

# The Bulletin

of the Worldwide Church of God and Ambassador College



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SEPTEMBER 17, 1976

## AMBASSADOR INTERNATIONAL CULTURAL FOUNDATION

### Part II: QUEST/77 — the Magazine of Human Potential

Many people have been wanting to know how our new publication is developing — who is involved in it, when it will be launched and what originally sparked off the concept of having such a new magazine. In answering these questions we intend not only to present the history of one of AICF's major projects but also to give you an insight into the field of commercial publishing and an update of current progress and plans.

Mr. Herbert W. Armstrong has, as many around the world know, for many years, been concerned with what man is and what man could become. On the one hand, it is obvious that humanity is plunging headlong into worldwide mega-problems that threaten our very existence, and yet, at the same time, man shows such tremendous capacity and creativity that leaves us gasping at the incredible *paradox* of it all. Even as we write, nuclear proliferation and international racial and religious warfare shares the daily headlines with Viking 1 and 2, sitting on Mars, taking detailed photographs, scooping up and analyzing the soil, and sending all the results back to earth.

Such is the paradox of man. And it is this *paradox* that forms part of the premise for our new publication.

For years our organizations' various media have shown the enormity of the world's problems. Now, we can focus on the other part of the paradox as well. Now we have the perfect complement — a

magazine which emphasizes the greatness that man *could* achieve, the excellence *potentially* attainable, the incredible variety of human expression and human creativity available *if* we would only resolve our horrendous conflicts. It's a goal worth striving for — truly, is there any other?

Mr. Armstrong, in his desire to share and applaud the incredible human potential, directed the Foundation to bring to Ambassador Auditorium in Pasadena the greatest musical artists for a concert series reflecting the highest expression of human spirit. The results, as all know, were phenomenal. But how could we bring the same intellectual, emotional, spiritual experience to others, around the world? The answer was a magazine designed to convey the same inspirational theme of human excellence and human potential.

The initial concept for publishing a major magazine was actually derived from several sources. First was Mr. Herbert W. Armstrong's long standing commitment to publishing as a primary vehicle for reaching the general public. Second was a desire to take the fresh creativity and inspiration of the Foundation, as expressed through its worldwide projects and cultural activities, and transmit them to a larger audience through the print medium.

Third, Garner Ted Armstrong had long envisioned a publication which would be non-sectarian in nature, thoroughly professional in concept and implementation, a publication that would accept advertising and convey important yet perhaps neglected information. Ted Armstrong has from time to time been critical of the media's general penchant for only reporting bad news, tragedies and human misery by journalistic muckraking and appealing to the baser instincts of man. He has strongly advocated that the media, in order to permanently remain free of governmental con-

trols, become more responsible in reporting, analysis, and choice of topics, as it becomes more cognizant of its powerful influence in the molding of public opinion, awareness and thought. Ted Armstrong, therefore, sees our new publication as an opportunity to reverse the trend and swim upstream, giving the public a new *responsible* source of information and entertainment — desperately needed and dramatically supplied — all the while representing, in a non-sectarian sense, everything the Church believes with regards to quality, dignity, achievement, the transcendence of man, the reach of the human mind and the inherent potential of human life.

Such a publication would also fully support the efforts of Mr. Herbert Armstrong in his meetings with leaders of government, education and business around the world. To graphically demonstrate the enormous accomplishments of man and his even greater potential available *if...*, would enable all to more easily understand the vision Mr. Armstrong sees for mankind's future. Consequently, the magazine would have to be international in scope.

Of course, a magazine that was to show man at his best would also have to reflect state-of-the-art skills in publishing — conceptionally, editorially, artistically. It would have to be quality conscious in every respect. Yet it must not be either elitist or intellectual, but should rather appeal to all who could admire the best in life. Such a publication would also have to utilize the most efficient business practices of the publishing industry: e.g., financial planning, circulation techniques, advertising, etc. It would, of course, be a totally non-religious publication (in the traditional use of the term), yet would reflect the potential greatness of man in every aspect of human life.

In mid 1975, the working title "Human Potential" was chosen and a "mock-up" "dummy" issue prepared. This was the first effort at expressing the basic concept in a physical, graphic way with our first draft prospectus printed on its first page. It has served admirably in showing everyone our commitment to produce a really superior publication and has been instrumental in obtaining the professional expertise that is necessary to make it a commercial success.

With the "dummy" issue in our hands, we began our search for the appropriate publishing professionals who would be welded into the tight, efficient team absolutely essential for the ultimate success of the venture. There are three basic functions involved in producing a magazine: 1) editorial, 2) circulation, 3) advertising. Each area

*The*  
**Bulletin**

of the Worldwide Church of God and Ambassador College

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needed real specialists to ensure the right results and we searched for the best in each field. First on board was our primary publishing adviser, Mr. Arthur Murphy — one of the country's best known publishing consultants — especially knowledgeable in the launching of new magazines. Mr. Murphy was formerly a top executive — Vice President — at Time, Inc. where he helped launch Sports Illustrated, and was its publisher; he was also the General Manager of Life magazine and a close confidant of Henry Luce, etc. Mr. Murphy later became the President of McCalls and helped launch *Smithsonian*, one of the most successful publications of the 1970s.

Through Mr. Murphy's contacts and his own personal commitment, we retained some of the leading circulation experts in the industry, specializing in overall circulation building, direct mail techniques, newsstand sales, financial planning, computer projections, etc.

Of course, the most important position to fulfill was obviously the editor. Mr. Herbert Armstrong told us in September 1975 that he wanted us to find the best possible individual for this crucial role — professionally outstanding, and fully iden-

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# WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS  
PASADENA, CALIFORNIA 91123

HERBERT W. ARMSTRONG  
President and Pastor

GARNER TED ARMSTRONG  
Executive Vice-President

September 13, 1976

Dear fellow ministers and key personnel in Christ's Work,

GREETINGS in Jesus' name! We are in the process of finalizing all festival plans--and I have gone over the preaching schedules for all U.S. feast sites with Sherwin McMichael. I have made mention in the "Personal" in the WORLDWIDE NEWS recently of the need for the brethren to "prepare an offering" and to plan carefully for the feast as well as the need for their "tithe of the tithe" plus any excess festival fund they may have. I want to call upon you as the local pastors and shepherds of the flock to encourage the brethren as much as you can in sermons, sermonettes, and announcements in this pre-feast season to accomplish the following objectives:

FESTIVAL ATTENDANCE: We hope to experience a dramatic increase in festival attendance this year, but, frankly, the indications from the festival office and from what information we can glean concerning reservations, tend to indicate a growing tendency toward listlessness and disinterest on the part of a few. I hope all of you will encourage your brethren to realize these annual holy days are "convocations," commanded assemblies, and our attendance at them is required, according to God's Word, and not merely a matter of convenience. I'm sure you all realize that the Feast of Tabernacles is the spiritual "high" of the entire year--that it would be a deep shame for any member of God's Church to have to miss out on the festival, and I want to encourage all of you to join me in urging the brethren to enthusiastically prepare for the feast, and to let them know that unconverted mates, family members, and any other relatives or friends who are truly interested are certainly welcome to attend. With this in mind, we have, of course, made it very clear to surrounding communities at festival locations that we are not holding "closed services," and that while we are making no wide-scale promotional effort to solicit attendance from the general public, they are nevertheless most welcome. Of course, we have invited dignitaries at these locations from time to time which have included governors, mayors, and other officials, as you know. Also, there will be fairly substantial promotion in those festival sites where Buck Owens and the Buckeroos are to appear this year which advertises to the general public that seats are available for the Buck Owens performance at which time I expect to be present.

HOLY DAY OFFERINGS: Perhaps it seems unrealistic to expect we can continue to break records each year in this department, but as the Church has experienced steady growth, and as we have seen a

stable upturn in the annual income for the Work, I believe it is very possible that another record-breaking Holy Day offering can be achieved this year. However, it takes your enthusiastic participation ahead of time! I believe the brethren should be told (I mentioned this at some length in my "Personal" in the WN) that God's Word commands us not to appear before the Eternal "empty," but prepared to give an offering to God's Work as we are able. I have emphasized that this Christian giving is a deeply personal part of our spiritual life--on a par with prayer--and that there is no mechanical, impersonal or routine "paying a computer" involved. The annual budget which I announced some months ago, at the conclusion of the last fiscal year, was a balanced budget, simply because we had effected as many severe budgetary economies as was possible in many different areas. However, this is not the best budget we could project, but the expeditious and the most necessary. Even though I was able to arbitrarily assign an additional one million dollars to our media department for radio and television time, and even though we have made at least significant progress in obtaining times on new radio and television stations with an eye toward the fulfillment of our goal of being Number 1 in media, this progress is still much slower than it should be. It is only by seeing clearly the direct relationship between our giving to God's Work and the preaching of the gospel that we can help the brethren to become enthusiastically supportive of the Work in their generous tithes and offerings. I hope all of you will do your part in inspiring and encouraging the brethren to remember to prepare ahead of time and to make them realize that out of all those directions we are given in the Old Testament relative to festival preparations, God DOES emphasize the preparing of an offering.

TRAVEL PLANS: I think it is very encouraging to the brethren, too, if we can assist in any way possible by giving helpful tips on travel plans to create that excitement in advance of the festival that is always there when one looks at the possibility of an automobile or an airlines trip hundreds or thousands of miles across the country or to an overseas festival site for feast attendance. Of course, we have not restricted transfers as we had earlier thought we would be forced to do in order to save both money and work load--so any who still wish to request transfers for the visiting of relatives, newborn babies, or whatever legitimate purpose, could still do so, I am sure. However, most festival plans have already been made, and while I don't want to create any last-minute flurry of transfer requests, on the other hand, neither do we wish to in any way disappoint any who would wish to transfer. With headquarters being designated a U.S. festival site, we are expecting somewhere between 2,500 and 3,000 people in Pasadena, and I am sure there may be many thousands more especially in the Northeast and Southeast who would hope some day to be able to see the headquarter's campus. So in your announcements, sermonette or sermon material, in this festival season, I hope all of you can recapture a little of the feeling of the past festivals, and inspire and encourage the brethren with their travel plans. All this, of course, will help urge any who may be wondering whether it might be better for them to just stay home this year to reconsider, and to seriously plan attending the festival!

With regard to the colleges: Even though I spent quite a bit of time outlining all of our feasibility studies in the past BULLETIN and past issues of the WN, I am now very grateful to be able to announce that we have finally determined that it will not be necessary to make any immediate large-scale consolidation of the undergraduate student bodies in order to achieve accreditation at Big Sandy.

During a recent visit to Pasadena, and following contacts with leaders of both the Western and Southern Associations, Mr. Kelly and Dr. Germano were able to inform me that our earlier presumptions (based upon all the information which had been made available to us over the course of several years) that we could not, in fact, continue to operate Ambassador College Big Sandy as a completely separate educational experience (a full four year liberal arts, coeducational institution) and be accredited as a BRANCH--that is, that the Western Association would view the college as a completely separate entity, and therefore insist that the Southern Association become the accrediting agency. We have now discovered that there were at least two exceptions to this rule: one in Texas, the other in Washington, D.C. Further investigations have indicated that the Western Association will gladly cooperate with the Southern by sending two of its number to join the Southern team when they visit the Big Sandy campus, and, even though we have been given to understand some of the same difficulties which we were facing in Pasadena several years ago (administrative structure, financial underpinnings, library, faculty, etc.) may also apply to some degree, there is every reason to expect we can be granted full candidacy in Big Sandy.

Hence, instead of 30 or 40 faculty transfers and hundreds of students, our respective administrations will be studying whatever meaningful consolidation can help each of the two institutions, while retaining the full undergraduate curricula necessary for a full liberal arts degree on both campuses.

We are still looking toward substantial growth in the next two years, and most especially if the Vista Del Arroyo property is granted. I am sure you all saw the picture and read the article in a recent edition of the WN.

With an eye toward college recruitment, I have asked that we begin preparing a special television program to be aired sometime in January, coordinating our issues of the GOOD NEWS and PLAIN TRUTH for February as a follow-up and for both radio and television advertisement, featuring special articles on the college. The TV program will feature young students at play, at study and at work, and will have all original music with recurrent themes concerning Ambassador. We hope it is a smashing success, and that it will do a good job toward additional college recruitment and experience a real upsurge in the number of applications requested as a result.

I am very pleased to be able to announce as I did in the pages in the WN that we have obtained the services of Bill Sharman, a former college all-star, for years a leading guard with the Boston Celtics,

and formerly the coach of the Los Angeles Lakers. Bill will be conducting three basketball camps for us this coming summer on both our college campuses and also in the new gymnasium being constructed on the Orr, Minnesota campus. Bill hopes to be able to have Kareem Abdul-Jabbar and/or Jerry West and others of national prominence to come by the camp at least one day in each case as a special attraction.

Also, we are very pleased to have Bill Sharman join Ambassador College Athletic Department as a counselor and advisor. Bill hopes to help us a great deal with recruitment by keeping in close touch with many youngsters around the country with whom he comes in contact who may be prime basketball candidates, and of course we are very pleased to have a man of his stature working with us in the development of our Ambassador College program. By the way, I hope all of you can announce from the pulpit these plans for basketball camps, informing the youngsters they will last for one full week (dates to be announced later) and the type of basketball fundamentals, practice, drill, motion pictures, appearances by top basketball stars, etc. they will receive. The camps include a lot of scrimmages as well as individualized instruction--and is a tremendous help in educating youngsters in the fundamentals of the game from real professionals. We will be promoting these camps in our own literature, and through the auspices of Y.O.U. as the dates are finalized and further plans are announced.

That's about it for now--my father is currently in Japan, but should be back at headquarters by the time you read this BULLETIN, and I am sure you will be kept thoroughly informed of his activities overseas through our constant coverage in the WORLDWIDE NEWS and in the GOOD NEWS "Update" section.

Keep up the good work--thanks again for all the encouraging letters we continually receive, and keep in close touch with each other, with your Senior Pastors, and Area Coordinators. Everything that I have heard from everybody concerned has certainly indicated that our new structure in the field ministry is really working super smooth, that everyone is really pleased with the cooperation and communication they are receiving. Thanks again!

Your brother in Christ,

  
Garner Ted Armstrong

GTA:lc

# Pastoral Administration

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Dear Fellow Ministers,

Greetings from Headquarters!

This letter is being written right in the middle of the busiest three days of the year for me. We have all of the area coordinators in town for three days of meetings, and that's keeping us all on the hop.

Due to the copy deadlines to get the *Bulletin* out before the Feast, I won't have time to develop here the ideas and concepts being discussed in the area coordinators' meetings, but I can give you a run down on the subjects that we're discussing. It began yesterday by working on a system of planning for the future of each church area. We've set up specific times of year for discussing ordinations, new churches, manpower requirements, etc. In the future, virtually all ordinations will take place in the autumn holy day season and virtually all transfers during the summer. The area coordinators have been given certain deadlines which we'll be giving you later.

We also discussed our transfer policy, and our fleet and expense account policies. No changes have been made, but there are several possibilities for further discussion and presentation to Mr. Ted Armstrong at a later date. Most of you have probably heard something about a potential change in the fleet car policy, but you have not heard the full story. By the time your area coordinator returns, he should have a pretty clear picture and will be able to explain it to you.

Still on the agenda to be discussed are Sabbath schools, Y.O.U., our Spokesman and Women's Club concepts, ministerial performance evaluation, the Church welfare fund, the public Bible lectures, and we hope to have a session with Mr. Ted Armstrong on Wednesday.

All in all it makes a pretty busy week out of it, but so far the discussions have been *very* profitable.

By now, some of you have probably heard that Mel Turner and Fred Boyce have decided to step aside from the full-time ministry. We've appreciated very much the service these men have provided for the Church in the past few years and wish them well as they embark on new full-time employment. We've already sent a letter to all pastors announcing the availability of the Huntsville circuit and Jacksonville circuit, and we hope

to make decisions on those assignments prior to the Feast of Tabernacles.

That's all that time permits for this *Bulletin*, but we hope to have a full report on the things we've discussed in the area coordinators' meetings ready for the next *Bulletin*.

— Ronald Dart

## ADMINISTRATIVE UPDATE

### Delegation of Office Work

Recently we have had members from several areas calling Ministerial Services for various member lists and ministerial office supplies. This is probably the result of the newly distributed Pastoral Instructions on the Pastor's Office System which mentioned that various types of office work could be delegated to qualified members in the local areas. However, as stated in the Pastor's Office System instructions, the local pastor still should be the one to sign and forward all forms and communicate all requests and questions to Headquarters.

This is necessary for two main reasons: 1) To ensure that the local pastor retains control and supervises the activities of those who do the office work for him, and 2) to enable the Headquarters staff to know whom they are dealing with. We know the names and addresses of all the pastors which by itself is no little task what with all the changes that occur; but if we had to try to keep track of two or three or more names for each area, it would put a real strain on our system. Obviously some of the information requested such as member lists or lists of church welfare recipients is confidential and can only be given to those who are authorized to receive it. Therefore we need to know whom we are dealing with whenever we send out this type of information.

Another facet of this is that as your local people begin doing their jobs, they probably will have many questions. These questions should be answered by you because our staff at Headquarters isn't large enough to handle questions from a large number of the local members.

Also, in regard to office supply items, we are asking that all requests be made on a Ministerial Supply Request form and that they be addressed to the local pastor (see August 24 *Bulletin*, page 183 for additional information on this). This will help reduce the workload for those sending out the supplies since all supplies for a given area can be sent at one time in one package, as well as reducing the possibility of confusion and mistakes in shipments.

## Money-Saving Discounts

Here's some money-saving news that will be helpful to a number of you. The Purchasing Department receives exceptional discounts on certain types of items and is happy to pass the savings on to you. These items can be offered on a continuing basis. Items and prices are as follows:

- 1.) Tape recorder cassettes, C90 (90 minutes total, 45 each side) 76¢ exclusive of case and label.
- 2.) Tape recorder cassettes, C60 (60 minutes total, 30 each side) 49¢ exclusive of case and labels.
- 3.) Plastic cassette cases — fit all cassettes, 8¢ each.
- 4.) Avery cassette labels (standard #5587, 1¢ each.
- 5.) Olivetti typewriter ribbons for IBM Executive and Models C and D, *Non-cartridge*, \$3.95/dozen.
- 6.) Olivetti typewriter ribbons for IBM Executive and Models C and D, *Cartridge*, \$5.75/dozen.
- 7.) Olivetti typewriter ribbons for IBM *Selectric 71*, \$3.95/dozen.

Also, both IBM and Smith-Corona typewriters can be purchased at an educational discount here, and delivery made from local stocks anywhere in the U.S. IBM typewriters have no delivery charge; an allowance of about \$3 should be made for SCM models (will vary according to distance from SCM warehouse).

IBM prices are: Selectric II typewriter, 13.5" carriage \$525 (List \$630); Selectric II typewriter, 15.5" carriage \$545 (List \$650).

Add \$90 to the above if a "correcting" lift-off ribbon is desired on the machine.

Smith-Corona Prices are: Model 7000, 12" carriage, \$223.75 (List \$398.50); Model 2200, 12" carriage, incl. carrying case, \$217.00 (List \$319.50).

Sales tax is additional.

On all purchases, please deal directly with the Purchasing Department. Contact either Vic Johnson or Bob DeClerck.

— Ted Herlofson

## BIRTHS

**Brisco and Donna (Reeck) Ellett** (Asheville-Greenville, NC, SC): Beginning the fall of '75 my wife and I discussed plans for team expansion. Our league needed a little development. Negotiations were begun for the acquisition of a new player and now we are happy to announce the "signing" of a promising young "rookie." He held out, or rather "held in," for some 9 months before the contract details (called contractions) were complete and he finally reported to home camp. He weighed in at 6 lbs., 7 ozs, and stands 19.75 in. tall. Bearing the

name of the head coach (he's the III) it appears he may have the same darling disposition. Birth date: July 3, 1976, 7:59 p.m. The "team" is doing well.

**Editor's Note.** Obviously Mom wrote the above.

**Mike and Sajonna Kneebone** (Yorktown, Saskatchewan, Canada): I've always had nightmares of not making it to the hospital on time and it almost happened! After having contractions for 5 weeks, Sajonna gave birth to our 2nd girl, *Janel Marie*, on the delivery table without 1 minute to spare! Fortunately there was no traffic at 4 in the morning — her water broke in the back seat and the baby crowned ½ way to case room. Vital Statistics: 7 lbs., 3½ ozs., 19 inches long. Big sister and Dad still recovering.

**Don and Beth (Prouty) Mears** (Winnipeg, Man., Canada): After keeping us waiting for nine months and two weeks, *Alan John Innes* finally arrived at 5:48 p.m. on Friday, 13th August, weighing in at 8 lbs., 14 ozs. and measuring 21½ inches. Mother and son are doing fine; Father is slowly recovering!

## A.I.C.F.

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tifying with the Foundation's original concept as expressed in our prospectus.

Over the next months, we discussed a large number of individuals with Mr. Murphy and others, interviewed many, worked with some — several of whom are very well known in the publishing industry. It was a difficult decision — primarily because of the necessity for the editor to intrinsically and internally reflect the expression of human potential as we saw it. The editor must have the freedom and latitude to do his job efficiently and creatively. Therefore he must want to produce the magazine the publishers want published. It was an excruciatingly laborious process. Mr. Armstrong stated the man had to be the best.

When we first met Mr. Robert Shnayerson we quickly knew that he was fully able to make our concept a reality. Mr. Shnayerson's grasp of the concept was so identical to our own that it was merely a formality to confidently delegate to him the editorial leadership necessary for him to produce, as he puts it, "the best magazine in the world." We at the Foundation gave him our total support, and we are extremely delighted to have such a talented individual of proven excellence in the editorial field to handle our product.

In the months that followed an enormous



amount of work has been done. For one, we have changed our title from "Human Potential" to "QUEST/77 — the Magazine of Human Potential" (to be updated each year, i.e., "QUEST/78, etc."). This resulted from professional market research and testing through direct mail and "focus group" (personal interview) studies. Although performing quite well in the tough world of commercial publishing, the title "Human Potential" apparently was attracting a psychology-oriented/intellectually elite audience: e.g. readers of *Psychology Today*, *Human Behavior*, *Commentary*, etc. The market we desired should transcend this influential but limited strata of society. In fact, the *concept* of the magazine was significantly outrunning the initial effectiveness of its title. Part of the reason for this bias was thought to be the so-called "Human Potential Movement" — a loose amalgam of self-improvement programs, eastern philosophy, and the attaining of "higher states of consciousness" through drugs, exercise, diet, deprivation, breathing and meditation in all its multifarious forms. The association with the name Human Potential was there — and our market research confirmed it. Furthermore, both our editor, Mr. Shnayerson, and our publishing consultant, Mr. Murphy, intuitively felt that "Quest/77" (especially as it has been designed for the magazine logo) will crisply and majestically convey our overall purpose as well as be attractive to a substantially larger "universe" of potential subscribers.

Following are some excerpts from material written by Mr. Shnayerson describing our forthcoming publication:

For 20 years I helped edit three of the world's best magazines: *Time*, *Life* and *Harper's*. Last spring, after five years as editor-in-chief of *Harper's*, I took a hard look at my profession.

Journalism had trained me to assume that every day in every way, things were getting worse and worse. I *enjoyed* that notion. Yet all around me was contrary evidence. New lifestyles, inventions, works of art, world records. The quiet heroism of ordinary people coping, healing, teaching. The unknown best and brightest in a billion corners of the earth — unknown because good news isn't news.

I'm tired of journalistic myopia. Fed up with publications that appeal to our worst instincts. Let other editors drag readers through cesspools of mediocrity. I'm interested in people as they really are — *and could become*.

QUEST/77 is about the pursuit of excellence; it offers a fresh look at the human condition. It takes a sophisticated stand against fashionable despair and disengagement. With drama, humor and zest, it argues that happiness lies in squandering ourselves for a good purpose. It brings us back to life, back to our senses, the full use of our minds, bodies and emotions. It asks: Who among us is admirable and why? What in our lives is still wonderful, worth celebrating, still excellent?

To *enjoy* human excellence. To seek it, explain it, teach it. To *show* high performance in all arts, skill, and roles that reflect man's possibilities. To *share* the pleasure of watching mastery in action.

To prove that human excellence can be a fact, not a dream. Thus to challenge all individuals to respond to the potential in themselves and others.

To explore man's limits on the most remote frontiers of human potential, from tiny molecules to vast galaxies. To argue that man's future can be far longer than his past. To lead in the sharing of a future that belongs to builders, not destroyers.

To stand against blind pessimism, despair, and decay. To take the measure of man and find whatever is worth nurturing. Thus to open man's eyes to things as they could become.

Thus to satisfy man's hunger for meaning and give purpose to individual lives. Thus to refresh the human spirit, the integrity of the self, the otherness of others.

QUEST/77 is the first magazine to focus directly on mankind's possibilities with all the wit, clarity and sensibility that this great subject demands. A superb looking bimonthly — crisp, elegant, richly illustrated in color — it combines the literary quality of the *New Yorker*, the exciting photographs of *Life* and the lush graphics of *Audubon*. It appeals to every person who wants to excel, every person in quest of the larger self that lurks within him.

QUEST/77 won't promise to make you healthy, wealthy or wise; beautiful, strong or sexy. It won't claim to do for you what only you can do for yourself. It *will* show you the best in everything from art to humor, science to sports. It *will* leave you exhilarated by your own possibilities, or at least enchanted by the performances of others:

\*Gifted people in demanding occupations: athletes, scientists, novelists, actors, inventors, paint-

(Continued on page 214)

# Publishing

## PT CIRCULATION UPDATE

### U.S. Newsstand Development

We have recently started testing a newsstand program here in the States based on the same concepts already established in Europe. To help us with this mass program, Gordon Muir has joined the U.S. Circulation staff from Britain and here is his report on progress to date.

— Jack Martin

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The term "Newsstand Circulation" in the United States is really a misnomer as there are few newsstands similar to those in Europe and other areas. The type of circulation that is now being attempted with the *Plain Truth* in the States would be more aptly described as a store or super-market distribution.

A limited trial distribution has been carried out in September in the Sioux Falls/Sioux City and Watertown areas of South Dakota and Iowa, and the Lexington/London areas of Kentucky. Display stands offering the *Plain Truth* are being positioned in stores and supermarkets generally in the area between the check-out counter and main exits. This allows maximum exposure of the magazine and gives the opportunity of adequate display space. In such positions we are not surrounded by a clutter of other merchandise competing for every square foot of selling space. In fact, by the very nature of the *Plain Truth* magazine we can usually have the best customer exposure in the whole store. This applies also to shopping malls and airports where the magazine can easily be made the most obvious publication in the entire location.

In September 20,000 magazines were sent to the South Dakota area and 30,000 to the Lexington area. During set-up, we felt that these quantities might be too large for the areas involved. The estimates have turned out to be too great in South Dakota and too little for Lexington. On a population basis, we should be putting magazines into every 3rd or 4th household in Sioux Falls and Lexington. One church member in Lexington who is a gas meter reader mentioned that on his rounds he was noticing the *Plain Truth* in a lot of homes, and that was only after one week's distribution.

That the distribution has had an effect can be seen by apparent alarm of some church leaders in the Lexington area. One supermarket manager has

been approached by some ministers who stated they will boycott the store until the magazine is removed. The store manager is apparently unconcerned.

The potential of this type of distribution across the States is enormous. Within a relatively short period, the *Plain Truth* could be made the highest circulation magazine in the country — bar none. And by opening up distribution in high class outlets such as airport terminals (Lexington and Louisville terminals are already handling the magazine) we can be confident of reaching the top bracket readership. Once such broad-based distribution was established, we can be sure that anything major we said in the magazine could be nationally known within a month by a high percentage of the reading public. It would also constitute mass dissemination of the radio and television log.

As far as the physical distribution is concerned, this can be efficiently and simply handled by the church members in each area. It gives an opportunity for interested volunteers to become intimately involved in the Work and means that we would be the most represented publication in the country. What other magazine could boast a team of volunteer representatives eager to look after its distribution nationwide!

As well as looking after the physical distribution, experience is showing that there are many able men in the Church — usually established salesmen or representatives in their own right — who can be left the job of expanding and developing the distribution in their own areas once a start has been made. In a country the size of the United States, this is probably the only realistic way for the program to be efficiently developed and expanded throughout the country on a continuing basis. It would keep costs to a minimum and would mean that we were utilizing the skills and resources of some of our leading members in the best possible way.

There is no question that God has opened a massive door to us in the U.S. But there is still quite a bit of planning and assessment to be done to enable us to find out how to coordinate such things as printing quantities, outlet development, equipment needs, member representation and depot requirements. We are feeling our way slowly at the moment. Within a few months we hope to begin approaches to most church areas in the country.

— Gordon Muir

## GOOD NEWS/BOOKLETS UPDATE

Plans are proceeding rapidly for *The Good News* magazine to be printed on our own press at Radlett. John R. Schroeder, Assistant Managing Editor of the GN, will be moving to Britain shortly to take up residence there. Along with his regular GN/Booklets editorial responsibilities, he will be editing the 8-page, black and white mini-GN, which will be stitched into the German, Spanish, French and Dutch *Plain Truth* magazines. Copy will be drawn exclusively from the "parent" English language edition of the GN and will be subject to HQ approval.

As budget permits, plans call for continuing expansion of this GN insert. We may eventually go to a 16-page insert and later add color. We are hoping that this GN copy will do an effective job in helping to build the churches in the various foreign (to the U.S.) language areas. A natural by-product of church building is an increased financial base. This in turn allows for further growth and development in these areas.

I thought you might be encouraged by the fact that our new alcoholism booklet — *Alcoholism, a Worldwide Curse* — has drawn "rave reviews" from some quarters. Dr. Hal Marley who heads the alcohol rehabilitation program for the State Department recently visited the author of the booklet, Paul Graunke, here in Pasadena. Dr. Marley works for Henry Kissinger. Programs of which he is head reach the State Department's Washington staff and all foreign outposts of the U.S. Government. He was very complimentary of the booklet and said that the author was so perceptive and understanding of the problems of the alcoholic that he asked if he was one himself! I've checked, and Paul is "clean."

Compliments have come from far away South Africa and from officials working with alcoholics right here in Pasadena. Alcoholism is a major social problem in the United States and in much of the world. We are grateful that we can make a meaningful contribution by the distribution of this booklet.

Similar remarks have been received on our new drug booklet (*The Dilemma of Drugs*) also authored by Paul Graunke. Jesse E. Trow, Executive Director for a program on drug and alcohol abuse for the State of New Hampshire said of that booklet, "It's one of the best publications of its type I have seen to date."

This type of professional recognition will go a long way in enhancing the credibility of our Work

as a whole. We hope to continue producing booklets and articles on this same high level of quality on other social problems. Those of us on the booklet editorial team deeply appreciate your continued prayers and support. If you have any comments or suggestions — even "onions" — we'll be glad to hear from you.

Until next time . . .

— Brian Knowles

P.S. I'd like to correct something I said in the last *Bulletin*. Rather than producing a booklet on "universal salvation" we will be running a series of three articles in the GN on this subject. After discussing the matter with Garner Ted Armstrong and Robert Kuhn, we all decided that this was the best course to take.

— BK

## International Division

### THE WORK IN BLACK AFRICA

About 1900 years ago, Paul, while in Troas, had a vision in which stood a man of Macedonia calling, "Come over into Macedonia and help us." Immediately they set sail and after reaching Philippi, preached to a group of women, one of whom was Lydia of Thyatira. On hearing the gospel preached, she and her household were baptized.

Although centuries have gone by, that cry has reverberated around the world and has been and is still being answered by the Church of God today which is fulfilling the commission given by Jesus Christ in the 28th chapter of Matthew.

After 16 years of probing penetratingly into the heart of Black Africa, God has now opened the doors for churches and Bible studies to begin in West Africa, including one of the most populous countries on the continent — Nigeria.

In 1960 the World Tomorrow program was broadcast from Ibadan, the educational centre of Nigeria, and for 7 years a weekly program boomed into central and West Africa giving a concise and specific witness of the coming Kingdom of God. The giant countries of Liberia, Ghana, Nigeria and the Cameroons, along with the neighboring states, are no strangers to the P.T. and the related literature as a result of the broadcast. Literally thousands of letters have been received since the termination of the program, asking for reinstatement of the very popular broadcast. We

mailed tons of booklets to many who eagerly received the Word with thanksgiving and searched the scriptures daily to see whether the things they were hearing were true. Appeals for help began pouring in but civil war interrupted, prohibiting all entry into the country.

In 1970 Messrs. Frankel and Watson, the first visiting and baptizing team from the U.K., scheduled stops in West Africa including Nigeria, but because of poor communications they were not able to contact many, but a few still were baptized. Others saved up money and came to Bricket Wood to personally contact and counsel with a minister of God.

Nineteen Seventy-one is a never-to-be-forgotten year to me, not only because it was my first visit to the continent, but also it heralded the beginning of a rich relationship with people who may be descendants of my ancestry. Mr. Robert Morton (now director of the Work in New Zealand) and I made the tour that year, but because of governmental restrictions we were not permitted to enter Nigeria. Those in that country with whom we had made appointments were very much disappointed. Three young men, however, were not content when they discovered we could not get entry visas. Knowing our itinerary they set out to meet us in Ghana. After many hardships they completed the trip successfully and were baptized.

By 1972 the tour had become an annual event to which we all looked forward with great anticipation. Interest was being slowly aroused and the hope of the people increased until they realized that God had not forsaken them, but patience was the key factor. A beautiful example was set by Mr. Abimbola, a former magistrate, who monitored the radio program for us in Ibadan throughout the seven years of broadcasting. He requested baptism in 1960 but had to wait (through no fault of his) twelve years before his request was granted. He is presently at home and in good health.

It was decided by 1973 to establish an office in the U.K. to serve the Black African countries. This presented me with the opportunity I had waited for so long. Immediately after confirmation, I moved to England to take up new and exciting duties and to serve a fast growing segment of God's Work.

As strange as it may seem, there are as yet no churches in this vast area, but since 1974 the first and last feast seasons have been kept in both Nigeria and Ghana while Pentecost was observed each year in Zambia, Central Africa. We now have deacons, one in each of the two countries — Zambia and Ghana — and a ministerial trainee in

Nigeria. This will enhance our relationship with the brethren when campaigns and lectures begin.

Mr. & Mrs. Abner Washington are now in Ghana and are highly enthused and anxious to get started. Letters of congratulations are still coming in from members, prospectives, co-workers, and donors elated over the fact that God has now given them a minister to serve and assist in their spiritual growth. Jubilation will surely be expressed by all at the Feast of Tabernacles when the announcement is made of the first church service in each of the two West African countries. Some have waited since 1958 for a local church and a minister to regularly visit them!

A man in Ghana wrote: "Recently I got a letter from you in which you informed us about the Word of God in West Africa, and now I understand a church is to be started. I don't know where it will be located but we will save money to attend each service. We have waited 12 years for this and now God has answered our prayers." Another wrote: "I heard through some Christian friends that you are coming to live in Nigeria, and will be raising up churches in the countries. We are ready and willing to donate land on which a church can be built. Just say the word."

Nigeria has unlimited potential!! A country rich in oil reserves, and with a population now estimated to have passed the 80 million mark, it also contains our largest number of subscribers.

Observance of the Feast of Tabernacles will be split up as last year — the first 4 days in Ghana and the remaining in Nigeria. Since there are no churches in either country, a partial feast with a Holy Day is held in each. Looking ahead, we hope to have a full 8-day feast next year, and envision even inviting international visitors.

Immediately after the feast, preparation will be made to conduct the first regular church service. Plans call for two gatherings once a month in each country. The number now awaiting counselling for baptism has reached 140 and requests are still coming in!

The future looks bright for the Work in black Africa now that we have the finances. Our aim is to continue the work periodically in East and Central Africa, besides the concentrated effort expended to develop West Africa from Liberia East to the Cameroons.

The AICF program presents a highly significant challenge. Interest is running high because of its vast opportunities for individual participation and wide expansion of education in the field of the arts and sciences.

Another facet of our work cannot be overlooked — that of our youth who desire to attend one of our two campuses in the U.S. We intend to arrange personal interviews which we hope will help in preparing the ground work for college entrance.

The call to Paul from Macedonia was effective in getting the help needed. Today, the call to the Church brings a similar response and the people of this vast continent will be ever grateful for your moral support and fervent prayers.

— Harold L. Jackson

## Mail Processing

### An Encouraging Month

Looking at August in retrospect, it has been a very encouraging month overall. During the month we saw an upward swing in some of the major growth indicators, such as in new co-workers, donors, *Good News* subscribers, and Correspondence Course students. Much of this growth has come from responses to the newly initiated Subscriber Development Program.

The Subscriber Development Program is now into its tenth week and is beginning to bear good fruit. The above four categories (new co-workers, donors, GN subscribers, and CC students) are examples of areas which for various reasons have shown long-standing downward trends in growth. However, at this point in time we can happily say that the trend is taking a new UPWARD direction! The GN saw over 22,000 new subscribers added in

August! Over 10,000 sample CC lessons were sent out during the month, with a potential for that many new students. And, over 3,000 new donors have been added. With the completion of the mailing of the third MNC letter (a facet of our program for greater co-worker involvement) we should see a substantial amount of growth in our co-worker group.

In fact, as of September 10, 3,393 donors have already responded to this third MNC letter and hold the potential of being stable co-workers. And, this initial response is *only the beginning* of what we anticipate. We hope to be able to report in the near future that several thousands have been added to our inner family of co-workers!

Also, at this time we are initiating a letter of outreach toward many of our *former* subscribers to the PT and *former* students of the CC in an attempt to rekindle their interest in the Work, and spark an involvement with us. These people are still listed in our files but have shown no direct interest nor asked for literature for at least the past six months. We are hoping a friendly, warm, personable letter will prompt a positive response from a substantial number of these people.

We are thankful for the part we have in developing these programs, but we do fully realize that any trends in growth are not just the result of human efforts, but are due to God working in these people's lives and giving the increase.

### For Next Time

A number of you have written Headquarters asking about the reasons for delay in receiving literature, since PMs quite often will bring the matter up. In the next issue we will explain in "brief detail" how our system works and some of the more common reasons for mail delay, lost literature, etc.

The month of September is looking positive in many ways at the time of this writing (September 10). We hope and anticipate it will follow the good trends reported above for August.

### New Literature Index

Our latest Index of currently available booklets is being enclosed only with *Bulletins* mailed to Pastors of Churches and Associate Pastors. The special box on this page gives additional details concerning this new Index. Since a number of booklets and articles have been discontinued, please carefully check your Index concerning them — you'll find each recently discontinued piece of literature is marked by an asterisk. Other older unavailable

(Continued on page 216)

### LITERATURE INDEX

The latest Literature Index, which is included with this *Bulletin*, is a list of all currently available booklets and reprint articles and is for your personal use. May we, therefore, ask that you *not* loan your list to Church members or allow it to be duplicated. This could cause considerable expense to the Work.

We are always happy to provide members with any reading material they need or request. However, when long lists are sent in requesting dozens and sometimes hundreds of pieces of literature, our postage and processing costs increase considerably.

You will notice that we have placed asterisks by certain pieces of literature which have been discontinued.

Thanks always for your help and cooperation. Any recommendations for improvements in the Index will be appreciated.

— MPC

## Y.O.U. UPDATE

Greetings from Pasadena! It's hard to believe that another school year is under way and the Feast is only three weeks away. Time is really flying by.

This afternoon (Sept. 14) we have a meeting scheduled with Ron Dart and all his area coordinators to discuss Y.O.U. We are looking forward to getting their input about Y.O.U. and their suggestions for future programs. One of the programs we plan to discuss with them is our upcoming Youth Conference. I thought I would tell you a little about it, too, even though you will get a complete package through the mail in a couple of weeks.

The conference is to take place in Big Sandy during the last week of December. It will be open to one teen from each church in the United States and Canada. We will have four teens from England and Europe there, too. Any of the other international areas who would like to send representatives are invited to do so.

We will be having four action packed days of meetings with the youth. Subjects will include Sports and Christianity, Youth Crime, Alcoholism and Drug Abuse, Youth Leadership, Physical Health and Fitness, and problems youth face as part of the Worldwide Church of God (The Youth Speak), as well as about ten other sessions.

We have contacted and hope to have as featured guest speakers John Wayne or Johnny Cash, Roger Staubach or Johnny Bench, Mr. Ted Armstrong, and F.B.I. director Clarence Kelley as well as other outstanding and authoritative speakers. The conference won't be all work and no play, though, as we have a full slate of recreational activities planned during the week, too.

Everyone involved in Y.O.U. is really excited about the prospects of the conference and its long range positive effect on the entire church. We only wish that every young person in the church could be a part of it. Space is limited, though, and the costs can go out the top if too many are involved. However, we again want to extend an open invitation to any of the international areas who would like to participate. Just let us know.

The potential advances that can be made, not only by the youth, but by the church through input from the youth are really exciting. The exchange of ideas and information we plan to disseminate at the conference should prove to be invaluable. We could see a real breakthrough in the relationship between the church and its young people as a result of these meetings.

## Holy Day Offerings

Beginning with the fall Holy Days we plan to have a Worldwide Church of God holy day offering envelope of a different color for use by all youth nineteen and under. This will enable Mail Processing to much more easily keep track of donations from the youth. It also will do away with the need *on holy days* for the youth to put their age on donations. (However, we still need this information on all other donations.)

A supply of these green holy day offering envelopes will be sent to each U.S. pastor next week. These will be for use on *both* Trumpets and Atonement. Bulk shipments will go to the Feast sites for use there.

Encourage *all* young people nineteen and under, including even pre-teen, to put their offering in an envelope, even if it is just change. This will enable Mail Processing to properly keep track of it. Those of our youth who want a receipt should put their name and address on the envelope. Otherwise it isn't required, unless they just want to include their name and address. The important thing is that they use a green holy day offering envelope.

That's it for this issue. We want to wish everyone the best and safest Feast ever!

— Jim Thornhill

## A.I.C.F.

(Continued from page 209)

ers, surgeons, explorers — not excluding feisty eccentrics who create their own worlds.

\*Gallant people who personify style, spirit and substance. Free people who value excellence for its own sake ahead of fame, money or safety. Honest people who refuse to cheat, sell out or betray themselves. Joyful people who seize life and never settle for second best.

\*All people; famous or obscure, whose achievements bolster our courage, advance our knowledge, delight our minds and refresh the human spirit.

QUEST/77 relishes adventure. Epic rescues. Solo voyages. Treasure hunts. Business comebacks. Mystical experiences. It reveals the human stories behind great inventions like the transistor. Finds the next Bruce Jenner and describes his lonely training for the next Olympic decathlon. It introduces a Japanese daredevil who plans to dog-sled alone across the Antarctic. Tells you about other quixotic characters who keep trying to fly the Atlantic in balloons. It explores the most

remote frontiers of human potential, from genetic engineering to space colonization.

QUEST/77 celebrates grace under pressure: the examined life is one of its constant themes. Who among us is astoundingly immune to fear, hate, envy, moral cowardice? What accounts for the agelessness of some beautiful women and great old men? In our pages you'll read the moving words of a dying painter who spurned easy money in favor of artistic freedom. You'll meet brave Latin American policemen who secretly resist orders to torture political prisoners. You'll share the reflections of a leading U.S. politician who decided he'd rather be a reformed alcoholic than a presidential candidate. You'll meet all sorts of people who have survived life crises, public ordeals, imprisonment, falls from wealth or power. People who've hit bottom and bounced back setting examples of resilience for all of us.

QUEST/77 asks the world's finest writers and photographers to describe things they honestly admire, preferably on the basis of personal experience. All kinds of things: ideas, places, crafts, rituals and customs; examples of artistic integrity, moral courage and intellectual elegance. We'll print informed opinions about the "best" wines, beaches and airlines — as well as the "best" poets, philosophers and presidents. We'll give you practical information about sex, health, food and children. At the same time, we'll demand the highest standards of taste, writing and performance. We'll apply rigorous critical judgment not only to books and films, but also to new fads, laws, buildings, scientific discoveries, political speeches, peace treaties, athletic performances and Supreme Court decisions. We'll "review" such things in order to explain they they're excellent or how they could have been. We will seize every opportunity to draw distinctions and puncture nonsense. We will unabashedly separate the best from the worst in all callings, trades and objects.

The first issue of QUEST/77 will appear in early 1977 and I'm determined to make it so memorable that you'll be torn between displaying it on your coffee table as a collector's item — and cutting it to pieces to send clippings to your friends. The preliminary contents already include:

\*A special 16-page section on Courage.

\*New ways of childbirth: a photo essay... New York's street eccentrics: another photo essay... Green liberation: how ex-city women are faring in the country as self-subsistent farm-

ers... Eras in history: In what past era were men and women sexually most compatible?

\*Plus: Max Lerner on Thomas Jefferson, America's only philosopher-king... Frederick Busch: a day in the life of a country pediatrician... George Plimpton on the art of football coaching... Stan Lee on why he invented Spider Man... Carl Sagan: the effects on man of searching for life on other planets... Paul Goldberger: America's ten best designed buildings... J. B. Rhine on his 50-year search to prove the existence of extrasensory perception... Harold Schonberg: how to raise a musical prodigy... Edward Luttwak on the pursuit of excellence in Elite military units, from the British Commandos to the Israeli raiders in Uganda.

QUEST/77 may awe you — achievement does that — but it will never bore you. It will be realistic, entertaining — full of lively writing, great pictures, good thinking and a sense of playfulness.

If you're ready for a new magazine that talks up to its readers, not down to them... embodies the excellence it celebrates... provides a relief from slackness and slobbism... makes you feel larger, not smaller... then you're ready for QUEST/77.

With the appointment of the editor we quickly found an appropriate office in New York in which are housed editorial and advertising personnel.

Further appointments were made by Mr. Shnayerson: Managing editor Molly McKaughan, the former managing editor of the prestigious Paris Review; Art Director: Noel Werrett, well-known designer for various magazines including Psychology Today, Car and Driver, Art News, Motor Boating; Associate Editor: Jed Horne, who recently joined our staff from People magazine where he held a similar position; Photo Consultant: John Morris, formerly of Life and picture editor of the New York Times; Editorial Advisers include: T. George Harris, the former editor-in-chief of Psychology Today and Tony Jones of Harpers.

On the circulation front we retained Wendell Forbes (formerly circulation director at Life) and on his recommendation Jack Ladd, formerly of Time and Saturday Review. Mr. Ladd has been very active in helping us form our circulation objectives and bringing together the foremost magazine copy writers for our direct mail program.

The search continues for the Advertising Sales Director — (we already have two high caliber salesmen) — we should be able to make an official announcement within a couple of weeks.

The excitement generated by QUEST/77 is especially strong in the United Kingdom — where

we expect television/media promotion and newsstand sales to make us nationally known. Frank Brown, director of our European operations, has been extremely active in putting together a small team, comprising some of Britain's most recognized and respected publishing professionals. We have recently finalized the positions of Publishing Consultant, European Editor, and Circulation Director, the latter having fulfilled a similar role for Reader's Digest circulation throughout the United Kingdom, Europe, the Middle East and Africa. In Britain, it is planned that members of Parliament and leaders of British industry will be introduced to the magazine through our high level publishing and public relations people to ensure that QUEST/77 gets into the hands of the most important and influential people in Europe. The international aspects of the publication is one of our top priorities — with plans being made for eventual launch on many countries around the world.

Reaction to QUEST from South Africa — as reported by Mr. Bob Fahey — has been equally enthusiastic. They are really looking forward to a successful front-line publication to follow up — and expand upon — Mr. Armstrong's widely known initial contacts.

Our internal publishing team in Pasadena is, at the risk of appearing immodest, international in scope, superbly qualified and dedicated both to our overall Work and to the concept and the success of the magazine. The Director, Jack Martin, has been very active in publishing, having set up the entire Plain Truth newsstand program in the United Kingdom and Europe. The Business Manager, Ray Wright, was formerly director of operations for Texas Instruments in Europe. Other staff members include Gene Hughes, formerly business manager and publishing director of our operations in Australia; Roger Lippross, director of printing services in Pasadena; Mike Linacre, computer ana-

lyst; and Mark Armstrong, recently returned from Jerusalem where he was our correspondent.

Having spent much of the last several months with the professionals in all phases of publishing both in the United States and in Europe, Mr. Martin reports that, "One of the most rewarding comments that we often hear from members of the publishing industry is the originality of the concept of QUEST/77 — *The Magazine of Human Potential*. With most other publications presenting the negative aspects of humanity there is a real need for a more positive, uplifting magazine that will show man what life could really be like if only he could sort himself out. The contents for the premier issue are now being planned in our New York office. Mr. Shnayerson's comments when asked about the launch is that the magazine's first issue must be absolutely superb; like a play on Broadway, the opening must be great. The editor is aiming for a February 77 launch date. One thing is for sure, we have the right concept with the right people at the right moment — to make AICF's debut into publishing a thoroughly momentous and successful event."

QUEST/77 — *The Magazine of Human Potential* will truly present to the world what Herbert W. Armstrong has represented for over 40 years — and what he is currently bringing before world leaders and ordinary citizens alike — with all the dignity, quality, appeal, relevance and importance that has been his hallmark.

— Robert Kuhn

— Stan Rader

## MAIL PROCESSING

(Continued from page 213)

items are simply not listed, so please recommend to members and PMs only that literature found in the Index. MPC cannot mail material which has gone out of print.

That's it for now.

— Richard Rice