

# MISSION FRONTIERS



THE BULLETIN OF THE UNITED STATES CENTER FOR WORLD MISSION JAN-FEB, 1979 VOL 1:1



Shown in the picture are personnel of USCWM and WCIU as well as those of associated entities and organizations.

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This is the first issue of our 1979 bulletin, MISSION FRONTIERS.

We hope you like it and will look eagerly for coming issues. Future bulletins will be larger, but this one will set some basic patterns.

The USCWM functions through 4 major arms. They are Mission Strategy Division, Mission Mobilization Division, Mission Training Division and Mission Services Division.

To help our readers understand that structure, you will find the contents arranged as follows:

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Norm Lewis, Editor and Associate Director, USCWM

## What is the U.S. Center for World Mission?

In this first issue of our new bulletin "Mission Frontiers", it seems reasonable to ask the question...

### Who are we?

Most of our key people are professional missionaries. We have spent years overseas in cross-cultural situations.

Without exception, we are committed to Christ to complete His Great Commission. No one without a passionate allegiance to that purpose would want to stay with us.

### Now what are we up to?

Jesus told how the "single eye" fills the whole body with light. Our "look" is focused specifically on those peoples of earth who have no church of their own kind. Among them churches must be planted to call out a people for Christ's name.

But, we are not a missionary sending agency. So how will we achieve our purpose?

Though our eye is single, we look three ways:

### 1) looking out

We "look for earth's "least-reached" peoples. Missionaries have now planted churches in almost every country of the world---so we know it can be done! Huge numbers still have no church of

## Editorial

their kind. No church for them exists among them. About 500 million non-Christians are within reach of existing efforts. Many more are not.

How many? Some 2.5 billion people! They form thousands of societies. We call them "hidden peoples".

Strategy and Research Institutes are developing here at the Center. For more on Chinese, Muslim, Hindu and Tribal Institutes, see page 3.

What problems will the Institutes tackle?

- To find who and where the hidden peoples are.
- To find ways to penetrate to those peoples and plant churches.
- To facilitate link-ups between missionaries and reachable hidden peoples.

Can we do this for the whole world?

Probably not. We see ourselves as only one point in a network of similar Centers which will one day envelope the world. We are only the U.S. Center for World Mission.

### 2) looking back

We help mission agencies "look" for people and funds for the task.

Around us here at the Center an impressive number of associated groups and organizations is growing. They are hands reaching into traditional evangelical sectors of the whole USA church.

To mobilize men and money from these sectors for new frontier mission thrusts is urgent work. To tie them into specific people-needs will produce results.

How can an army of missionaries be recruited?

Thousands of them will be needed to plant churches in societies totaling 2.5 billion people. What manpower pool could produce such human resources? One might: the student world in the US and abroad. Our focus is on students at the pre-vocational level. Some 3 million evangelical youth are in nonreligious colleges and universities. They desperately need to see the world as God sees it before their lives are pressed into a secular mold.

This is a vast, neglected area in

missionary recruitment.

But there is an answer. A model Institute of International Studies program has proved itself for five years. Now it has its own campus.

The miracle of William Carey International University in Pasadena unfolds before our eyes! Anyone who can invest even a month should probe the thrilling possibility of being part of the Institute of International Studies. (Read "IIS NOW...", page 6.)

We also "look" at Christians across our land. Churches are a sleeping giant. Nothing can stop the progress of God's plan if people are aroused to participate. We currently offer a book, two posters and information pointed to the consciences of Christians.

### 3) looking up

We "look" at God's revealed plan to reach every people.

God begins these facts in the Bible's first book. Genesis reveals God's world plan! (12:3)

Centuries later, Isaiah states it just as plainly. (49:6)

Who among us is wise? He who finds which direction God is moving and moves with Him. Any other effort is an exercise in futility.

Critics remind us, many hidden peoples are "walled off" from missionaries by political and religious barriers. True. Our difference perhaps is attitude.

God has declared His purpose to give His Good News to everyone everywhere. He plans to do it through people who believe Him.

We who are Christ's dare not live distanced from His Commission. What is life but to live for what He wants? Every "closed" area of earth should be ringed with Christian commandos ready to breach the barriers. There are many ways to do so right now.

No matter that walls are high and thick. Omnipotence presses Christian missionaries out to the world's battle fields. God will give them victory. As the poet said, "The waves may break in failure, but the tide is sure to win." We all need a double portion of C.T. Studd's spirit and prayer that men may,

"When the forts of folly fall  
Find my body near the wall."

## Finding and Researching the "Hidden Peoples"

### INSTITUTE OF CHINESE STUDIES

How do you deal with the ever-changing problem of reaching the one quarter of the human race who are Chinese, including the forty million Chinese outside of mainland China. Is the Bamboo Curtain finally cracked for the Gospel? Can we discern God's will and God's way? If missionary enterprise in China in the past has been interpreted as "imperialistic expansion", what should our strategy be now? What form should our witness take? What methods used? What personnel? Hard thinking about these and related questions is the day by day work of this Institute.

"Watchman on the Great Wall", a prayer bulletin for the Chinese world is published by the Institute and brochures and slide presentations on Chinese missions are available on request.

In the Summer of 1979, the Institute of Chinese Studies is offering a summer study program especially for Chinese young people interested in learning more about the needs of the world.

### SAMUEL ZWEMER INSTITUTE

"I believe our Lord Jesus Christ loves Muslims, longs for them to come to know Him and wants His people to be actively involved in witnessing to and discipling these long-neglected people" said Don McCurry, Director of the newly formed Samuel Zwemer Institute. Located on the campus of the U S Center for World Mission, this Institute concentrates on understanding the more than 580 distinct cultural groups comprising the Muslim world. It is involved in active research and experimentation in cooperation with missionaries and mission agencies. It also seeks ways to witness to the thousands of Muslim students studying in universities in Southern California.

The emphasis of the Institute



Ernest Heimbach, Chairman, Mission Strategies Division

on winning Muslims to Christ has attracted the attention of mission boards. Several have decided to send their missionary candidates to the Institute for training. Practical and academic training is also planned for interested college students, concerned church leaders and lay professionals going to work in the Muslim world. Initial courses are scheduled for June, 1979.

### A GLOBAL NETWORK

An increasing number of Centers in other countries have also been coming into being, autonomous yet affiliated with the U S Center in Pasadena and dedicated to the same objectives. Centers are now functioning in Scotland, Hong Kong and Korea.

### INSTITUTE OF HINDU STUDIES

The huge sub-continent of India, now divided into three nations: India, Pakistan and Bangladesh, represents one of the oldest civilizations in the world. Tradition tells us the apostle Thomas brought Christianity to India in the first century, yet masses in that land today know nothing of Christ.

Amid the vast mixture of languages and ethnic groups of this huge sub-continent, are some more receptive to the gospel than others? What bridge will be the best avenue to communicate the love of Christ? The Institute of Hindu Studies is seeking to study the work done in the past and to survey the present situation to help find answers to these questions.

### INSTITUTE OF TRIBAL STUDIES

The aim of this Institute is to pinpoint unreached tribal peoples around the globe and focus the attention of mission boards and churches upon them. Helped by the discovery and use of "redemptive analogies" from within their own culture, tribal people have often turned to Christ by the hundreds of thousands. Unreached tribes will still respond with equal gusto if only the church of Christ will send culturally sensitive missionaries to them.

### FILM SCHOOL TO OPEN IN BOMBAY

India produces more entertainment films than any other country of the world, more than 500 in 1978. Some 70 million Indians attend these movies each week. This provides an unexcelled opportunity for reaching people with the Gospel of Christ through films.

At the request of Christians in India who see this opportunity, International Films (a USCWM member organization) this coming Summer will offer a month-long Institute of Communications in Bombay to train Christian nationals in the skills of film production. To insure local participation, International Films is collaborating with 3 Christian Indian media organizations. The Institute will offer workshops in audio-visual media at the basic, advanced and professional levels. Visiting faculty will include qualified personnel from other USA Christian film organizations.

In keeping with the goals of the USCWM, International Films is committed to developing new methods for reaching the 2.5 billion "hidden people" around the world.



Ben Jennings, Chairman, Mission Mobilization Division

## A New Forward Thrust for World Missions

Renewal of missionary interest in America is the objective of the Mission Mobilization Division of USCWM. Mission Mobilization has set out to recruit one million World Christians.

Other objectives are a million prayer warriors and a 50% increase in giving to evangelical mission agencies and churches.

Dedicated personnel will assist participating organizations.

Churches all over the country have expressed interest in our help for the purpose of developing their missions program.

We would like to see the Lord raise up several thousand new mission workers in the next 5 years. Many countries, like China, formerly closed to missions, are undergoing tremendous changes which may result in new efforts for evangelization.

Welcome to a new forward thrust in the great commission of Jesus Christ.

### MISSIONARY AIDS

High quality, overhead transparencies can now be ordered from the USCWM. Titles include charts of the unfinished task; map outlines, illustrated Scriptures, hymns and choruses.

# mission **Mobilization**

These aids are part of the do-it-yourself World Awareness Seminars. They can be ordered at the remarkably low price of \$2 for color or \$1 for black and white.

## The First Athens Congress On World Missions

Why do people call Paul a missionary? He didn't learn a foreign language or go to a foreign country. What precisely did Paul do that justifies centuries of Christian commitment to him as a missionary example? What is a missionary today in Paul's perspective?

Come, travel in Paul's footsteps and find out!

You are invited to attend a unique missions congress in Athens. The dates are August 15-23, 1979. The First Athens Congress on World Missions has been designed for all individuals deeply concerned about the effectiveness of missions. We are going back to the source -- where it all began -- to retrace the steps of the Apostle Paul.

General sessions at the Acropolis, addressed by foremost church and missionary leaders, will be supplemented by visits and studies at many of the first missionary sites of the first century.

This trip affords a valuable opportunity to pastors and layman to obtain a renewed missionary burden. Participants from all over the country will be involved. However, the number will be limited to the first 3000 registrants.

A partial list of speakers and sponsoring committee includes Bill Bright, Richard Halverson, Don Hamilton, Cameron Townsend, Carl F Henry, Clyde Taylor, Torrey Johnson, Tom Skinner, Harold Lindsell, Harold Ockenga, Owen Cooper, Ben Armstrong, Maxey Jarman, Waldron Scott, Jack Hayford, Paul Smith, Hal Guffey, Ralph Winter.

For tour and program information, write to the United States Center for World Mission, 1605 E. Elizabeth Street, Pasadena, CA 91104.

### CATALOG

Dr. Ralph Winter early stated a vital purpose of the United States Center for World Mission when he said, "Let's rush out to the churches with our arms full of good things."

A new USCWM catalog is in preparation to fulfill that goal. Being assembled by David Cashin, the catalog describes and offers services, speakers, features, publications, and resource information in the world of missions.

Catalog structure will reflect organizational divisions of the Center: Strategy, Mobilization, Training, Services, Personnel. Pictures and biographical sketches are included.

Churches and mission agencies will find the publication a valuable resource for awakening missionary concern.

Of particular interest is the film "Penetrating the Last Frontiers". Having logged 2000 showings world-wide, this film has proved to be one of our best tools to renew concern for the 2.5 billion hidden people.



David Cashin, Promotional Coordinator



Debbie and Larry Estepp, Media Coordinators

## HISTORIC ACTION

December 7, 1978, was significant both as Pearl Harbor Day and the first meeting of the USCWM Media Task Force.

The group launched studies into an Institute of International Communications, a media center for television and radio, video-taping renowned lecturers and events, and even a possible television station on campus.

Each will perform the service of disseminating the research and education data of USCWM to Christians all over the world. Video tapes of visiting lecturers, such as Donald McGavran, Don Richardson, will be made available to mission groups and churches for seminars.

Members of the Task Force include: Lee Holthaus, USN Cmdr (ret); Ray Carlson, International Films; Dr Dale Kietzman, Christian Resource Management; Bill Davis, Special Assistant; Larry Estepp, Staff Liason.

This new arm of the Center's ministry is interested in obtaining full and part time participants. Ideas will be appreciated.

## USCWM ON TV

Lights...camera...action! Saturday, January 13 on the William Carey University campus, Dr Winter participated in the filming of a television news special. The name of the production is "Inside Christianity".

Along with 5 other probes into Christian ministries and topics, Dr Winter was asked his opinion concerning the effects of large numbers of Kenyan Christians on the government and politics of Kenya.

The interview, done by Center Media Coordinator Larry Estepp, also pointed out the need for continued missions efforts in that country even though so many have found Christ.

According to Dr Winter, there are still numerous groups which require special strategies in order for them to be "cross culturally" evangelized.

The head of the production company, Rob Marcerelli and his wife, Joyce, became aware of the Center last year and are interested in utilizing the USCWM as their source of international news stories.

They are burdened with the needs of the "hidden people" and are making every effort to communicate these needs through the media.

The program should air this Spring in LA and then be shown in major cities all over the country. Look for it in your local area.

## Missionary Power: prayer!

A movement to encourage the prayer potential of Christian women in America has been launched by a Women's Prayer Council at the United States Center for World Mission.

Under leadership of Jane Mees, a growing number of key women in the United States are communicating pioneer missionary needs to women's organizations in various areas.

A mailing service is also sending missionary prayer requests to existing mission agency prayer ministries.

Additional key people are needed. Volunteers are asked to write to Miss Mees at the Center.

## World Christian Program

What is a World Christian?

World Christians are persons who accept a personal responsibility for the Great Commission of our Lord. They make a four-dimension world decision:

1. "Lift Up Your Eyes and Look"  
-- Become aware of the vast pockets of people still beyond all present churches and missions: the "Hidden People".
2. "Lift Up Your Hearts and Pray"  
-- Prayer for the world as spiritual warfare.
3. "Lift Up Your Hands and Give"  
-- Giving out of a reduced life-style.
4. "Lift Up Your Voice and Share"  
-- Recruiting other World Christians.

Graphic printed materials for this program are scheduled for production in January 1979. The purpose is to seek to strengthen individual participation in personal witness and world missions through the local church.

Mission leaders, denominational executives, and pastors can all employ these materials to advance the cause of Christ.



Jane Mees, Women's Prayer Council Coordinator



John Koehler, Chairman, Mission Training Division

## William Carey International University

William Carey International University (WCIU) is the major educational arm of USCWM. In addition to the IIS, other exciting courses are planned.

One of these is a program in Teaching English as a Second Language. TESL is a valuable missions tool today: it will get workers into countries otherwise closed and it will give close contact with people. A one-semester certificate is offered and a two-semester Master's Degree.

Summer programs this year will offer Muslim Studies, Chinese Studies and Art in World Evangelization.

WCIU moved to occupy the 17 acre former Pasadena College campus September 1. Buildings, lights, phones, compressors, electrical systems...

What have these to do with missions? They are physical aspects of this campus needed for a program designed to impress students with the importance of frontier missions. For Administrator, Lee Holthaus, and his staff, it has been an exhausting task. Yet it produces joy and praise, as, despite our inadequacies, we have seen things work out every time!

## the Institute of International Studies now offers...

"It was exciting!" These are words of a student who attended the Fall Institute of International Studies---a program of intensive mission education for young adults held each semester, quarter and Summer at USCWM.

One student has decided to enter mission service in Guatemala, four returned to their universities determined to start a frontier missions study-prayer group among classmates and friends, another decided to be a missionary to unreached people and take as many others with him as he can! These are examples of what has happened in lives in the IIS.

Now held in Goodwin Hall on the newly-occupied campus, students come from Minnesota, Massachusetts, Oregon---all over the country---and from abroad. Under the leadership of Bruce Graham, Director, and the IIS staff, the program is designed to give students the understanding of the world of missions. They need to find what God wants them to do in carrying out the Great Commission.

Core courses deal with the Biblical, cultural, historical and strategic dimensions of cross-cultural evangelism. Electives are available in language learning and teaching English as a second language. The courses bear college credit.

There is an exciting faculty of outstanding missions professors with a wide variety of cross-cultural missions experience. Practical field experience in the Los Angeles area and living in Christian community with others vitally concerned for the unreached world, also form a part of the IIS experience.

Through it all, vision for the world is stretched, priorities are righted and the direction of lives is changed.



Bruce Graham, IIS Director

### UWE SCORES AGAIN

Understanding World Evangelization, an independent study-course, offered by USCWM, can be taken individually by correspondence. It is also ideal for seminars and classes in local communities.

Last Fall, Doug Houck organized a course which was held at the Los Gatos, Ca. Christian Church. Twenty-five persons from various churches and groups attended 8 3-hour sessions held every other Saturday morning.

Printed materials were supplemented by outstanding missions speakers. A fellowship luncheon was held the closing day. Participants were enthusiastic about values received. The course carries college credit for those interested.

### WANTED!

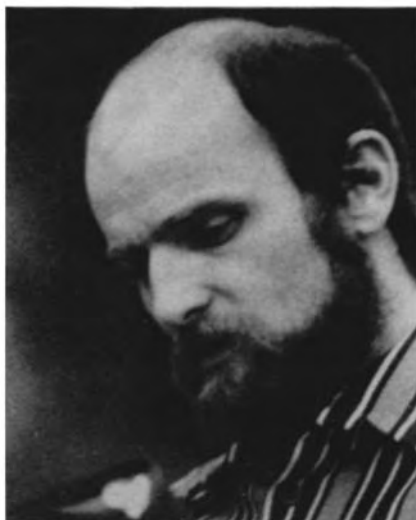
We need a full-time experienced personable receptionist at the USCWM. The position is key due to the dignitaries calling and coming in and the diversification of questions. The position is demanding and never dull!

We also need a mail room supervisor. Many responsibilities are required: knowledge and light maintenance of office machines, ordering supplies, coordinating with outside service companies, and knowledge of postal regulations. We are willing to train! For either position, please contact Brad Gill, Personnel Director

## Service...

## with a Smile!?

"We need it today!" reverberates through the halls and always seems to end up with those of us in the Services Division. As we penetrate the new frontiers of our own skills and capabilities, we also attempt to penetrate vast outside publics with news of exciting happenings here. Our duties are many and varied. Floors must be swept and windows washed. Beyond all that, the Center's letters, flyers and pamphlets must be produced.



Tim Lewis, Chairman, Mission Services Division

Recently we published a Spanish version of Dr. Winter's Penetrating the Last Frontiers chart. This chart is now being used by Operation Mobilization to help the Spanish-speaking world to discover the needs of the "hidden peoples". We are thankful for this opportunity to share in Christ's work with our fellow laborers, and stand ready to supply such materials to mission agencies and churches who need them. Becky Lewis and Elizabeth Marshall artfully prepare camera-ready copy.

When materials have been produced, it is ours to see that they are mailed. Perhaps our most vital function is responding to the many friends who share our work financially. This involves both mailing list maintenance, and getting out the mail. John Otteson processes incoming checks and a corps of volunteers keeps our letters moving out. Along with our "thank you" to each new donor, goes the book Once More Around Jericho, and a missions chart.

Our bookstore, headed by Mary Frances Redding, is blossoming. It specializes in books on mission strategy, church growth, and theological education by extension. We are excited about the growth of this uniquely missions-oriented bookstore. It has recently moved to bigger quarters on campus. Our Church Growth Book Club is flourishing. Its members can secure



Mary Frances Redding, Services Information

all titles at a discount.

With all this we do many things just to keep the Center wheels running smoothly: Our receptionist greets visitors---along with her many other duties. We purchase supplies, maintain machines and even help with building upkeep.

Thus Mission Services means outreach to our nation, our world, through literature and materials, while providing oil for a smoothly running Pasadena operation. Our vision is as broad as the work of God in the world, and as practical as sweeping floors.

## Do You Want This Project to Succeed?

There is really no human possibility we can succeed in meeting the remaining \$13.5 million of our founding budget in time, by the method we feel God has led us to use:

1. Never asking money from church budgets
2. Never asking anyone for more than one \$15.95 gift.

You may wonder why we have felt God leading in this way. The primary reason is we have set out to help all evangelical mission agen-

cies and it is no help to divert money away from them. Rather, all we do is designed to cause funds to flow to agencies which are heading toward new frontiers.

Can we then succeed? The Bible says "Seek first the Kingdom of God..." We have followed this one-time \$15.95 plan faithfully and it is working.\* Those who have caught the vision are sharing it.

Take my 86 year old father, for example. He has been lending 4

copies of my wife's book Once More Around Jericho. (We find people are more likely to read a book you lend them.) Within a few weeks over 40 read the book, returned it and 28 decided to give \$15.95 or more.

Now is that too hard to do? Nowhere else in print is there so much about us...who we are, where we are going, the whole amazing story of how we have come this far.

Ralph D Winter

\* IF YOU HAVEN'T GIVEN YOUR \$15.95, PLEASE TURN THE PAGE...



Grateful, Grateful, Grateful!  
That's how I feel as I walk around  
this vast campus. We have now  
occupied it a little over 3 months.

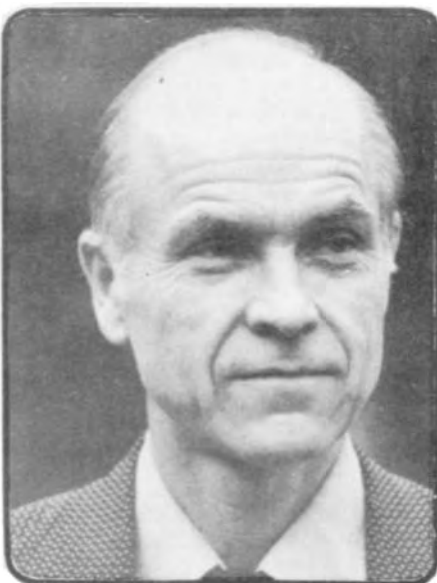
We had a meeting two days ago for the first time in the upper level of the student union. 500 students crowded in for a two-day SCOWE conference--Student Conference on World Evangelization.

I sat there looking at the newly painted walls and the basic beauty and soundness of the building, and I had to blink once or twice to believe that a handful of missionaries are really owners of all this.

But the high excitement of those students, their eagerness, their youthfulness, their inspired singing, told me as I sat there that God just might pull off this grand dream yet!

Just this morning, however, once more reading my way through the whole Bible (I'm in Luke now, toward the end), I ran one final time into the grim reality of this sinful world: the dreams of the disciples were utterly shattered and transformed. Everything they hoped for in an earthly kingdom was to go up in smoke, as their leader was crucified.

Will our dreams be dashed too, I thought?.....For some time I truly faced the possibility that our hopes to pay off this campus are merely human hopes, human



Ralph Winter, General Director,  
USCWM

goals, no better than the disciples' desire to sit on the right and left hand of a ruler.

I gradually realized, however, that what we want is what Jesus again and again tried to make clear to the disciples. In a hundred ways He was for the Hidden People--the man with the withered hand, the children the disciples tried to shoo away, the Greek woman who didn't rate, the blind man, the demon possessed, even the Samaritan woman and the tax collector--all people that were not fit objects of normal evangel-

ism.

A pastor told me a few days ago: "You know why I believe God is going to deliver that campus into your hands debt free? It is because you are plugging for the people on earth practically no one else is trying to reach."

Everything, everything hinges upon the validity of our vision. Are the Hidden People we have talked about truly beyond the range of all present mission and church efforts, living in societies within which there is not so much as a church?

If so, this is not our dream or a human concern, but the highest priority of God's concern, and He will not let this project down.

We are grateful for all He has already done, not just for the buildings but grateful for all of the keen people mission agencies have assigned and lent to us and the many other wonderful people who have joined us.

But how about you? Are you with us? God may well be counting on you to help us spread concern for His Hidden People. Will you help? Read carefully what I have written just inside on page 7: "Do You Want this Project to Succeed?" We really do utterly depend on all who know of this project to share this vision with others. That's all we ask beyond your daily prayers.

## What about you?

## What about you?

Ideas are everywhere, so...they mean? Nothing to you unless you act.

Do you believe "least-reached" peoples must learn of Christ? Those peoples are the whole point of USCWM!  
**THEY CAN BE REACHED!**

You will never be part of a larger cause.

You'll never back a better thrust.

You'll never help so much with so little.

Take two steps:

1. Send your \$15.95 to be a USCWM Founder
2. Get others to do what you have done.

-----  
This is both an ORDER FORM and MAILING LABEL. We  
will use the label to send you helps for step 2.

U S Center for World Mission  
1605 East Elizabeth Street  
Pasadena California 91104  
Phone: 213-794-7155

Mark the statements which apply:

Enclosed is \$15.95 - I ☒ have ☐ have not (mark one) read your book.

— Please send me                      Mission Frontiers for my friends.  
— (how many)

— I think I can interest my class or church in your 20 minute color film describing the Center. Please phone me

( )

(your area code and number)

name

address

city

state and zip