

PASTOR GENERAL'S REPORT

TO THE MINISTRY OF THE
WORLDWIDE CHURCH OF GOD



VOL. 2, NO. 35

PASADENA, CALIFORNIA

AUGUST 29, 1980

HOW DIFFERENT IS THE FEAST!

by

Herbert W. Armstrong

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

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

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

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

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

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

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

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

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

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

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

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

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

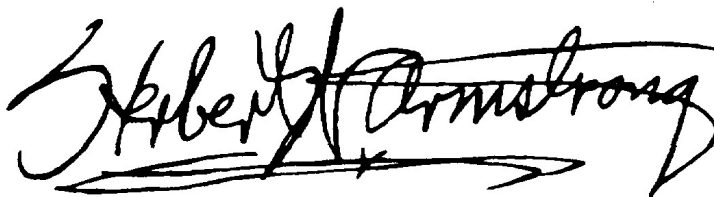
Those early years of developing this style of ad writing is today paying off in the FULL PAGES IN SUCH PRESTIGIOUS NEWSPAPERS AS THE NEW YORK TIMES!

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

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

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

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

A handwritten signature in black ink that reads "Herbert Armstrong". The signature is written in a cursive, flowing style with a long horizontal line underneath.

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

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

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

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

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

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

--RALPH K. HELGE, LEGAL OFFICE

Mr. Attorney General of California:

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

Appeared in the Los Angeles Times August 28, 1980

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

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

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

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

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



HERBERT W. ARMSTRONG

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

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

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

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

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

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

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

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

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

HERBERT W. ARMSTRONG
Pastor General
Worldwide Church of God

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

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

follow up nor request for money.

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

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