

PASTOR GENERAL'S REPORT

TO THE MINISTRY OF THE
WORLDWIDE CHURCH OF GOD



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BLESSINGS FLOW FOR OUR "ON TRACK" PERFORMANCE

by

Herbert W. Armstrong

We moved to put ourselves "back on God's track." Now God is moving to shower blessings on His Work. IN EVERY WAY THE WORK IS LUNGING AHEAD and God is increasing membership and income.

I have said before that when our lives and performance are pleasing to God, He bestows on us blessings. He is adding conversions. He is prospering us so that financial income is once again increasing as it was during the first 35 years of this Work.

At services on the Unleavened Bread holy days, attendance worldwide averaged around 9% increase over the year before. Holy day offerings were sensational. First and last holy day offerings increased as follows: In Australia, 57% and 72.4%; in New Zealand, 42.5% and 57.8%; in Canada, 35% and 33.7%; in Germany, 78.1% and 31.9% (the only country with loss in attendance--1.2%); United Kingdom, 26% and 20%; United States, 26.6% and 24.9%; South Africa, 31.5% and 38.7%. Even considering inflation, these are splendid increases.

In March, 100,000 new subscribers were added to The PLAIN TRUTH subscription list--not counting newsstand distribution. This is United States only. Mail subscribers, 1,090,384; newsstand circulation, 740,000. In the first 3 months of this year we added 206,000 new subscribers. An estimated 130,000 more were added in April. The present trend indicates close to 1,000,000 new subscribers will be added during the current year. Newsstand response--those adding new mail subscriptions--has doubled the past few months. Requests for magazines and equipment are twice what was projected. Newsstand response is 2.35% and growing.

Introductory PLAIN TRUTHS are being sent out three times the usual rate. Normal 6-7 months supply exhausted in 2 months. Cardholder Program has added 24,145 new subscribers, and on the Waiting Room Program 53,000 doctors' and dentists' waiting room copies have been added so far this year. Forty thousand new subscribers have been added in 3 months by blow-in subscription cards.

The renewal rate for regular subscribers is 54%.

In all these 48 years of the Work perhaps no other part of the Work has accomplished as much as The PLAIN TRUTH. During these 48 years no other facet of the Work has done as much to spread the Gospel message as The PLAIN TRUTH.

Stop a moment and compare this Work with other professing "gospel" works in the world. Billy Graham conducts crusades. They are usually

planned and started a year in advance. Six months in advance local churches, who will join in general with the Baptist doctrines, begin organizing the crusade. At what they find to be the proper time in advance of the crusade, committees start work on all church members, as well as the general public, to work up interest and attendance at the crusade. Of course, many, probably most, of those attending a crusade are church members.

Dr. Graham's evangelistic association presents limited literature to those who "come forward." They also send this to those responding from televised broadcasts of the crusades. But they publish no magazine comparable to The PLAIN TRUTH. The crusades are followed up by local denominational churches by inviting church attendance. Mr. Graham closes most of his crusade meetings and telecasts urging people to attend church next Sunday, but their association is not a church and they have no program for continually "feeding the flock," local ministerial contact, counseling and continual personal contact and fellowship.

Just about all radio and television religious programs are limited primarily to the broadcasts, begging the public for contributions, and a very limited (and usually ineffective) literature follow-up.

Up until about 1968 or 1970 we purchased more radio time--with a DAILY broadcast, on numerous major 50,000-watt stations all over the United States and Canada, besides other countries around the world. We were the BIGGEST PROGRAM ON THE AIR of a religious nature. This was followed up by The PLAIN TRUTH reaching many MILLIONS, and with an Ambassador College-educated ministry--besides many booklets and even books--all sent FREE.

There is not, and never has been, any program like this program of the living GOD for spreading Christ's message of the Gospel of the KINGDOM OF GOD to the whole world.

No other leader of any religious movement--even though deceived into being Satan's movement--has had a program that would remotely compare in effectiveness with GOD'S program. No other leader has gone to as many countries, and to personally-invited meetings by kings, emperors, presidents and prime ministers, opening doors to reach their people.

I just wondered if you realized these facts. We should not just take them for granted. We should realize God has planned all this--guided it all--prepared His servant in a very special way even before conversion--for this great and mighty worldwide Work, proclaiming, alone by itself, the real TRUTH of God!

God's Church is positively UNIQUE, none is like it. Take, for example, our publications. There is no magazine like The PLAIN TRUTH, whether secular or religious. It has the interest of a leading national news magazine, but it views and explains world news and happenings from GOD'S point of view--sees events and their meaning as GOD does, looking down from heaven. No other church or magazine editorship has the KNOWLEDGE to do that.

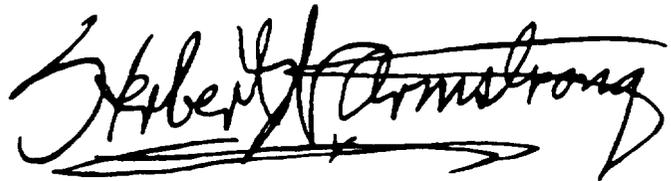
No other church has a program remotely comparable to ours. In our publications, besides The PLAIN TRUTH, members receive semi-monthly, The WORLDWIDE NEWS, keeping them up-to-date on Church and Gospel-proclaiming happenings, besides so much personal news to keep us all close together in a

spiritual fellowship with God and with Christ. Then the new YOUTH 81 magazine for the youth of the Church--and a weekly PASTOR GENERAL'S REPORT. No church--Catholic, Methodist, Baptist or whatever, has a publication program such as God has given us. No church has weekly events, keeping up member interest, like God's Church. Take our Spokesman's Clubs, our Y.O.U. and Y.E.S. programs--our basketball and other activities--our annual Feast of Tabernacles and other feasts to hold us together, and keep us growing spiritually. THERE IS JUST NO CHURCH LIKE GOD'S CHURCH! I think we need to realize HOW DIFFERENT--and how much MORE INTERESTING, how much more spiritually stimulating and invigorating is GOD'S Church.

And our publications are a vital and basic part of the Church--its life, and its growth.

Now the way is opened for us to place The PLAIN TRUTH into hundreds and thousands of chain supermarkets--Safeway and others. I will describe this in a letter to members.

So much of this growth and spiritual development has come through our publications. Before my conversion, God trained me in the field of publications, and also in public speaking. I think I had not realized, myself, how vital this early training was in building God's Church and Work.



FROM MINISTERIAL SERVICES

Northern Ireland Brethren Request Prayers for Their Safety

To most of the world, turmoil in Northern Ireland over Bobby Sand's death is a hot news story, but to brethren there it could become an intense question of survival! If violence becomes widespread, nearly 300 members might be affected.

In the twelve years of troubles in Northern Ireland, brethren have escaped involvement. But now, with tensions running very high, one church member said he is fully expecting to see the day when a Protestant will come up and hand him a gun and say, "Are you with us or against us?" If not, the member expressed fears of being shot on the spot! Following is a report on the tense situation by one of our men in Radlett, England, dated May 5th:

My family and I had the opportunity of being with the local pastor and his family in Belfast for the last Holy Day services. Whilst in Northern Ireland we took the opportunity to drive through some of the more wrecked areas of the capital to see the results of the violence and destruction that have taken place on such a large scale. The graffiti, anti-British and pro-terrorist slogans are everywhere.

Time magazine and the media generally are full of the current Northern Irish situation. As the hunger-striker Bobby Sands has died, there has started a violent backlash. People are hoarding in food almost with a seige mentality. There have been displays of strength by both

sides on the street corners involving 2,500 men the other evening in West Belfast. Youngsters are stockpiling bricks, bottles, missiles, etc. in order to use them in the running street battles that are anticipated. I mention all of this because the Church members have specifically requested the prayers of their brethren for their safety during this tense time. In twelve years of troubles thus far they have virtually escaped any involvement. But with over 300 people attending the two churches in Belfast and Ballymena, we would remind you of this situation and ask you to continually remember them in your prayers to God. The British Army has many dozens of soldiers constantly on duty in both Belfast and Londonderry along with the regular Police force. The best they are doing is containing this boiling cauldron, but how close to real eruption is the question now.

As we here watch the reports on television and in the press, each side seems to become more and more entrenched. The hatred is very obvious and from the viewpoint of the members, only God's protection and the encouragement of their faith will see them through.

Continued Prayers Requested for Minister's Son

Wayne Chapman, son of Mr. and Mrs. Jim Chapman of the Reno Church, has come a long way since his three-story fall from a scaffold last winter. He is now out of the coma but is still having difficulty communicating--usually saying just a few words occasionally. Nevertheless, he is responding to those around him. Therapists at the rehabilitation center in San Francisco where he is now are trying to stimulate further progress, but their prognosis is that Wayne will never be completely normal due to brain damage. Barbara and Jim request your and the brethren's continued prayers for Wayne's complete healing, which they fully expect. The warmth and concern of so many, along with the calls and cards, has meant very much to them during this trial.

NOTICE TO ALL MINISTERS

Anyone needing information concerning a Mr. and Mrs. Russell Weis, please contact Mr. Bill Miller, the pastor of the Grand Rapids, Michigan church. His phone number is (616) 538-2185.

International News

German Office Report The highlight of the month, of course, was the spring feast. Passover evening, Passover day and the first day of Unleavened Bread were spent together by the brethren at four sites in the German-speaking area of Europe: Hankensbittel in Northern Germany, the Rheinland town of Eltville, Switzerland's capital city Zurich, and Austria's famous tourist center, Salzburg. In addition to the Passover evening services, four additional services were held on Saturday and Sunday at each feast site. Opportunities for fellowship were rounded out beautifully by an

excellent feast dinner on the "Night to be Much Observed," as well as by a Church dance-social Sunday night at each site.

The brethren expressed enthusiastic appreciation for this wonderful chance to be together--appreciation which was reflected in a total feast offering more than 50% higher than last year's!

Transfer: Local Elder Thomas Root and his family are to be transferred to the Pasadena campus in July of this year. Mr. Root will teach German at the College, as well as serve as liason man and editorial representative for the Bonn Office. His former Church areas of Darmstadt and Stuttgart will be pastored from Bonn by Bonn office manager John Karlson.

Advertising: One million newspaper flyers advertising The PLAIN TRUTH (KLAR & WAHR) have been printed. 500,000 are planned for Germany, 250,000 for Switzerland and 250,000 for Austria.

On Tuesday, April 28th, the first 190,000 flyers appeared in the well-known national daily newspaper "Die Welt." In the first two days we've already received 1700 requests and expect about 3% or 5700 responses in all. We hope for more.

Another 110,000 flyers will be placed in the Swiss "Schweizer Beobachter" magazine on May 15th. On May 16th 80,000 flyers will appear in the Austrian newspaper "Die Presse," and on May 25th another 70,000 flyers will appear in the Austrian weekly magazine "Profil." We hope for an average 3% response, which means around 13,500 new subscribers will be added to our list this spring.

The mail income for April was up 20% over April of last year. The year-to-date total mail income is about +17.4%.

British Activities Space has now been booked in three of the top British newspapers to receive Mr. Armstrong's ads. The campaign was planned to begin on the fifth or sixth of May with a full-page message ad in the Daily Mail entitled "What's Wrong With Our Educational System?" The same ad will appear during subsequent weeks in The Times and Daily Telegraph--a combined circulation of over 3.6 million newspapers. By also using the ad Mr. Armstrong wrote on science and technology, and the one entitled "A Staggering Turn in World Events," the campaign should run for a total of nine weeks in the three newspapers mentioned.

Our advertising agent in London made a very interesting comment on the planned campaign: He felt that the impact we would have on the top echelon of the people in this country would be greater in two months than after five years of running the smaller coupon advertisements we have used in the past!

Although the advertisements are really designed to convey a message rather than generate a response, a coupon has been added to the bottom of each ad, with Mr. Armstrong's approval, and two telephone numbers are also given. We also plan to use a press release service provided by a specialist P.R. company to give even more publicity to the message each ad contains.

Once again, March was a record-breaking month financially, with the highest mail income ever coming into the Radlett office. It was up by 48% over March 1980, giving a present year-to-date figure of +31%.

Appreciation for the Refresher Program

Dear Mr. Armstrong:

We have just completed the ninth session of the Ministerial Refresher Program. My wife and I would like to join all those who have already taken the course in expressing our deep gratitude and thankfulness for the opportunity and privilege extended to us--especially for us who did not have the opportunity to graduate from Ambassador College.

If I were to describe this program in one word, I would say it is INDISPENSABLE, with regards to its value, if we are to correctly and effectively carry out our roles as shepherds of the flock, and to help unify and prepare God's people for Christ's coming.

It is such a wonderful experience to get to know a segment of God's ministry serving in various places around this earth, all striving for the same goals. And it is such a privilege to be taught by, and get to know, loyal and dedicated leading men in the various aspects of this Work--sharing with us their knowledge, experiences, training and contacts with you. And through this forum, we would like to thank all who contributed to the success of the program.

Finally, when we stop to focus and meditate further, we are awed to realize that if John the Baptist, who prepared for Christ's first (physical) coming, was called by Christ the "greatest among those born of women," how much greater would your office be as you prepare for Christ's second (and spiritual) coming!

We respect and love you for such a high calling and for what you are doing to fulfill that great office. Be assured that we, like all the rest, are behind you 100% and feel humbly privileged to be part of that great commission in a little way.

Edmond and Lorna Macaraeg

Dear Mr. Tkach:

Greetings and warmest regards from Sunny South Africa! My wife and I would like to express our deep appreciation to you and "the TEAM" for a tremendous REFRESHER PROGRAM. We were on a Sabbatical Program in 1977-1978 and the difference this time in the teaching, atmosphere and attitude of the college is phenomenal. I made the remark to a fellow minister: "I spent almost a year here, but this is the first time I have really seen God's College"--and I meant it.

We fully realize all of the "behind the scenes" work that has been done by yourself and all the ministers at Ambassador College and just want to say a very big "THANK YOU" and to let you know that our prayers are with you. "SHALOM"!

Bill and Sheila Whitaker

Comments From Monthly Church Reports

WEST BEND, WI--CARL McNAIR: Mr. Armstrong's sermon in Chicago was truly dynamic and captivating. The message made a very positive impact.

LAKE CRYSTAL-MINNEAPOLIS (SOUTH), MS--LEONARD SCHREIBER: One hundred percent attendance for Bible Study this month in Lake Crystal! Minneapolis South Bible Study attendance is up too. People are encouraged about the Church getting back on the track.

MODESTO, CA--NOEL E. HORNOR: For the second month in a row, attendance was excellent! February's attendance was the highest in over five years, and March's was not far behind. On the whole, people are truly turned on and tuned in to the thrust of the Work.

FRESNO, CA--ALTON B. BILLINGSLEY: Hearing from and seeing Mr. Armstrong was a real plus this past Sabbath (4/4/81). It would be great if we could get something like this from Mr. Armstrong once every two or three months. Sure is a real booster for all of us.

ALBANY-SALEM, OR--DAVID MILLS: A few of the people in Albany are still struggling to make ends meet. The area has been hurt by the business slow-down, but the Church is growing in unity and is totally loyal to God's Work.

Attendance at Salem has been picking up for both Sabbath services and for Bible study. Many positive comments on the Bible Study tapes by Mr. Armstrong.

DICKINSON, ND--DAN CREED: Everyone is excited about Mr. Armstrong traveling to local areas and they are hoping he might get close enough to go see him.

HOUSTON, EAST, TX--HAL W. BAIRD, JR: Gradually getting more new PM's. Most are very enthusiastic about the Church and its Work. Keep hearing good and positive comments concerning Mr. Armstrong's Bible study tapes. Each tape contains rejuvenation of well-known truths blended with new light God keeps revealing to His Apostle, Mr. Armstrong. Mr. Armstrong's renewed drive and forcefulness in presenting these messages helps keep us "on our toes." Thanks to God and Mr. Armstrong!

GRAND RAPIDS, MI--WILLIAM D. MILLER: Prospective members who have been hesitant to make the total commitment are now committing themselves (seven baptisms last Sabbath). Members more determined to overcome and solve their problems. Positive attitude prevails among the brethren.

LUFKIN, TX--JOHN OGWYN: Overall attitude of the brethren is positive. Surge in church growth has been encouraging.

AUSTIN, TX--HAROLD J. RHODES: The area is doing fine overall. The Church is growing and attendance is up. Appreciation of the changes and direction Mr. Armstrong has given the Church is evident!

SAN ANTONIO, TX--GREGORY L. SARGENT: Just saw March 7th film of Mr. Armstrong this past Sabbath (April 4th). Words cannot define the comeback in power, alertness, energy, zeal and warmth in Mr. Armstrong over last few months. WOW! What a difference!!

OLYMPIA-TACOMA, WA--LAMBERT GREER: Trend has been very good. Very few problem visits during the last month. Those who have been laboring under some problem seem to have made progress and reflect a positive attitude.

The Tacoma Church is showing a warmer, friendlier spirit and a positive attitude as a group. Mr. Armstrong's visit really helped the brethren put past problems and criticism behind them and look forward to doing the Work.

KANSAS CITY, KS--BRUCE GORE: People seem to be really getting turned on as a result of a combination of things--fulfilled prophecy, film and telecasts of Mr. Armstrong, and Mr. Gerald Waterhouse's visit. Sure appreciate having the telecast in our area.

LIBERAL, KS--KELLY BARFIELD: Everyone enjoyed seeing Mr. Herbert W. Armstrong in Denver and were inspired by his strength and delivery of the sermon.

New York Brethren Inspired by Mr. Armstrong's Visit

Dear Mr. Armstrong:

Thank you for coming to New York City for the last day of Unleavened Bread. Your sermon and very presence were extremely inspiring. We would never have known that you were suffering from the flu: you were as clear and moving as ever. What a delight it was to see you again. Virtually every member of both the Albany, NY and Springfield, MA churches were present to see and hear you. Some of them drove as much as five hours to be there. The brethren were all very inspired by your message. I know the trips are time-consuming and physically demanding, but they are so helpful to us. Thank you for coming to speak to us.

We wanted to thank you also for the very enjoyable and inspiring meeting you had with the ministers and their wives. You must have been exhausted but your concern for us was very obvious. Thanks for your time and thoughtfulness. My wife and I are still very inspired by your being there. Our children pray for you each day and they found the opportunity to see you in person very moving.

We wanted to thank Mr. Fahey for his sermon also. We found it very helpful and inspiring. We ministers certainly need to be preached to regularly also. We pray for you daily and will continue to do so.

Lyle E. Welty

Mr. Armstrong's March 7th Sermon Film

Mr. Tkach:

Brethren in the Tupelo and Columbus, MS churches appreciated greatly the sermon film from Mr. Armstrong. Many commented about how strong he looked and spoke. Some said they thought this was the best sermon they ever heard Mr. Armstrong give.

Roger West

Member Appreciates Sincere Efforts of His Minister

Dear Mr. Tkach:

I would like to tell you, as the head of Ministerial Services in the Church, how fulfilling it is to hear God's ministers speaking with one

voice, strength and conviction. There is a noticeable unity of thought and direction that was seriously lacking for several years in God's Church. There is also an effort being made to provide stronger leadership and instruction and this is helpful to many of God's people. I thank you for your part in bringing this change about.

In particular, I would sincerely like to commend Mr. George Kackos for his efforts in the Toledo, Ohio church. Mr. Kackos has shown much character growth in his own life and has, through his growth, set a superior example for members to follow. Mr. Kackos has handled some situations that arose here in Toledo with patience and wisdom. He has given me a lot of help in personally preparing for this Passover season by showing understanding and insight in correcting my faults. He makes a concerted effort to contact all of his flock. He has visited our home once every year since he came to Toledo and no other minister has shown this concern for us or for others. Many of our local members have noticed this effort on Mr. Kackos' part.

Mr. Kackos attempts to use everyone's talents and tried to encourage all of us to reach higher levels of accomplishment in Christian growth.

I do not intend this letter to sound like a sugary whitewash. No minister, being human, is perfect. But I do feel that there is credit that should be given to a man, a minister of God, who is attempting to serve God and follow Mr. Armstrong's example as closely as he possibly can.

Rodney W. Kuntz (Delta, Ohio)

Weekly Letter Comments

The mail shows Mr. Armstrong's recent GOOD NEWS Personal entitled, "An Open Letter to our Newly Begotten Brethren Recently Baptized," encouraged and inspired members--including those who have been in the Church for many years. And response to the March co-worker/member letter clearly indicates that brethren are intensifying their prayers and Bible study. Members also appreciated Mr. Armstrong's concern for the Church in forming an Advisory Council of Elders. Finally, Mr. Armstrong's filmed sermon to the Southern California churches on March 7th was gratefully received around the nation. Members were delighted to personally hear from God's apostle and to see God strengthening and inspiring him. A few representative comments from each of the above categories are included in this report.

Brethren Encouraged by Mr. Armstrong's GN Personal

Today I received the March GOOD NEWS. The leading article, "An Open Letter to our Newly Begotten Brethren Recently Baptized," was one of the loveliest messages you have ever written. It's so encouraging, heartwarming and inspiring--even to someone who was baptized fifteen years ago. Thank you so much for it.

Catherine Lyster (Denver, CO)

Your Personal in the March GOOD NEWS was the most touching, heartfelt and sincere article I have ever read! I wish I'd received one like

that when I was baptized in 1975. Thank you for writing it, and for helping us all to reaffirm our commitment to Christ and to God's Work.

Valentine Matuszkiewicz (Buffalo, NY)

May I comment on the March GOOD NEWS Personal by Mr. Armstrong, "An Open Letter to our Newly Begotten Brethren Recently Baptized." Even though I've been baptized for 16 years, I truly find this article most uplifting and so very encouraging--especially the last four paragraphs on Bible study and prayer! There's always room to improve on the quality of our prayer and Bible study, and Mr. Armstrong's teachings are certainly a "welcome boost"! I squared that portion off in red ink so I can reread it often. Thank you again for all.

Mrs. Trellis Player (Lexington, SC)

Responses to March Letter

I have read your (Mr. Armstrong's) latest six-page letter several times and reflected much on its content. As usual, you make things very plain and understandable--they ring true! The formation of an Advisory Council of Elders adds more strength to the superstructure of God's government here on earth--truly an inspirational stroke by the hand of God!

May God continue to guide you as His apostle and our leader under Christ. You will have our prayers as always, and together with the Council of Elders, we will "stay up your hands" in the manner of Aaron and Hur until the job is done.

Halvor Halvorsen (Albany, NY)

I am happy that you have instituted an Advisory Council of Elders. I believe this is God's system of Government and will make the Church even more God's Church. God has elders before His throne as it mentions in the Book of Revelation.

Margaret French (England)

Your recent letter really caused me to redouble my prayer and Bible study efforts and to make them more effective. I'm also praying that God will give me the strength and wisdom to use my time more wisely than ever.

As you mentioned, a famine of hearing God's Word will come. We all need to be praying and studying hard in order to have enough spiritual meat to bring us through this famine.

I will pray extra fervently for your protection, and I know God will keep you until your job has been done. Please know, Mr. Armstrong, that God's Church is praying and beseeching Him for you!

Deborah A. Dessaso (Washington, D.C.)

Filmed Sermon a Great Inspiration

The Phoenix church viewed your sermon originally given to the California churches. It was so powerful and inspiring. It is good that you have asked us so earnestly to pray for you. At times it is difficult for me to realize that you need my prayers and it makes me feel

much closer to you, and really yearn to take that burden you have and help carry it. We all love you with a special love and surely our Father must be very happy with you.

Karen Delafuente (Phoenix, AZ)

Your message on film was great. I was too concerned with material pursuits. Since I have spent more time in prayer and study I really feel spiritually high. I am also glad you told us that you had trouble praying at times. It helps our prayers for you to be more effective. (Being specific is better than praying in generalities.) We are all behind you 100%, Mr. Armstrong.

Neil Parks (Buffalo, NY)

We just had the wonderful opportunity to see the film of Mr. Armstrong. This was my first time to see him up close--he looks and talks like a man of 50--I just can't express in words the impression and importance Mr. Armstrong conveyed to me. The end is so close I really realize how much more prayer I need to do!

Theresa Niles (Cleveland, OH)

--JOE TKACH, MINISTERIAL SERVICES

SPECIAL LITERATURE SERVICE FOR PROSPECTIVE MEMBERS

Some ministers have mentioned that they would like for PM's who have requested baptism to receive certain key booklets faster than what third class postage will allow. We are most happy to honor such requests by having their literature sent first class if you will have the PM's note in their letter or card that they are counseling with a minister, and would like to get their material right away. First class will knock off three weeks (approximately) from our normal third class mailing.

An even faster means for prospective members to receive their literature is to have them use our toll-free WATS number (800-423-4444). Ask them to state that they were asked to call by you (the minister) to have their literature sent first class. We will send it the same day we receive the call.

We would like to ask that you exercise caution in how often you recommend the use of first class lit requests so that the privilege is not abused. It should be used only by PM's or for other unique exceptions. Thanks much!

--Richard Rice, Mail Processing Center