, lost contact with the Church in the United States. Yet they still were being kept in the name, The Church of God. They still held to the same doctrines and practice. Such isolated groups have been found in Chile, Argentina, Mexico and Central America, the Philippines and Africa. They are evidence that this same original Church of God has been in existence worldwide in preceding centuries.

By 1927 in the United States, members continued to assemble regularly in their local congregations scattered over the country. The local congregations were small, in most cases not more than 35 to 50. There was at that time a limited evangelistic effort, though mostly ineffective. But now God's time had come for His last warning message to go to the whole world.

In 1930 the Oregon members, in order to revitalize the Work of God, incorporated under the name, "Oregon Conference of The Church of God."

New Leadership Drafted

Meanwhile, since 1927, following the conversion of Herbert W. Armstrong, Mr. and Mrs. Armstrong had been meeting with these Oregon brethren. But until the summer of 1928 he had refused to speak before them because he felt the ministry was a profession no man ought to choose himself. Finally he was virtually drafted into doing so.

Realizing that he had had the training and unusual experience in the business world, the education, the know-how, the vision, the initiative and experience in utilizing modern methods necessary to get the Work of God going out in a modern complex world, they

looked more and more to Mr. Armstrong for leadership. And finally it became evident to all that the call to the ministry was genuinely from God, and not a self-chosen one. In June, 1931, Mr. Armstrong was ordained by this Oregon Conference, and entered the Work of God full time.

A New Era — New Life

It was under his leadership that a new era of The Church of God was entered, revitalizing the Church, injecting into it new life and vigor by the Spirit of God to get Christ's Gospel — His EDUCATIONAL MESSAGE — going out with power to the whole world.

Much more than human experience and know-how was required.

Once again God was sending forth and infusing into His Church His Spirit of POWER.

The time had come for the final Message of God for this present world to go with great impact. The time had come for God's Work to prepare the way for the soon-coming wonderful WORLD TOMORROW! The time when by act of God His government will be restored on earth. It will be a world of PEACE, of HAPPINESS, JOY in abundance and plenty, under the Government worldwide of the Great God through the living Jesus Christ!

In the summer and autumn of 1933, Mr. Armstrong gave a series of lectures in and around Eugene, Oregon on THE WAY OF LIFE that produces peace, true success, and real happiness. The response was spontaneous and beyond expectation. An invitation followed to speak on Radio Station KORE, then Eugene's only radio outlet. Frank Hill, owner, suggested a weekly half-hour program to give this missing dimension in education exposure to a wider audience. He, himself, contributed substantially to its cost.

Phenomenal Growth

God now began opening doors for a Spirit-empowered Work to leap forth (Rev. 3:7-8). The Work from this point grew in power and scope at the

rate of 30% per year over the next 35 years.

The first week in 1934 *The WORLD TOMORROW* program went on the air. It met with an immediate response, considering the small power and limited coverage of the station. It was then of the very smallest wattage for commercial broadcasting — 100 watts. Gradually the program went on more and more stations. By 1942 the program had gained national coverage in the United States, and by 1945 it became a daily program.

Today it purchases the largest wattage of any radio program, worldwide — more than 50 million watts of power weekly reaching an estimated 100 million listeners, beside many additional millions reached by other media.

On February 1, 1934, *The PLAIN TRUTH* magazine made its most humble bow. That Volume I, Number 1 had a circulation of approximately 250 copies. *The PLAIN TRUTH* was offered radio listeners gratis, but subscriptions were entered only on personal request. It has never been the policy to put a price on the magazine, nor to request financial support in its columns or on the air.

Today *The PLAIN TRUTH* is one of the finest quality magazines in the world, 52 pages of solid reading — no advertising, full color, with circulation more than 2 million copies worldwide — published simultaneously at Pasadena, California; Radlett, England and North Sydney, Australia.

WHY a College?

As the Church and its work expanded, the need of a college became imperative. There were a number of reasons for this.

The Church of God had never been a proselyting church. Jesus Christ set the example. He *never* urged people to "get saved," or "be converted." When the woman at Jacob's well in Samaria asked Him to give her of God's Spirit, which He had referred to as "living water," He made no effort to convert her.

He did proclaim the Good News of the Kingdom of God, saying "Repent ye, and believe the Gospel"

(Mark 1:1, 15). He chose His disciples, and simply said, "Follow me." They followed unquestioningly. He made no emotional appeals for converts. He made no pleading "altar calls" accompanied by sentimental hymns. Nor did the apostles. The Church of God follows the example they set.

Therefore it has no evangelistic program or missionary activities. Instead, its commission is first to proclaim the good news of the coming Kingdom of God — *not* to convert the world, but merely "as a witness" to the world.

This actually is AN EDUCATIONAL message of THE WAY OF LIFE to be lived in the Kingdom of God — THE WAY that leads to success, to peace, happiness, to the full, enjoyable abundant life. It involves the KNOWLEDGE of the PURPOSE of human life on this planet — the real meaning of life — the knowledge of the TRUE VALUES in a world pursuing the false — the knowledge of what man is, why he is, and the WAY to his transcendent potential.

That is not a sentimental, emotional message *about* Christ as a Person — it is *not* a message of pleading with people to "give their hearts to the Lord," but an educational message showing people what they need to turn from, and THE WAY that will CAUSE the results they really want — here and now, as well as the gift of eternal life.

The second commission is to feed those who do become converted — and the word means *changed* to a different attitude and way made possible by receiving God's Spirit — to feed them the spiritual food of practical common-sense Christian LIVING by God's WAY OF LIFE.

Ambassador College Founded

Therefore the Church of God found the establishment of an educational institution of higher learning imperative. It was needed to provide an educated ministry. It was needed to educate people for the worldwide

Work of proclaiming this good news worldwide — by radio, by television, in print.

Jesus chose His apostles. They did not choose Him. They did not choose the ministry as a profession — as one chooses medicine, law, or architecture. They were specially called by Him.

He rose from the dead, and He lives in mighty power today. Since it is not His way for men to choose the ministry for themselves, Ambassador College could not be a seminary, or a Church or Bible school, but had to be a Liberal Arts College. It was expected that perhaps one in 40 students might be called to the ministry. Actually it has been closer to one in ten.

Pasadena, California was chosen as the locale for the college. Ambassador College swung open its doors to students October 8, 1947. It was separately incorporated in 1951.

Since the first commission of the Church is actually an educational — not an evangelistic — one, this entire operation became the activity of Ambassador College. All broadcasting, publishing, and the Extension program worldwide, is the activity of the College. Therefore Ambassador College has remained Church associated, though organized and operated independently of the Church. It is largely Church financed and therefore enjoys a unique financial stability and prestige in financial circles.

The Church of God has always been a tithe-paying church. It knows God has promised, scripturally, to prosper the tithe-payer. This practice has caused members to be more careful in budgeting personal finances. These members have prospered financially and, consequently, so has the Church.

Today both Worldwide Church of God and Ambassador College stand in an enviable financial position of stability and strength. This is well known and highly respected by many major banks in such financial centers as New York, Philadelphia, Los Angeles, London, Geneva.

Nonproselyting, Nonpolitical, Nonmilitant

As stated above, the Church of God from 31 A.D. has been nonproselyting, entirely noncompetitive, in accordance with Biblical principles. In no sense is it militant, nor has it ever participated in any agitating movement to bring about any objectives by action. It participates in no group or mass action, political or otherwise. The Church of God, in all its history, has had only an attitude of love for all races and peoples, regardless of color, creed, or religion.

Always its teaching has been submission to whatever AUTHORITY is over one — whether human government, or the authority of God.

The Worldwide Church of God, while not “activist” or militant, does nevertheless believe in and offers active, daily application of *solutions* to the many human problems.

Through its continual teaching over radio, television, and in its magazines and special booklets, it has profound impact upon society in many ways.

Positive, Profound Impact

More than a million have received the booklet concerning crime, the *causes* of it, and how, without resorting to joining pressure groups or becoming activists, to protect themselves, their children, and their property from criminals.

Millions have experienced profound changes in their marital lives through broadcasts and reading the instructional booklets and magazine articles they have received. From New Zealand to Africa, and from the Swiss Alps to Puget Sound, the tens of thousands write of the deep and far-reaching changes effected in their homes and families through better understanding of the God-revealed *ways* of right, clean, wholesome living.

The tens of thousands write of their new-found ability properly to rear their children; of the immediate

rewards in greater love and obedience shown them from their children through reading and applying the information they have received.

Millions of Lives Changed

Millions have read literature which changed their personal lives in many constructive, useful ways. The television, radio broadcasts, and booklets about pollution, famine, the population explosion, and the space race, deal with the big, worldwide issues. And TV and radio programs, and booklets about Marijuana, Smoking, Dating, Marriage, Motherhood, Managing Personal Finances and the Laws of Success deal with daily, practical, personal information that literally *changes lives*.

Only a tiny percentage of those whose lives have been enriched, helped, made more complete through this Work ever become bona-fide members of the Church.

In that sense, the members of the Worldwide Church of God are so genuinely concerned toward OTHERS, and with the problems of the world at large that they GIVE of their own substance to aid in this worldwide effort to APPLY THE SOLUTIONS to the problems suffered in common by all mankind.

The Church members *do* apply those solutions to themselves! Where the Church owns property, operates machinery, drives automobiles, works with the soil, or manages income, it enforces the real CAUSE of the RIGHT RESULT on itself — it does *not* seek to enforce those same causes upon others. Rather, by LIVING the way that PRODUCES the right benefits, it seeks to set the *example* for others to follow.

Not only are members of the Worldwide Church of God, then, having a hand in effecting far-reaching and important *changes* in millions of lives, they are being an example in their communities. The *millions* are also being benefitted in countless ways — as a positive and forceful message of HOW TO LIVE reaches them through the work

of this Church and its associated educational institution.

THE DIVINE COMMISSION TO THE WORLDWIDE CHURCH OF GOD IS TO PROCLAIM THE COMING WORLD OF PEACE UNDER THE SOON-COMING DIVINE MESSIAH. It is merely in the role of a reporter, reporting events of history as ADVANCE NEWS REPORTS, reported as ACTS OF GOD, not of this Church.

It is CHANGING LIVES into happier and better citizens everywhere!

And THAT is Worldwide Church of God!

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