

# The Bulletin



of the Worldwide Church of God

VOLUME 5, NUMBER 10

PAGES 261-284

OCTOBER 21, 1977

## Financial Affairs

Greetings from Pasadena! After a fantastic feast, we can again report that the brethren were extremely enthusiastic. All that I have heard indicates that the Feast went extremely well. The sermons were good and the brethren very encouraged and inspired.

Certainly these feelings of the brethren were reflected in the tremendous offerings that were received. When you consider the really *tremendous* response to the special offering request last spring and then look at the Holy Day offerings in that perspective, you can't help but be greatly inspired. It makes you realize *the brethren are solidly behind this Work!*

Fellows, all we can do here at headquarters is say: "Thanks a lot," for we know that the job you are doing there certainly plays a great role in keeping the brethren inspired, enthusiastic, and attuned at all times to the needs of the Work in their prayers, offerings and in direct physical service. As we all know, the brethren are the backbone of this Work, and I think it's good to mention to them from time to time how much we appreciate their sacrifices.

The offerings were up overall from last year, having been up on most of the holy days for this year inspite of the fact we received over 1.3 million dollars in the special offering. Following is a breakdown of the offerings for this fall as compared with last year:

	1976	1977	Change
Trumpets	840,684	867,000	3.1%
Atonement	795,319	718,500	-9.6%
Feast of Tab.	857,080	929,982	8.5%
Last Great Day	1,187,019	1,235,587*	4.0%

(Continued on next page)

## A.I.C.F. Update

### The Mesopotamian Project

by Herman L. Hoeh

Enclosed with this issue of the *Bulletin* is a copy for all Church pastors of "New Archaeological Harvests from Syria." It is to inform the Church as a whole of progress during the first season's work of the Mesopotamian Project, sponsored in part by the Ambassador International Cultural Foundation.

As most of you know, our beginning steps in support of archaeological projects commenced nine years ago—in September 1968. Those first steps led us to meet Israel's foremost archaeologists and Hebrew University's educators and administrators. By December of that year we had been introduced to Israel's President and to cabinet ministers. Many of you who were in the ministry at that time will remember that Hebrew University's professor of comparative religion accompanied Herbert W. Armstrong to several festival of Tabernacles sites and became thoroughly acquainted with our message, character and spirit. As a result of these initial contacts, numerous doors were opened for Ambassador College and now the Ambassador International Cultural Foundation to participate in other projects worldwide. The results have proved phenomenal. Especially for Mr. Herbert W. Armstrong's message!

As you know, wherever AICF participates we remain above local political issues and seek to bridge gaps between peoples and nations. We have long wanted to be as evenhanded as possible in our efforts in the Middle East. But we had to wait seven years before a door opened to participation in archaeological projects in the Arab world.

The invitation came to us in 1975 through our friends of long standing, the Buccellatis. They had

(Continued on page 282)

\*Additional monies are still coming in so this figure is expected to be revised upward.

Attendance was up marginally from last year's attendance by approximately 2-3%. The peak attendance on the first Holy Day and on the Last Great Day was approximately 66,000.

The Business Office is in what we call our peak or prime time. We are dealing with a situation that has become quite unique to the Business Office—that is, for a change we have money to count (ha!). So therefore we are very enthusiastic at this time. As you are aware, we went through some very difficult times this past year, and although we are not out of the woods yet, certainly things have improved considerably. Mr. Ted Armstrong and his father made some very difficult decisions, but they certainly have had their impact as far as the expenditures of the Work are concerned.

Many may ask why it is that we seem to always be having financial difficulties. I answer:

1. I don't believe the Work will ever have all the money needed to do the job we have been given to do.

2. Inflation over the last several years has taken a tremendous bite into the working capital of the organization.

I will not belabor this subject at this point in time, but in the next *Bulletin* you can look forward to a complete report from the Business Office on activities over the last couple of years—some of the decisions that Mr. Ted Armstrong has had to make and some of the reductions the Work has undertaken. I think you will see by the report that we have been very aggressive here at headquarters and have done our part in trying to balance the budget and do this Work most effectively.

We currently have several programs in progress at headquarters which are in the developmental stage. We believe they will produce results which will continue to inspire the brethren. One example is newsstand distribution. Newsstand distribution of the PT is now entering into *major* airports and facilities around the nation with tremendous results. We are also in the process of evaluating various media coverage around the nation to see if we can respond to the desire of our brethren to see the broadcast preaching the Gospel in every corner of this nation. We believe we have ideas that can indeed accomplish this. We are not going to "blue sky" it, for it will require a well-thought-out and well-planned effort to achieve such ambitious coverage.

You can very clearly see from two of the most prestigious media publications (discussed else-

*The*  
**Bulletin**

of the Worldwide Church of God

EDITOR IN CHIEF  
HERBERT W. ARMSTRONG

EDITOR  
GARNER TED ARMSTRONG

DIRECTOR OF PASTORAL ADMINISTRATION  
RONALD L. DART

EXECUTIVE EDITOR  
ROBERT L. KUHN

MANAGING EDITOR  
RICHARD H. SEDLIACIK

SENIOR EDITORS  
C. WAYNE COLE, CHARLES V. DOROTHY,  
HERMAN L. HOEH, BRIAN KNOWLES

© 1977 by Worldwide Church of God. All rights reserved. No part of this publication may be reproduced in any form without permission in writing from the copyright proprietor.

where in this issue) the positive results and effects of *QUEST/77* on some of the principal people in the communications field of this country. These reports are an indication of the impact that this magazine is starting to have on our nation and indeed around the world. Certainly from our point of view in the Business Office, *QUEST/77* has made a tremendous impact on the financial community and has opened doors for the Church and College by giving us the credibility and prestige of an aggressive, future-oriented organization many times our financial size!

At the Feast in Squaw Valley I had the opportunity to discuss a wide variety of subjects with many of you men. One of the most often repeated comments that I received is that you would like to have more specific information on many of these topics.

From time to time I will endeavor to expand upon some of the things that especially interest you which we are so involved with here at headquarters. I'll give you a look at some of the activities, problems, and programs that we work with on a daily basis. This, I believe, will help you understand some of the challenges we face. It should prove helpful to you as you inform and inspire the

*(Continued on page 273)*

# WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS  
PASADENA CALIFORNIA 91123

HERBERT W. ARMSTRONG  
President and Pastor

GARNER TED ARMSTRONG  
Executive Vice President

October 13, 1977

Dear Fellow Ministers in Christ:

Greetings from headquarters. I just hung up the telephone after talking to my father. He had been to the doctor for a brief visit yesterday for the first time in two weeks, and told me that the doctor "didn't like him any more."

I asked why, and he said, "Well, because he told me he doesn't want to see me again for three weeks!"

So Dad was feeling exceptionally well; told me that he is making steady progress, and described his diet of heavy concentration of iron (beets, beet tops, blackberry juice, cranberry juice, etc.) to overcome an anemic condition, but that otherwise he seems to be making steady progress.

I went over to visit him the day following the Feast of Tabernacles, but almost immediately thereafter, through a combination of voice fatigue and strain, plus the contagious colds and flus that seemed to sweep over the Pasadena campus just after the Feast, came down with one of my worst voice problems and colds in a long time. Since I realize this is very likely quite a contagious infection of some sort, I didn't dare risk going to Tucson again and even being present in the house until I could be assured it was completely cleared up.

I will be calling him from time to time while I am getting over this cold, and of course as soon as I possibly can will go back over to Tucson and spend some time with him.

THE CONFERENCE IS VERY DEFINITELY ON! All pastors of churches and their wives will be brought into headquarters at church expense in early January; the exact dates will be January 4 through January 11, Wednesday through Wednesday. All other ministers are strongly encouraged to attend the conference, but in order to economize, we will be unable to guarantee travel and lodging expense for all assistant and associate pastors, and local elders either in or out of our employ.

Meanwhile, we are making preliminary plans for a really solid, working conference, which will consist of major plenary sessions on a host of subjects, plus various other "working sessions" in smaller groups.

While I hope some of you can arrive before the conference around the first of January so that there can be at least some recreational aspects to the conference (the Rose Parade and Rose Bowl game), and while I am sure the college will want to host a special ministerial dance and program while you are here, the conference will primarily be a working session. All of us here are very enthusiastic about the upcoming conference; we have been increasingly recognizing the need for as many of God's ministers to meet together at one time and in one place again as soon as possible--and are very enthusiastically looking forward to it.

While it is very fresh on your minds, I hope all of you will do me a special favor of jotting down impressions you had of the content and quality of sermonettes and sermons delivered at the festival area you attended! I have asked Sherwin McMichael and staff to prepare an extensive questionnaire which I hope to have completed by all of you during the upcoming ministerial conference, so that we can constantly evaluate and improve ourselves in serving the brethren more effectively during the Feast of Tabernacles.

I was unfortunately able to hear only a very few of the sermonettes where I went during the Feast. I felt they were all fine, but I did hear both positive and negative comments from different ones at different festival sites concerning other sermonettes and/or sermons--and want all of us to be totally forthright, honest, and objective in appraising ourselves in order to continually upgrade and improve the quality of the sermons at the Feast for the sake of the brethren.

Obviously, when I have been virtually unable to hear anyone else preach except my father on rare occasions, since if I am in a local church area I am always speaking, I am probably the last person on earth able to really evaluate the preaching ability of many in the ministry. Some of you, while I have heard you years before, I have not heard you speak in the last several years. Others, I have not heard speak at all--not a single Ambassador Club, a Spokesmen's Club, sermonette, or sermon! Therefore, if I am going to continue to work with our festival department, particularly with Sherwin McMichael on making final speaking assignments during the Feast of Tabernacles, I feel I must have an enormous amount of input from you fellows yourselves!

I have expressed for years that I feel the assignment of sermons at the Feast of Tabernacles cannot be a matter of mere "rank" or seniority. I do not care whether a young student fresh out of college who is merely an assistant or associate pastor or ministerial trainee in some church and has no "standing" or "rank" whatsoever--if he happens to be a powerful and inspirational

preacher, and is able to inspire and move audiences, then I would very happily give him a full sermon at a festival site! I'm sure all of you feel exactly the same way, and realize that just as deacons and even unordained, partially uninformed people (such as Apollos) in the early days of the fledgling New Testament church, were given special gifts of God, and could be tremendously inspirational people, so must we in this age of God's Church not become so fettered by "rank consciousness" or considerations of feelings and seniority that we cannot provide the outlet for such gifts directly from God.

In talking with my father just this morning, he was expressing his concern for not being able to be involved directly in the Work, and was asking for my reassurance that everything is going along very well--which of course I was able to reply to him in the affirmative. But fellows, I am calling upon you in this ministerial BULLETIN to help me circumvent the problems we experienced last year immediately following the Feast! As I said in my comments during the taking up of the offering during the last Holy Day, immediately following the Feast of Tabernacles last year and for some months thereafter, the Business Office experienced an alarming drop in income. This dwindled our reserves down to rock bottom, until we had to face one of our most agonizing and difficult financial crises ever in the early spring of 1977!

We MUST not let that happen again this year! I feel that the reasons are obvious. Many of our brethren have not been saving a faithful FULL festival tithe, but have "robbed" their own future incomes by taking their last paycheck just before the Feast and applying it to needs for themselves and their families for the Feast.

This requires that they "catch up" by cutting down on regular offerings coming into the Work for a month or two after the Feast because they have so strapped themselves for festival necessities.

It makes no sense at all for brethren to do this in order to repeatedly break records during the Holy Day offerings if those record-breaking offerings are in fact "borrowings" from the normal month-to-month income expected for the Work clear through December!

Actually, the Business Office projects our expected annual income through computerized study of data gathered over a large number of years, and a part of that projected budgetary figure includes the expected amounts of income derived from Holy Day offerings.

So, I hope all of you will not only set the example in your own personal lives of going to an extra effort between now and December, prior to the conference, but also inspire and encourage the brethren under your care to do so.

Let me tell you of one case, which I will not identify, of what I mean by an outstanding example.

There was a church congregation in which a former pastor had been experiencing some difficulty with alcohol. This became obvious over a period of months or years, until many of the brethren were also over-indulging in alcohol. At church socials, outings, parties and the like, it became virtually commonplace for one or more to be obviously "under the influence," saying and doing things that were completely out of place and unacceptable.

But in the course of time, the pastorate (as so many dozens and dozens have) was changed. The new man in the area began noticing the problem of abuse of alcohol and began preaching strong sermons to the congregation on the subject.

He was a moderate drinker, and enjoyed a social drink with close friends at church parties and/or socials from time to time himself, but very rigidly refused to ever over-indulge.

He began to notice over a course of months that no matter how strenuously he preached on the subject there were still abuses and infractions at church socials!

Finally, he began to completely abstain from all alcohol! When visiting in members' homes and being offered a beer or a cocktail, he would very politely refuse and request something else instead. When going out to dinner with a group of members or the man under his charge, he would order something other than an alcoholic beverage. When at a church dance or a social, he would not visit the bar, but go to the drinking fountain.

Over a course of time, the problems were completely solved in his congregation, and it became painfully obvious that what it took was his outstanding example before the brethren were going to pay very much attention to what he was saying from the pulpit!

I know, and you all know, that there IS over-indulgence in alcohol from time to time in God's Church, and even among the ministry! But we will never be an effective ministry before God's people by saying, "Don't do as I do, do as I say do."

So in every way, even in your private financial lives, if you yourself are not living an example before God's people, you can never expect them to follow your lead.

Remember, we are to be leaders, guides, shepherds, not task masters or policemen whipping, snarling at, chewing out, driving the people onward--but patient, kind, loving, "helpers of their joy" by being out ahead of them in every responsibility!

I am hoping to get away for a few days' hunting right away, and of course I have always encouraged you other fellows in the ministry to do likewise or to enjoy some break of some sort as you are able, for recharging your batteries, getting out into the out-of-doors, and enjoying a good outing with close friends. I have a

double purpose at the present, in order to get rid of a nagging cold and sinus problem by getting away into the "high-dry" up in Colorado!

Until next time...

Your brother in Christ,

A handwritten signature in cursive script, reading "James Ted Armstrong". The signature is written in black ink and is positioned to the right of the typed text "Your brother in Christ,". The signature is written in a fluid, connected style with a long horizontal line extending from the end of the name.

GTA:lc

# Pastoral Administration

---

Mr. Dart has a serious case of hunting fever—the only panacea being the mountains in Colorado. The extremely busy schedule of the Feast, the resumption of college, and now the hunting trip has kept him on the move, so he asked me to update you on our progress with the Youth Educational Service.

Phase four of our Y.O.U. goals (stated in Ron Dick's update in this issue) is to develop the church educational program. We are co-ordinating with Y.O.U. to implement this phase, and to maintain consistency with our outreach to youth.

Our response to the April questionnaire represents 200 local churches, most of which are very eager to build the program. Approximately 73% of the churches represented had not at that time begun classes, basically due to lack of space, need for individual program approval, need for curriculum and for material to train teachers. Permission to begin youth classes in your area can be received from your area coordinator. We have been studying the other needs and plan to have some information available for you by conference time.

Developing a balanced and worthwhile program will take a great deal of time and communication between the field and Pasadena. We have a committee which has already formalized general philosophy, goals, policy and format. Those donating their expertise to the initial planning are George Geis, Ph.D. in Child Development; Don Ward, Ed.D in Secondary and Higher Education; Steve Martin, Area Coordinator; Ellis LaRavia, Director of our Local Program; Ted Herlofson, Manager of Ministerial Services; Brian Knowles, Managing Editor of the *Plain Truth*; and Ron Dick, Associate Director of Y.O.U. As we initiate work on curriculum we hope to involve several others. The material many of you have sent to us has been very helpful, and is retained on file.

Flexibility is the key word. We want to explore ideas for supplying curriculum to help teachers with the arduous task of preparation, yet allowing flexibility for local needs and personality.

Of those now conducting classes, very few have more than four separate groupings of young people. Most conduct classes for thirty to forty-five minutes during the first portion of services.

The benefits of our local programs are numerous. Not only are children eagerly anticipating classes and enjoying the education provided, but the adults—both teachers and parents—are being

stimulated to become more effective in teaching and being concerned for youth.

Once again, your input is highly regarded and vital in determining the needs of the program. We'll keep you informed as we progress.

—Russ Duke

## AVAILABLE SERMON AND BIBLE STUDY TAPES

**Prophets and Prophecy** — Ron Dart (HQ 46A, 46B)

Mr. Dart is going through a series of Bible Studies, in the Pasadena Auditorium, explaining what a prophet is and what prophecy is. The first two in the series are now available to the ministry. He discusses the vital question of how much we need to know about prophecy which is yet to take place. Some of the major reasons it is so difficult to understand prophecy are also discussed. He stresses that the whole point of prophecy is to bring millions of people to repentance and salvation by the time God completes His spiritual creation.

The first tape might well be considered an introduction. The second focuses on themes of prophecy that occur repeatedly and are developed through the Scriptures. He calls our attention to and expounds the Day of the Lord, as well as other themes.

**Angels** — Steve Martin (HQ 47)

We learn that there are over 300 references to angels in the Bible, some regarding good angels, some bad. They serve in many capacities, but their primary function is to protect us while assisting God in the creation of His righteous character within us. Steve asks and answers such questions about angels as: How intelligent they are; their knowledge; their relationships with one another; their emotions; their numbers and their ranks. He discusses their appearances; how many different types of angels there are; what they do; and what their responsibilities are.

**How To Escape From Lethargy** — Art Mokarow (HQ 45)

Mr. Mokarow emphasizes that when God speaks about lethargy, saying that we shouldn't be lukewarm, He is really saying we shouldn't be apathetic. Once most people get locked into a Laodicean attitude, they do not know how to pull themselves out of it. Yet there is a very definite way to do so, which is elaborated upon in the sermon. Art goes through some of the prime causes of apathy, how



it affects us, why we have such difficulties breaking the lock of that emotion or condition, how we become dominated by our emotions, etc. He points out that when we are apathetic we automatically view everything with apathy. On the other hand, when we are stimulated by positive and enthusiastic emotions, we view everything positively and we approach everything we do with zeal to accomplish. He concludes by telling us we defeat lethargy easily when we get involved spiritually, putting material things second in our lives.

### Marriage — Art Mokarow (HQ 43)

This is a special "Singles Bible Study" Mr. Mokarow conducted on the subject of marriage. In this study he asks and answers the questions: "Why get married? Is marriage for everyone? What is its value, its purpose and its meaning? What should you look for in a mate? Should you have children? What is the purpose of having children?" The wise of the world do not know the answers to these questions. Why did God create man and woman in the first place? He finds a simple answer in Genesis 2:18, where God says Eve was made to be a helper to Adam to get a job done. In fact, he points out, the whole purpose of creation and the whole purpose of man's six-thousand-year history is simply the *Work God is getting done*. From the basis of this simple truth He sets about to answer vital questions about marriage.

## Publishing

### EDITORIAL SERVICES

According to our Weekly Comments and Mail Summary report, our new tithing booklet, *Your Best Investment*, is bringing positive results. "Many people are beginning to tithe as a result of reading the booklet!" says the report. As of August over 48,000 copies have been mailed in addition to the original 37,000 automatically sent to member households.

We have just received approval from Garner Ted Armstrong to give the international editions of the PT somewhat more flexibility in terms of regional content. Beginning January 1978, each international edition will have three pages open for regional content. This will take the form of feature articles with bylines as opposed to columns.

In addition we are standardizing the 10-point

type size for every edition. This will necessitate considerable sub-editing to make the copy fit. Otherwise the international editions will continue to be compatible with the U.S. edition, though minor sub-editing has been allowed.

We are also hoping to institute a program of publishing new booklets in several languages simultaneously using the compatibility approach. This will have to be well coordinated with the international division and the production areas, of course. But it will bring about considerable savings if we can get it off the ground. This program is still in the thinking stages, however, and we'll be sure to get full approval all the way down (or up) the line before instituting it.

That's all folks!

—Brian Knowles

## CORRESPONDENCE COURSE UPDATE

In order to answer a few questions regarding new CC Lessons 9-12, Brian Knowles has asked me to comment further about these lessons and the course in general.

Specifically, a number apparently have not understood that these four new lessons, which had been in the mill for quite a long time, are an *interim* step toward a newly laid out course, beginning with Lesson 1. Therefore, the layouts of Lessons 9-11 were intended to match the preceding 8 lessons. Eventually, depending on when Mr. Herbert W. Armstrong's health allows him to complete whatever changes and/or additions he has in mind for the course, the lessons will take on a new, more up-to-date look in their design.

I think a word is also in order with regard to the final test and our members and others re-enrolling. Since we have already received a number of letters requesting the final test, I should mention first of all that the 100-question test pamphlet and Certificate of Completion are not printed as yet. Even if they were in print we could not send the test *unless* the requestor first completes new lessons 9-12. Obviously this is because a number of questions will be based on material in these lessons. Therefore, anyone wishing to receive the test must first *re-enroll*, beginning with Lesson 9. New Lesson 12 will contain a coupon with which the student may request the test.

Enclosed with this Bulletin you'll find a copy of new Lesson 11. It was mailed to our students just before the Feast. Hope you can find the time to familiarize yourself with its contents.

As always, your input is much appreciated.

—Richard Sedliacik

# Mail Processing

Mail Processing is very busy working on the Feast mail backlog, so this update will necessarily have to be brief. At this time many of our letter counts—and other summaries—are not yet finalized. We'll look forward to giving you a more complete picture in the next issue.

The figures for the month of September are in, however. We finished the month with 149,448 pieces of mail, bringing our year-to-date total (as of September 30) to 1,481,617. This is down somewhat compared to last year.

Because of the dedicated help of a "caretaker crew" during the Feast we were able to keep current on our *donation mail*, so there is no backlog to speak of in this area. All of the Atonement offering was processed, all labeled co-worker mail, and even the offering given in Pasadena for the first Holy Day of the Feast were able to be generally processed and banked.

Needless to say, we are extremely grateful for the help given to the department by these willing employees.

## WATS Report

A brief summary of the results of the *Modern Romans* spot commercials during the NFL (National Football League) Game of the Week programs are as follows:

Airing Dates	Responses
9/16-18	1,500
9/23-25	2,000
9/30-10/2	1,078 +
10/6-8	797 +

More recent results are still being tabulated. We will be able to give you additional information in a future issue.

That's it for this time.

—Richard Rice

## LETTER COMMENTS

### MR. ARMSTRONG'S HEALTH

*Ever since the members, co-workers and friends of the Work became aware of Mr. Herbert W. Armstrong's illness, we have been deluged by calls and letters inquiring about his health. These inquiries have expressed such deep concern and love for Mr. Armstrong, we thought you would be interested in reading a small sampling of the comments we've received over the weeks since he became ill.*

"I have begun a fast. I've learned a painful truth (why are so many painful?) that I take the inspiration, protection, and power God gives you for granted.

"I just keep telling myself 'God wouldn't let anything happen to Mr. Armstrong. He's too important in His Work.' And because of this thinking I don't pray as fervently for you as I ought.

"Wouldn't it be a tremendous blessing if I and perhaps others in the Church could learn a valuable lesson from your illness. Then we could prove the truth of the scripture, 'We know all things work together for good to them that love God.'

"I'll be praying for you and the Church. I pray when you receive this letter that you would gain something."

—Steve Golden  
Warren, MI

"Our minister told us of your problem—that it was serious. I know you are aware of the prayers of all of us before our Father's throne on your behalf. I was going to fast for you tomorrow, but my conscience wouldn't let me put it off! As I prayed the first *really* fervent, tearful prayer I can remember—I realized God's Spirit would be pulling us all together through this crisis—not just to heal you and restore your health and strength as I'm sure He will, but to strengthen and unite the whole Church and Work as never before because in this present trial, ALL OF US, I'm sure yourself included, will reexamine ourselves. I feel more positive, and more sure of God's personal power and intervention in our lives and this Work as never before!

"I hope this card finds you up and ready to go on with our Work.

"I'm ready as never before."

—Betty Chandler  
Salem, VA

"You are like a father to us—and you showed us the way to start living, God's way.

"We love you and pray for your recovery soon.

"Thank you for all you've done. Your children,"

—Mr. & Mrs. Alvin Lindsay  
Port Orchard, WA

"We're writing to you to let you know we're praying hard for you to be healed and up and about the Work you so love very quickly.

"All of us have looked to you for strength and encouragement as we do the work God gave us, and we're just sure He still wants you out there leading us.

"May we be able to give you some measure of strength and encouragement now by letting you know how much we love you, and we ask God daily for your speedy recovery."

—Mr. & Mrs. Leroy Johnston  
Topeka, KS

"The Church here in Springfield, Missouri, was both shocked and saddened to hear of your serious illness, our earnest prayers are for your complete recovery.

"It was through your magazine and also the Ambassador College Correspondence Course that I learned biblical truths, and was called to be a co-worker and member in carrying out God's Work.

"Seeing the fruits you have borne by preaching the true gospel of our Lord Jesus Christ, I shall always be grateful for being shown truth through your teaching."

—Mrs. Lola Ringgenberg  
Everton, MO

"You know we were all shocked to learn that you are ill but, frankly, not surprised, when we consider the pace you keep.

"I am fasting and praying that Almighty God will heal you speedily. The Church desperately needs you. We are looking forward eagerly to the articles you promised us—we cannot get along without them. I have been fervently praying that our Father would help you to find the time to write these articles for our spiritual growth. I will continue to pray for this and for your speedy recovery. It would be very difficult for us to rejoice at the Feast if you are not feeling well."

—Miss Ann Mark  
Hyattsville, MD

"I had to say how much I care and that we're pulling for you. You have been such a marvelous example of strength, courage, and as an obedient servant of God to all of us for so many years—now it is time for us to pull together in prayer and ask God to heal our physical leader. We know He will. Please know that we are with you in our thoughts and prayers, but most of all God with His steadfast love and power is with you as always.

—Mrs. Bonnie Morrison  
San Antonio, TX

"Remembering all you have done for us. We appreciate you and care very deeply about your health and well-being.

"We love you!"

—Gordon Roma  
Laurel, MT

"We love and need you so much. You'll never know how much I appreciate you. Please get well!"

—Eleanor Roberts  
Houston, TX

"We love you very much and are praying for your health. Please slow down a little and take some vacations with your lovely wife. No one expects you to push yourself so hard. Even our Great God in Heaven knows that you are only human.

"Please take care."

—Mr. & Mrs. Joel Linder  
Spring, TX

"Just yesterday in Church we were read an urgent letter informing us of your recent illness. We have all in the Calgary Church earnestly prayed for your successful recovery to health so that you can continue to lead God's Church. I hope our letters will let you know how sincere we all are about your health and well-being. I hope we cheer you up and give you the love you need at this time."

—Ross Larkin  
Calgary, Canada

"My heart is saddened by the news of your illness. I have wanted to write you to express my love and concern for you, and to let you know my prayers and thoughts are with you always. The Feast last year was my first contact with you. Anyone whose 'ears were open' and had 'eyes that could see' could sense the sincere love and concern that you have for all of us. You touched my very heart and brought tears of gladness to my eyes. I *knew* you really cared about each and every one of us; even me. I knew also that you were truly directed by God. No man could have the love that you have without first having God.

"I go to the Father in fasting and in prayer that He may restore your health. *Know* that you are always in my prayers."

—Barbara Pollak  
Virginia Beach, VA

#### YOUR BEST INVESTMENT

*We are also including some outstanding comments on the new tithing booklet, Your Best Investment. Many people are beginning to tithe as a result of reading the booklet!*

(Continued on page 273)

## Y.O.U. ACTIVITIES

Reports from the ten U.S. Feast sites show the best year ever for youth activities. The most encouraging news is that youth conduct at services, at their dances, and generally all around was the best in many years.

Not to deny the remaining problems, there seems to always be the few individuals who insist on coming to every social occasion but never to services. You know the type.

We would appreciate your continued help in screening these types at all youth functions. One way to help is to not sign the application form for those you don't approve and secondly, to send us the names of those whose Y.O.U. card you have revoked for misconduct. It seems those youth are the most mobile and will often show up most anywhere in the country at various youth functions, giving all a bad name.

The talent contest definitely showed an increase in youth talent. At many sites, the junior division showed vast improvement and in some cases eclipsed many seniors. It is a healthy sign to see highly developed skills among the younger group. Keep encouraging the parents to provide their children with opportunities to develop their full potential. The fruits are serious, self-disciplined, goal-oriented successes. We need all of those we can get in the Church and in society at large.

The National talent finals will be held in the Ambassador Auditorium again this year, on November 27th. It is always exciting to watch the best of over 17,000 teens compete for the top prizes. At that level all are winners. Last year, tuition scholarships were awarded to all eleven contestants. They varied only in duration.

In conjunction with the national talent finals will be the annual meeting with the Y.O.U. festival co-ordinators. On the agenda each year we rehash the problems of the past Feast and make plans to improve our performance next year. Of course not everything goes well at every site each year, and some problems go unnoticed by our co-ordinators.

It would be *very* helpful to us in planning for next year if you would send us your observations about needed improvements. We know your people are more likely to tell you their complaints than to write to us about them. Please forward all grievances right away so we can include them on our agenda. If they prefer to remain anonymous, fine. Also, any positive reinforcement is always welcome. We don't want to drop activities that are needed and appreciated.

At three festival sites this year we were able to hold meetings with our local, district, and regional co-ordinators. Among other things, the need for more communication was brought out. One of our high priorities is to improve the lines of communication to you, your co-ordinators and the parents and youth. It will be expensive, but very much worthwhile.

Other important items discussed were how to organize the local chapters and how to get adequate adult participation. Another *vital* point was that Y.O.U. and Pastoral Administration are in total co-operation, co-ordination, and agreement concerning the needs of, and programs being developed for the youth of the Church.

The last area of discussion was the overview of the program. To explain where we are going and how we got this far has cleared up many misconceptions. The masterplan for the youth program is based on the concept that the parents are responsible to teach their children God's way of life (Deut. 6) and it is your job and our job together to help them in whatever way we can.

Y.O.U. has a five-phase program to this end. The first phase got under way three years ago. It intended to get the attention of our youth and their parents and let the youth know the Church recognizes their worth and is making an effort to include them in the Church. This was never done on a Church-wide basis before, as demonstrated by the near total lack of sermons, printed material and physical activities dedicated to them. Phase one was accomplished via sports talent, academics and related contests and activities on a national level.

Phase one did get that attention and did establish credibility that what we said, we would do, and that it wasn't just a passing fad to be cancelled with the next budget crunch.

Phase two was a necessary step. We could not operate without money. *How* to finance the youth efforts was not the problem, it was how *best* to finance. Those at the top who knew the masterplan for the Church's youth programs had no question that the program is worthy of being funded from tithes, offerings, and donations. Feeding the lambs of the flock *is* a worthy cause.

We wanted the youth to learn to obey all of God's laws, including the principle of tithing. Since their programs were to be financed out of operating costs, why not let them learn the responsibility of supporting that phase of the Work, and thereby be motivated by seeing the results of their support, and be blessed by God for obedience to that financial command? Mr. Ted

Armstrong, in the April 6, 1976 *Bulletin*, asked for your support, and explained the system for youth donations. We know it takes time, and as the pastors of all churches continue to explain and support this system, we know the results will be overwhelming.

Phase three was designed to get the program organized on the local level. Our goal is to involve every youth in every Church, not just the very talented or the athletes. The youth convention last year was the start of phase three. Local chapters with conduct codes, officers appointed, service projects to perform etc., sprang up overnight. Our 225 chapters were started very soon after that first convention.

One requirement to be a Y.O.U. Chapter is to have a minimum of one Bible Study each month. That was intended as a forerunner to phase four and also as a help to the parents in fulfilling their obligation to instruct their children.

There is much work and development left in phase three to get the totality of our youth involved in the profitable activities of personal development, service to Church and community, and spiritual, moral and ethical education.

Phase four is the development of this education program. It will be extensive, done on the Sabbath and at home. Incentives, group momentum, and enjoyment will be built into the program that is right now under development by a committee coordinated by Russ Duke under the direction of Pastoral Administration. This phase is the most important and the most basic of the entire program. It will receive the majority of effort and attention as time passes. To have our youth informed about God's law and believing in it internally is our goal.

The family is paramount. We intend to give parents a means to develop their children's skills, abilities and to keep them from having to say, "No, you can't do that because of the Sabbath."

When phase four is well under way we feel phase five will be nearly complete as a by-product. That is that the youth of God's Church, with the adult members and new converts, will have a part in the Work of God. Their examples, service projects, tithes and offerings, moral support and prayers will help support God's Work and help perpetuate the Church until the Work is completed.

—Ron Dick

## FINANCIAL AFFAIRS

(Continued from page 262)

brethren regarding some of our present and upcoming programs. I think you will find the information in the next report quite interesting.

In closing, THANKS AGAIN from the Business Office for a job well done in preparing the brethren for the Feast!

—Ray Wright

## LETTER COMMENTS

(Continued from page 271)

"I don't know how to say this and get my feelings across. I read *Your Best Investment* and until this time did not consider 'not tithing' as stealing from God. It shook me up pretty good having it put that way.

"I've never stolen anything from anybody and have tried to teach my children how wrong it is to steal, and then find out I've been doing it all along.

"I'm ashamed and I want to start correcting that with the enclosed check, which is God's tenth of my paycheck I just got today!

"It is sent with faith and trust in God that, as He looks after the flowers of the fields and birds of the air, He will also look after me and, with happiness because I know it will help you and your staff to keep on with the wonderful work you are doing in bringing *God's Word* to the world.

"Thank you for opening my eyes and may God continue to bless you all."

—Doris M. Oquist  
Dothan, AL

"I recently finished your booklet, *Your Best Investment*, and consider it one of the best of all the booklets I have read to date.

"In the past, I have made 'spotty' contributions to Ambassador College when I felt like it, or when I had extra money. Times have changed! My business is down—but this check represents God's share of what He has given me this month to date.

"With God's help and strong determination, I plan to continue this Way."

—David Nash  
Louisville, KY

"After reading your booklets and the Bible concerning tithing, praying and discussing the matter with my wife, we have decided to stop stealing from God what is His to begin with, and to start tithing on a monthly basis.

(Continued on page 282)

## A.I.C.F./QUEST UPDATE

### 1977/78 Concert Series

We are delighted with the public response to the Foundation's 1977-78 subscription series at Ambassador Auditorium. The number of subscribers this coming season has exceeded all expectations, with the overwhelming response reflecting the Foundation's visibility and continuing success in the greater Los Angeles area. This means that when we opened our season October 1 with Carlos Montoya, not only were many of the concerts already sold out, but that more than 60% of the seats had already been sold for *each* of thirty-three subscription concerts for the entire year.

In addition to presenting artists on series such as Luciano Pavarotti, Mstislav Rostropovich, José Iturbi, The Minnesota Orchestra, The Norman Luboff Choir, and the Romeros, the Foundation initiated a ballet series this season which includes ballet companies of international fame including stars of the American Ballet, Dennis Wayne Dancers, The Royal Ballet of Flanders from Belgium, and the famed Los Angeles Ballet. The ballet series opens October 16th with a gala featuring two of the world's former and most famous ballet stars, Dame Alicia Markova and Anton Dolin in a lecture demonstration.

This past summer, the Foundation in cooperation with the College and the Pasadena Arts Council, helped present an arts festival on campus. The event attracted thousands of people from all over Southern California. Major attractions included the Juried Arts Show arranged by Andrew Voth and the College's production of *Oklahoma*, produced by the Ambassador College Music Department under the direction of Gerry and Christa Long. A free performance sponsored by Home Savings and Loan, which featured a glittering array of stars called the Andy Russell Show, also was a festival event.

The Foundation is pleased to announce that in addition to its concert and ballet series, the world-renowned mime Marcel Marceau will appear for two performances in February. In December of '77 the Los Angeles Ballet will be presenting their new, fully staged and full-length production of *Cinderella* as well as a New Year's Eve gala Gershwin program.

Also the renowned tenor, Carlo Bergonzi will make a rare appearance at Ambassador Auditorium in February, and coming from Ireland earlier in February will be the Jury Irish Cabaret of Dublin Company.

Some of you may also be aware of the outlying concerts we have organized through the Human Potential Chapters of AICF, Directed by Mr. Art Mocarow. Gerhard Oppitz, winner of the Rubinstein Piano Competition, will be on tour sponsored by AICF beginning November 22 in Pasadena; November 27, Tampa, Florida; November 29 in Lexington, Kentucky; December 1 in Milwaukee, Wisconsin and finally December 3 in New York City.

We were happy to meet many friends at the Carlos Montoya concert which took place during the Feast, and look forward to seeing many of you at some of the attractions we have scheduled this year.

—Wayne Shilkret

## QUEST/77

by Robert L. Kuhn

I am asking Jack Martin to prepare a comprehensive presentation of all Quest related data and activities. It will appear in the next issue of the *Bulletin*, and will constitute a full report to the ministry, as some of you have recently requested.

Jack has done a masterful job (in a short time) in pulling our New York office into shape. Organizationally, Jack is fully in charge and has greatly enhanced the efficiency and creativity of our highly professional staff. Financially, working with Glen Parker in New York and Ray Wright here at HQ, our reporting, analytical and accounting systems are first rate. In circulation, and advertising, we certainly are achieving our greatest successes as the following material and Jack's report will tell. With *paid* circulation pushing past 300,000 and advertising reaching 40 full *paid* pages per issue, we are not surprisingly quite pleased.

Editorially, Jack has been able to organize the input to aid our editor and staff in producing a progressively better product. (We recognize that certain articles, expressions and illustrations in the first several issues were not up to our usual standards, and we do apologize for it. We are pleased, of course, that many of Quest's articles have directly represented, in a highly engaging, entertaining and engrossing way and to a sophisticated audience, the long-term tenets and positions of our Work. A few of the examples are the Courage Section in Issue 1; the articles on solar energy, and the Russian officer who refused to be cruel in Issue 2; the imaginative critique of modern civilization heading toward disaster in William Irwin Thompson's article in Issues 2 and 3; "How

to Quit Smoking" in Issue 3; the proper appreciation and use of natural resources (coal and trees), and E. F. Schumacher's brilliant discourse on "The Nature of Problems" which shows that the normal approach to solving problems will not work, in issue 4; the sharp attack on "Wealth Addiction," a new imaginative approach to the old argument that money can't buy happiness in Issue 5, etc.)

Of course, the greatest benefits of *Quest* go beyond its own success. It has already become the springboard for many of the Work's publishing projects and publicity objectives both in the United States and internationally. (The book publishing and newspaper column activities of Mr. Garner Ted Armstrong are just the first such expression. Others are in active preparation—more details at a later date.)

In the United Kingdom, Frank Brown and staff have done an excellent job in preparing for our biggest impact ever into the European media with a major launch of *Quest* in January. Likewise, Bob Fahey in Africa has done a superb job. I'll leave the exciting details for the next *Bulletin* but will take this opportunity to announce, upon Jack's recommendation, that Frank Brown has been appointed *Quest*'s Publishing Director for Europe and Bob Fahey *Quest*'s Publishing Director for Africa. Jack Martin, I am very pleased to announce, is now AICF's Vice-President for Publishing.

For the remainder of this issue, I thought I would reprint some excerpts of recently received material. The first is a memo from Gordon Muir on how *Quest* has helped the PT newsstand program:

There have been several interesting examples of how *Quest* has helped in the development of our present *Plain Truth* newsstand distribution. I am confident that it will help even more in any future development that is undertaken. I am listing below some examples of the direct beneficial effect of *Quest* on the *Plain Truth* newsstand distribution.

1. When I first negotiated for the *Plain Truth* to be at Atlanta airport (our continuing most successful outlet and one which adds to our credibility everywhere else) I did so as a *Quest* representative, in order to gain initial acceptance before even bringing up the subject of the *Plain Truth*.

2. The fact that the *Plain Truth* magazine has been authorized, last month, for display on the newsstands in seventeen major U.S. airports can be largely attributed to *Quest* influence. The appointment with the management of these newsstands was arranged by the *Quest* newsstand consultant (a personal friend) and the negotiations were carried out by one of our staff using the privilege of his position as a *Quest* representative.

3. The *Quest* newsstand consultant is so excited about

the newsstand distribution of the *Plain Truth* that he has offered to use all his contacts and to go anywhere at any time to develop the newsstand distribution of the *Plain Truth*. Indeed, he has already opened the way for what I believe will be a successful negotiation for the *Plain Truth* magazine, to be displayed with another of the largest U.S. airport newsstand chains.

4. I have just negotiated for *Quest* to be available in five newsstands at Kennedy airport. As a result of this I have a chance to get the *Plain Truth* in there also. It was quite clear that the *Plain Truth* would not have been considered had there not been a relationship with *Quest*.

5. The *Plain Truth* magazine is now available at Newark International airport and we have the opportunity—which we can't yet take for financial reasons—to have it available at the New York port authority bus terminal in mid-town Manhattan. This is probably the busiest place anywhere in the world. This opportunity was possible because the company that owns these newsstands is also the wholesaler for *Quest* in New York City and New Jersey. Thus we were off to a very good start with *Plain Truth* negotiations.

6. One of the leading executives of the Curtis Circ. Co. who has helped in the launch of *Quest*, has through our *Quest* staff and myself, come in contact with the *Plain Truth* newsstand distribution. He is so intrigued by it that he has already asked me in what way he can help expand the *Plain Truth* on the newsstands when he retires from Curtis in a few months time. His contacts in publishing are of course at the highest level, nationwide.

I think this will give you some idea of how *Quest* is benefiting the *Plain Truth*. Everyone who has been with me at recent negotiations has been able to see this clearly for themselves.

*Quest* gives us the power and professional expertise we need. We are now recognized in the publishing industry as a real, successful, innovative, substantial organization. The highly influential *Media Industry Newsletter*, one of the 'Bibles' of the publishing industry recently wrote a great feature about *Quest* under the title *QUESTING AFTER EXCELLENCE*:

Contrary to conventional wisdom, a magazine does not have to exploit the sensational in our society in order to succeed. Growth's the word at *Quest/77*. In the four issues since the bi-monthly magazine debuted, circulation has climbed to nearly 300,000. Ad pages have reached 103 at an average of 25.77 per issue, for a gross of about \$231,000 in ad revenues. Advertisers have come from automotive, liquor, travel and publishing, with records and home entertainment the newest as categories to be attained. Latest category they're seeking to break, according to ad director/associate publisher Philip DuVal, is the corporate or institutional ad, which should find a comfortable niche within the magazine's positive editorial environment. Beginning with the Jan./Feb. issue, *Quest/78* will expand to an English language international edition. It will have a guarantee of 50,000, with 38,000 in the United Kingdom, 12,000 in Western Europe. Ad sales will be handled by London reps Parrish-Rogers. Latest subscriber survey gives the following characteristics of *Quest/77* readers: Median age—38; 62% male; median income—\$22,000; 45% have done some post-graduate study; 88% have gone to college; 81% are in busi-

# Client/Media News

Vol 1, No 12 For People Who Buy And Sell Media October 10, 1977 \$1



**Sales Presentation**  
**Quest/77:**  
**Is The**  
**"Pursuit Of**  
**Excellence"**  
**Enough To Insure**  
**The Success Of**  
**This Publication?"**

**Schwartzberg:** Today's presentation on behalf of Quest/77 magazine will be made by Philip L. R. DuVal, advertising director and associate publisher; Arthur Murphy, publisher; and George Smith, eastern advertising manager, Quest/77. Our media buying panel today consists of Aileen Barry, v.p., assistant media director, Grey Advertising; Larry Rubinstein, v.p., associate media director, Della Femina Travisano & Partners; Susan Zamichow, director of media research, Kenyon & Eckhardt; Philip Franznick, president, The Advertising Workshop; David Church, media manager, Volvo of America; and Allan Ford, advertising director of Faberge, Inc. Also joining us on the panel is Howard Lederer, director of publications, Madison Avenue and Client/Media News. Okay, Phil, whenever you're ready.

**DuVal:** We thank all of you for being here and we thank Client/Media News for the opportunity of allowing us to talk to you today. Obviously, the biggest challenge of any new magazine is to project its reason for being and its personality to the advertising world. We're delighted to be here with you to discuss Quest/77. I hope that at the end of this presentation, which you will be happy to know contains few figures, we will have left you with four thoughts. First, that a group of professionals is running this magazine. Secondly, we have substantial financial backing and we are here to stay for a long time. Third, we have had one of the most exciting and success-



**The Grayson Letter**

**By Max Grayson**

As we sit here in the quiet of my office, I am struck by the fact that I have just finished reading the October issue of Quest/77. It is a beautiful magazine, and it is a pleasure to read it. I am sure that you will find it as enjoyable as I do. I am sure that you will find it as enjoyable as I do. I am sure that you will find it as enjoyable as I do.

**Mad Ave. Really Mad?**

As we sit here in the quiet of my office, I am struck by the fact that I have just finished reading the October issue of Quest/77. It is a beautiful magazine, and it is a pleasure to read it. I am sure that you will find it as enjoyable as I do. I am sure that you will find it as enjoyable as I do. I am sure that you will find it as enjoyable as I do.

**The CBS There is a New Jersey**

As we sit here in the quiet of my office, I am struck by the fact that I have just finished reading the October issue of Quest/77. It is a beautiful magazine, and it is a pleasure to read it. I am sure that you will find it as enjoyable as I do. I am sure that you will find it as enjoyable as I do. I am sure that you will find it as enjoyable as I do.

**Two Kinds of Research: Quits and Thrills**

As we sit here in the quiet of my office, I am struck by the fact that I have just finished reading the October issue of Quest/77. It is a beautiful magazine, and it is a pleasure to read it. I am sure that you will find it as enjoyable as I do. I am sure that you will find it as enjoyable as I do. I am sure that you will find it as enjoyable as I do.

**Free Insurance: The Jury is Out!**

As we sit here in the quiet of my office, I am struck by the fact that I have just finished reading the October issue of Quest/77. It is a beautiful magazine, and it is a pleasure to read it. I am sure that you will find it as enjoyable as I do. I am sure that you will find it as enjoyable as I do. I am sure that you will find it as enjoyable as I do.

ness, professions or government... To reflect gains already made in circulation, the rate base will increase with the March/April anniversary issue from 175,000 to 300,000. Rates will rise from \$2,100 to \$3,600 for black & white; from \$3,100 to \$5,400 for 4-color page... In its promotional copy, Quest/77 speaks for its desire to reflect man's striving toward excellence. At the same time, the cynical skin book Club Quest has recently ceased publication. Perhaps Quest/77 editors are correct in believing there is a reason for optimism.

To introduce the last excerpt here's a letter I received from Phillip L. R. DuVal, Quest's Advertising Director and Associate Publisher:

I know you have seen the recent article in MIN Newsletter which was bullish about Quest/77. Now, however, I am attaching an advance copy of the October 10 issue of Client/Media News—and I must confess that it contains one of the finest articles on any new magazine it has been my privilege to read. We are all excited about and proud of this article, and I hope you will be too. I am attaching some extra copies in case you would like to forward them to GTA, Stanley Rader, etc.

The background of the Client/Media News article is this. We were invited to make a full presentation to an outstanding panel of media experts in the Client/Media News offices. These experts included the Research Director of Kenyon & Eckhardt, the Advertising Manager of Fabergé, the President of The Advertising Workshop and the Assistant Media Director of Grey Advertising among others, so they were no "patsies"! I put on the slide



"Being surrounded by positive editors has got to be good for advertisers contained within that editorial."



"Quest will embody the very best literary characteristics of The New Yorker, the photographic achievements of Life and the lush graphics of Audubon and the Smithsonian."

**PAGE LAYOUTS** of CLIENT/MEDIA NEWS, featuring QUEST/77, are reproduced for the interest of our readers. See report by Dr. Kuhn for details.

presentation which you have seen, and then Arthur and George Smith and I submitted ourselves to an hour of grilling by the panel. After that, we left the room and the panel—with the tape recorder still running—gave its critique of Quest/77. Finally, as you will see on the last page, I submitted a brief response for Quest/77.

We are sending copies of this October 10 issue to our entire complimentary list and will, of course, promote this issue heavily.

With all good wishes, and with my very best to GTA.  
Very sincerely,  
Philip L. R. DuVal

Following are excerpts from Client/Media News, which will give quite an insight into the advertising industry:

**Schwartzberg:** Today's presentation on behalf of Quest/77 magazine will be made by Philip L. R. DuVal, advertising director and associate publisher; Arthur Murphy, publisher; and George Smith, eastern advertising manager, Quest/77. Our media buying panel today consists of Aileen Barry, v.p., assistant media director, Grey Advertising; Larry Rubinstein, v.p., associate media director, Della Femina Travisano & Partners; Susan Zamichow, director of media research, Kenyon & Eckhardt; Philip Franznick, president, The Advertising Workshop; David Church, media manager, Volvo of America; and Allan Ford, advertising director of Faberge, Inc. Also joining us on the panel is Howard Lederer, director of publications, Madison Avenue and Client/Media News. Okay, Phil, whenever you're ready.

**DuVal:** We thank all of you for being here and we thank Client/Media News for the opportunity of allowing us to talk to you today. Obviously, the biggest challenge of any new magazine is to project its reason for being and its personality to the advertising world. We're delighted to be here with you to discuss Quest/77. I hope that at the end of this presentation, which you will be happy to know contains few figures, we will have left you with four thoughts. First, that a group of professionals is running this magazine. Secondly, we have substantial financial backing and we are here to stay for a long time. Third, we have had one of the most exciting and success-





ful launches in many, many years in the magazine business. The fourth point that I'd like to leave with you concerns the basic theme of our magazine.

The primary reason for the creation and being of our magazine is to report on people in every single field who pursue excellence; who exercise their finest talents; who thrill to new challenges; and who literally rise to the heights. That thesis of the pursuit of excellence in a very positive vein is all well and good, but every day when we read our newspapers and magazines we are inundated by a flood of downbeat, cynical, gloomy and doomsday journalism. *Quest* has a very simple answer to that kind of journalism and that's the pursuit of excellence.

When we talk about the pursuit of excellence both here and abroad and in every major field, we're not being Pollyanna. We're not simply a magazine of goody-goody news. We are very primatic in our approach of trying to do your very best in all of these major fields. In a way, this thread of a search for doing your very best has been a hallmark of our country since the days of the Revolution, and which has sadly been lost for the last ten or twelve years during Vietnam and Watergate.

We hope that now, while we're looking forward again in a very positive way, that our magazine can help as we look ahead in this country. The man who put this positive, forward looking outlook into focus, exactly a year ago, is Bob Shnayerson, our editor-in-chief. Bob Shnayerson believes very firmly in this thesis of the pursuit of excellence whether it's in international relations, business, communications, the arts, the sciences or in the case of a simple stone cutter.

The most frequent question asked of the magazine is, "What kind of a magazine are you?" Questions that quickly follow, are: "What kind of a handle can I give your magazine?" and "What other magazines are you most like?" They are the most challenging questions we get because they're the most difficult to answer. The most honest response is to say that there is no other magazine like *Quest/77* in that there is no other magazine in this country dedicated to reporting on the pursuit of excellence. If we are backed into a corner we may say that we're a combination of a superior *Smithsonian* with a strong dash of *The New Yorker*. Bob Shnayerson hopes that *Quest* will embody the very best literary characteristics of *The New Yorker*, the photographic achievements of *Life* and the lush graphics that you associate with *Audubon* and the *Smithsonian*. Take all three of those qualities, wrap them in the mantle of excellence and as

Bob Shnayerson says perhaps you'd have a small idea of what *Quest/77* is all about. In response to your unasked question, yet, next year we'll be *Quest/78*.

The section of our presentation on subscribers is very brief because we know very little about them. Generally speaking we know that they're remarkably well off, well positioned, well educated and a touch younger than we thought. We know one other thing about them, they're immensely responsive. We sent a six page letter with a return card and envelope to our prospective subscribers and from the response it generated, it's got to rank as one of the great mail order producing letters in magazine history. Written by Bob Shnayerson it essentially said, "Here are my dreams for *Quest/77* and I hope you'll join me." Exactly a year ago we sent out 600,000 of these letters. We bought 60 lists of 10,000 each for this first test. Fifty of the sixty lists were bought from competitive magazines like *Smithsonian*, *Esquire*, *Money*, and *Psychology Today*. We sent this letter to these 600,000 people and it resulted in a little over a 4% return. If you know anything about the mail order game you'll know that that's an astonishing result.

This past January we took a thousand names from the list of people who responded to that initial mailing and we sent them a four-page questionnaire, with no incentive, and we received an excellent 72% return. Some of the things we found out about these people: 63% were males, 37% female; the median age was 38; 70% were in the key 18 to 49 age bracket; they were well off, 22% living in households with \$35,000+; 67% living in households of \$15,000+; they were exceptionally well educated with 45% having done at least some post-graduate study; most of them, 81% were in business, the professions or government; and within those three fields most were managers and professionals themselves.

We found they were an interesting as well as responsive audience. We spent a whole page asking what some might consider crazy questions like, "Would you like to sail your own boat across the Pacific? Would you like to climb a mountain? Would you like to perform an operation that had never been done before? Would you like to go to a place where no one had ever been before?" Not only were they an adventurous lot, but some had actually done the things we had asked.

In addition, we found they were strongly interested in outdoor and recreational sporting activities. They also were interested in cultural events. They read a lot of books, listened to music, attended the theater and were

## Quest 77 *Sales Presentation Continued*



*"Being surrounded by positive editorial has got to be good for advertisers contained within that editorial."*



*"Quest will embody the very best literary characteristics of The New Yorker, the photographic achievements of Life and the lush graphics of Audubon and the Smithsonian."*

interested in photography. We asked them where they had gotten their last good creative idea and thank God, although there's really nothing wrong with it, they didn't answer television.

Finally, we did find that they're exceptionally active in civic and political affairs. These are the same questions that almost every selective magazine asks and our figures are not only good, but with these people participating in two, three or more of these activities, our figures are excellent. They enjoy entertaining with the primary form of entertainment being the sit-down dinner where cocktails, wine and cordials are served. They travel a lot as 91% of them have taken a trip within the United States in the last year and 59% have gone abroad in the last year.

Their car ownership pattern is strong. These are multiple car-owning families with 61% of the households owning two or more cars and 21% owning three or more cars. They own a lot of imported cars, 39% of the households containing at least one imported car, as well as a lot of domestic cars with 77% of the households containing at least one. They have a wide range of personal possessions ranging from cameras to binoculars.

These are just a few of the things that we found out about this first group of subscribers. This fall we are going to engage in our first piece of major research, probably in a simulated audience with Simmons. Next spring we will do our big subscriber study with a large base of up to 4,000 subscribers.

As we end this presentation I'd like to tell you about that other ingredient which is so important to us and every other magazine, advertising. It's safe to say that there are two basic reasons why we have received so much initial support from the advertising community. The first reason is obvious; it's a good, interesting and fun audience that responds to advertising. The second reason is not as obvious, although it's very simple. In our magazine, every single full page ad is guaranteed a position opposite editorial that's talking about excellence, about doing your very best, about reaching personal or corporate heights, and looking and moving forward in a

new age in our country. I have to think that as you look at the fine advertisers we have, that being surrounded by positive editorial has got to be good for the advertising pages contained within that editorial. Perhaps someday we'll be able to come to you and "prove" that thesis, but meanwhile it's just going to have to be a gut feeling that this kind of excellent editorial has to rub off on the excellence of the message of these advertisers. We're very proud of the quality of the advertisers in all of the major fields that have chosen to run in these first four issues of *Quest/77*. They range from automotive to liquor to corporate to travel and fine consumer goods.

To answer another unasked question, we do accept two particular kinds of advertising in addition to those already running. We do accept covers and we do accept spreads. The advertising in the first four issues totaled 103 pages from 99 advertisers, and we're particularly proud of their quality. As far as the upcoming November/December issue is concerned, our forecast now is for 35 pages. Our January/February issue will be out a month early, on the newsstands December 1st. We feel these next two issues will be very exciting. We're very proud of our advertisers and feel they're an added mark of excellence for our magazine.

We hope that you come away from this *Quest/77* presentation feeling that the magazine is run by professionals, that it has substantial backing; that its launch has been successful; that its editorial thesis is immensely exciting; and that it has created a sizable stir in the magazine world and in the world of the thoughtful reading public.

Our editorial has been success story number one. Success story number two has been our extraordinary acceptance in the advertising world. The third success story, and perhaps the most unusual of all is our circulation growth. Our first issue guaranteed 175,000 and with the September-October issue we've grown to 250,000. By the time of the November/December issue we will be at 330,000, and by the time of our first anniversary issue we will be at 340,000, an almost 100% gain in one year. We're obviously very proud.



ALLAN FORD

"...individuals with high standards of excellence want to see this magazine succeed."



DAVID CHURCH

"...decided to use it before we knew whether it was going to succeed because of the editorial environment."



HOWARD LEDERER

"...promise is broad enough to allow them to expand and get into different departments each month."



AILEEN BARRY

"...it's always nice when you promise a 500,000 circulation and you deliver 700,000."

Media Buyers Panel:

**"It's Very Hard To Criticize Something So Positive."**



SUSAN ZAMICHOW  
"...doing a good job of selling an editorial package."



PHILIP FRANZNICK  
"...very gratifying to see something like this"



LARRY RUBINSTEIN  
"...is there a need for the magazine?"



JACK SCHWARTZBERG  
"...going way beyond their circulation expectations"

Thank you very much for being with us today at *Quest/77*.

Schwartzberg: Phil, I have a couple of questions I'd like to open with. Did you offer a discount or charter subscription with your initial mailing?

Du Val: There's been one offer made and that's been maintained from the very first mailing, \$9 for a one year subscription. The newsstand price is \$2 an issue which adds up to \$12 a year.

Schwartzberg: Out of your estimated 330,000 readers for

ber/December and January/February, are a real bargain.

Smith: Arthur, won't we have a bonus of somewhere between 30,000 and 50,000?

Murphy: Yes. For the anniversary issue we'll be guaranteeing 300,000 but delivering 350,000.

Du Val: The most exciting thing for me has been selling the editorial theme of the magazine from Los Angeles to London and seeing the reaction of people when you tell them the main bulwark of the magazine is talking about excellence. We've had over 70 applications for the sales force and all from people who were currently working at jobs.

Murphy: That's happened on the editorial side as well. Originally we had gone out seeking writers and tried to tell them what we had in mind. Now we get quite a few unsolicited manuscripts and agents calling all the time.

Barry: You have such magnificent pictures in the magazine. Do you have staff photographers?

Murphy: They're freelancers but we have not only a great art director in Noel Werrett but also the services of John Morris who's the picture editor of *The New York Times*.

Zamichow: With regard to the initial advertisers in the book, did most come through the companies or the agencies?

Murphy: I'd say it was a combination. A lot of the agencies said they didn't want to stick their necks out but would appreciate our going to the client and telling them that the agency thought it was a good buy.

Du Val: Very few agencies tried to knife us or anything like that, but George and I both come from the school where you go to the client and the agency and try to cover both sides fully and fairly. If you do that you're not going to get into trouble.

Smith: One of the most exciting things about the magazine is the enthusiasm a lot of the younger people in the agencies have shown for *Quest/77*.

Rubinstein: Getting back to the editorial again, will you be doing investigative reporting?

Murphy: Yes.

Rubinstein: Just out of my own curiosity, what kind of journalism would not fall within that category of the pursuit of excellence? What kind of stories would not be appropriate for your magazine?

Murphy: A story that's out and out negativism like *Son of Sam*.

Schwartzberg: How about the police work that led to the capture of *Son of Sam*?

Du Val: We've just run a full page ad in *The New York Times* which talked about *Quest/77* as "the spirit of the new optimism in the United States." It's a matter of taking a subject or a field and looking at it in a positive way instead of a denigrating way.

Rubinstein: A story about hunger in the world would be appropriate if handled correctly?

Murphy: Yes. We'd offer solutions on solving the problem.

Smith: As an example, look at the coal story in the current issue. It's about the history of coal and the inventor is our achiever.

Franznick: I accept the premise and I think it's exciting to see the concept of the pursuit of excellence. Prior to this session, the image I had of the magazine was the spirit of optimism which borders on the Pollyanna approach. People feel vaguely uncomfortable with the

idea. The pursuit of excellence is a fantastic concept and it's probably why some of the hard questions haven't been asked by the media people and why you've received the number of advertisers you did in the beginning. It's a beautiful concept and should be applauded. My only advice is to lay the optimism concept on the back shelf because it touches on the unreal whereas the pursuit of excellence is an ideal and wonderful thing.

Smith: Bob Shnayerson likes to point out that that first story on the climbing of Mt. Everest was a failure in many respects because 11 started out and only two reached the top.

Murphy: But we applauded all 11 for starting out.

Lederer: The emphasis is on the pursuit and not necessarily the attainment.

Murphy: The pursuit of excellence is our original theme but when you start publishing a magazine and that theme is apparent in every issue, you develop an audience that becomes more optimistic. They write to us and say that it's about time they can read a magazine that makes them glad to be part of the human race.

Schwartzberg: At this time I'd like to thank the representatives of *Quest/77* for their presentation.

*(Editor's note: At this point Quest representatives left the room and the panel gave its critique of QUEST/77. Following are a few excerpts.)*

Barry: New books are constantly coming out and if you've been in media for awhile and seen books come and go you develop a gut feeling in analyzing a new book. The question I always ask myself is: Who needs it? If something's coming out in a field where there are already excellent books and it doesn't offer anything different, you have a feeling that it might go down the drain. If a new book captures your fancy and you feel it appeals to a specialized group of people I think you have to stick your neck out a bit. I will go out on a limb and say that I think we ought to be in this. There is a definite advantage to picking the right horse and getting in initially. I've found that with the new books if you're one of their original advertisers you can negotiate position. The advertisers who come in two or three years later, after the book has become a success, are all fighting for the positions you already have. You've got a bit of extra clout when you're a charter advertiser.

Ford: You're more apt to stick your neck out when you consider the professionalism of the people involved with a new publication.

Schwartzberg: Do you think *Quest/77* is intentionally understating its growth potential?

Barry: I don't think so. They may just want to be ultra-conservative. It's always nice when you promise 500,000 and are actually delivering 700,000. It's a lot better than the reverse story. It did sound to me like their projections were a pretty conservative guess.

Zamichow: It's not a special interest publication like a lot of the new magazines are. It's sort of an old publishing concept of putting out your editorial and having the audience find it.

Schwartzberg: I think they've been rewarded with that theory because they're certainly going beyond their expectation as far as circulation is concerned.

Ford: The clean look of *Quest/77* is appealing to me especially when compared to the new graphics of *Time*.

The layout of their editorial pages with the black bars have made *Time* more difficult to read.

Franznick: It's very gratifying to see something like this. With new products we look for holes in the market while they're developing from a premise that has a lot of glory and good feeling about it. I'd really sell that.

### Quest/77 Responds:

## "We Rest Our Case With Our Readers"

Arthur Murphy, George Smith and I have gone over the panel's critique with exquisite care and our reaction is unanimous: we were given a fair hearing and a fine evaluation!

There is one matter on which I would like to comment: Larry Rubinstein's question "Is there really a need for this magazine?" In answer to this I believe that the final judge will be those who constitute the thoughtful reading public. After all, in the end beautiful graphics, layout, paper and printing will not sell a magazine unless that magazine produces an editorial content which serves a need, and which is eagerly seized by that reading public. So my answer to Larry would be that the final judges must be the subscribers—and so far, they have handed in a strong affirmative vote of support for our editorial thesis: the pursuit of excellence.

As we come to the end of this thought-provoking session with *Client/Media News* and its panel of media experts, I hope that we have made four major points. First, *Quest/77* is being produced and edited and sold by a group of professionals. Second, our magazine is fortunate enough to have been given substantial financial backing by a great Foundation which at the same time has given *Quest/77* complete editorial freedom. Third, our support from the advertising fraternity has been exceptionally strong—a reflection perhaps of our growth in circulation from 175,000 in the March/April issue to 340,000 for the forthcoming January/February issue. And lastly I think the underlying strength of our successful launch has been the widespread acceptance of our theme: the pursuit of excellence in all major fields.

Our thanks again to *Client/Media News*. We will now rest our case and we appreciate the fair hearing given us by the panel.

Philip Du Val  
Adv. Dir. & Assoc. Pub.  
*Quest/77*

## MESOPOTAMIAN PROJECT

(Continued from page 261)

been invited by the University of Turin and the department of Antiquities of Iraq to replace the Germans in continuing efforts to excavate at Babylon. It took an entire year's time to negotiate with the Iraqis and to develop a long range Mesopotamian Project of value to biblical and non-biblical scholars alike. The first expedition was ready for departure at the end of summer in 1976.

Seventy two hours before flight time the Iraqi Department of Antiquities notified the Institute of Archaeology at UCLA, of which Giorgio Buccellati is chairman, that the excavation was cancelled for the 1976 season! No reasons given.

Quick thinking led the Buccellatis to make contact with Johns Hopkins University and the Syrian Department of Antiquities. (Much of Upper Mesopotamia lies in Syria—see map in brochure, page 1.) What it took months to formulate with the Iraqis took only days to finalize with the Syrians. One soon learns that the bureaucracies in each Arab country function differently! The Mesopotamian project would continue, but be centered in the north at Terqa rather than Babylon and Dilbat in the south.

The historic importance of the ancient site of Terqa (modern Ashara) is as a southern crossroads between Lower Mesopotamia (Sumer or Shinar) and inner Syria and Palestine.

The first season of excavation at Terqa brought the United States Ambassador to Syria to view the site. Since American institutions are involved both with financing and excavating, AICF is helping to bridge the gap between Damascus and Washington. And it also means that we are also quietly helping to bridge the gap between Jerusalem and Damascus. What future harvests Mr. Armstrong (through AICF) may gain from these contacts are yet to be reaped. Meantime we want to keep you informed of the Mesopotamian Project. The enclosed brochure was written in English especially for you who support Mr. Armstrong's worldwide work through AICF and for those important visitors (including Ambassadors and other men of rank from numerous countries) who view the site at Terqa as guests of the Syrian Department of Antiquities. A limited printing of slightly over a thousand copies—to keep costs to a minimum—means that we are sending copies of the brochure only to Church pastors. But it is for anyone to read!

—Herman L. Hoeh

## LETTER COMMENTS

(Continued from page 273)

"We would very much like to request any information needed to facilitate our sending you our tithe offering."

—Mr. & Mrs. Michael J. Berube  
Elizabeth, NJ

"I have just finished reading the booklet, *Your Best Investment*, and I am forced to be honest. I

have never been a tither. With my income just covering expenses, I have never had enough to make ends meet, much less save anything. Since my husband was killed 2½ years ago, and spiraling inflation, there is never enough, but I have decided to step out on faith in God and do the very best I can. Enclosed is more than 10% of what I have, but at least it is a step in the right direction. I wish this could be more."

—Winnie McNabb  
Tucson, AZ

"Thank you for the new booklet on tithing. I will be looking forward to receiving the second one concerning the second and third tithe also."

—Mrs. Edwin B. Schlipf  
Copiague, NY

"I have sent for many of your little books, but only after reading *Your Best Investment* did I truly know the real meaning of tithing. I have been cheating God and was too ignorant to know it. I realize now that the amount is not of any importance, it is giving of one's share to God."

—Margaret Bartlitt  
Westdale, NY

"The little book, *Your Best Investment*, really opened my eyes. I was spending money that didn't belong to me."

—Mrs. Carrie M. Hurst  
Anthony, FL