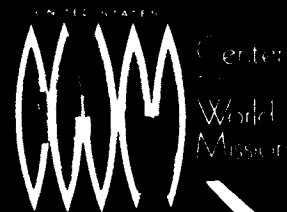


# MISSION FRONTIERS



Center  
for  
World  
Mission

THE BULLETIN OF THE UNITED STATES CENTER FOR WORLD MISSION

FEB/MARCH Vol. 1:2

1605 East Elizabeth St.  
Pasadena, Ca. 91104

1979

There are about 16,750  
cultures on our planet which  
remain virtually without churches  
or missions among them.

Radio, television, or literature is neither  
available nor completely adequate to reach  
these cultures in their "heart-languages".

That's over half the world  
who may never experience the hope of the Gospel..

**WHAT STEPS ARE BEING TAKEN TO REACH THEM?**

(see page 2)

**FORWARD!**



## How to reach...

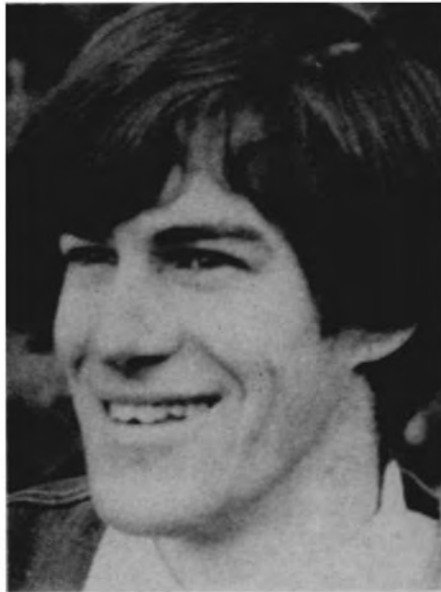
Imagine a map of the world, beautifully enameled on ceramic. Let's paint a green dot wherever in the world there is already a church--or at least a mission station: there are green dots in almost every country in the world!

Now..lift the ceramic map high above your head..and SHATTER it onto the floor. Fragments fly everywhere..but not many of them have green dots (indicating existing churches or missions).

God shattered the world that way back in Gen.11, where it is recorded "the Lord confused the language of the whole earth..and scattered them abroad over the face of the whole earth."

Suddenly, we see a more realistic picture of world evangelization. Although almost every *country* has a church, every *society* certainly does *not* have a church or missionary yet!

Notice, for example, India is in over 3000 scattered fragments--and only a few fragments have churches.



Bob Coleman, *Guest Editor*

And, look! The fragments of India are scattered so far and wide, that those with a church in them have little chance of easily reaching those without a church. In many cases, because of caste prejudices, the "national Christians" in India are the *least* likely to be able to reach other Indians.

The same is true of the Muslim world, and the Chinese. There is an underground national church among the Chinese, for example, but it is not present in all 2000 fragments.. and somehow must be planted there.

The list goes on. In fact, worldwide there are about 16,750 such separated cultures with no church or mission effort. These cultures make up *half* of mankind.

So..there's the challenge for the evangelical movement: *What will it take to focus our attention on the remaining 16,750 cultures with no effective church or mission work yet?*

Here at USCWM important steps are being taken:

1) *Mobilize evangelical students* --the church leaders of tomorrow--to commit their lives *now* in giving or going to the last frontiers (see pp.3-4).

2) *Mobilize the churches*-- to look beyond their doors and *catch the vision* of penetrating the last frontiers (see pp.5-6).

And that's what this issue is all about -- Our hopes at USCWM for mobilizing students (p.3-4) and for mobilizing churches (p.5-6) for each of their parts in planting churches in the last frontiers. Both these steps involve *you* in spreading the vision to all your friends. Read on!

...a fragmented world.



WATCH for this USCWM News Update page now in each new issue of **World Mission Christianity Today!** WHY? .. see paragraph 3.

## Where We've Been

**T**HIS page is an experiment. You have never seen this feature in *Christianity Today* before. Nor are you likely to see it again many times unless it proves worthwhile. (I'll tell you in a minute just how we'll decide that.)

First, let me identify myself. I am the General Director of the U.S. Center for World Mission. I'm just an ordinary person who has had a series of special experiences. As a result I am now involved along with others in an ultra important project involving a high risk of failure. To be more precise, 90 people now work with me here in Pasadena, and 9,425 others across the country (and in some foreign countries) have helped us in one way or another and stand behind us in prayer. (Please note that we are *not* soliciting ongoing givers).

***“You may have already heard snatches about this curious project in Pasadena.”***

*What are we up to, and why would we take out a page in Christianity Today? Isn't that a little expensive? Those two questions are linked: This project will never be completed if CT readers are not constantly kept informed. You are one of 180,000 who subscribe to CT. Those of us who subscribe to CT are said to be the most influential group that size of committed Christians on any mailing list in the world today. Imagine then; informing this important group by this method costs less than one cent per person per issue.*

You may already have heard snatches about this curious project in Pasadena. Basically, we are a group of missionaries who have felt God calling us to make a bold attempt to change the course of human history, namely, to radically speed up the completion of the Great Commission. How are we doing? Our vision, when we got started two years ago, required three things for its fulfillment:

1. We would have to win the confidence of the major mission agencies in the U.S.,
2. We would have to acquire a college campus close to a major international airport, in order to have space for research offices and a large, special student program. Note: This is not to compete with any Christian college.
3. We would have to dramatically reeducate at least a million evangelicals to

counter a widespread current misunderstanding of missions in our world today, or the new directions would never materialize.

In regard to the first point, now two years later, I believe we have substantially achieved the confidence of the major mission agencies. For the details you may write for *Fact Sheet A: What Mission Agencies Have Done for the USCWM*. Briefly, over 40 executives serve as our consultants, and the following agencies have helped us in significant ways (the latter four sending us key staff personnel): Wycliffe Bible Translators, Campus Crusade for Christ, World Vision, World-Wide Evangelization Crusade, World Literature Crusade, Christian Nationals Evangelism Commission, Overseas Crusades, Overseas Missionary Fellowship, Regions Beyond Missionary Union and the Conservative Baptist Foreign Mission Society.

Secondly, two years later, by a series of true miracles of our God, we are just barely owners, having paid \$1.5 million toward the \$8.5 million former campus (worth 2 to 3 times as much) of the Pasadena (Nazarene) College which has moved to San Diego. We narrowly edged out a Hindu cult that eagerly sought it. You can read the extraordinary story if you will ask for my wife's book *Once More Around Jericho*. Also you may ask for *Fact Sheet B: How the USCWM Is Invading the Secular College Curriculum*.

***“Truth is stranger than fiction...”***

How do we expect to pay off this campus? That leads to the third goal: (Here we must admit that we are only beginning to succeed.) Reaching a million people in America with new vision has gone painfully slowly, it seems, even though we're increasing by about 400 people per month at this point. All along we have been reluctant to pay large sums of money for publicity. A group of Christians in Portland financed the motion picture “Penetrating the Last Frontiers,” and I was asked to appear in it at one point. This excellent, educational movie is now available. We have also produced two large posters which portray the unfinished task in a very striking way. However, up to now, far and away the most powerful communication of our vision comes through the reading of the book I mentioned above, *Once More Around Jericho*. It really is exciting, full of

suspense, proves that truth is stranger than fiction and holds people intently for several hours. We have no substitute for that.

These limited tools of outreach make us realize that by now we would not have anywhere near 10,000 people behind us if it were not for one fact; this whole project, and our concern for the people beyond all present mission frontiers, are turning out to be a highly contagious challenge. It is quite apparently something God has laid on many other hearts (yours?).

***“We are a group of missionaries who have felt God calling us to make a bold attempt to radically speed up the completion of the Great Commission.”***

It is not like a fire of green wood we have had to keep relighting. Right now, every day from one to three dozen letters come in from all parts of the U.S. and the world, and we usually do not have the faintest idea how these people have heard about the challenge! Each letter usually brings \$15.95 (Note: Our strict policy is 1) we never ask for money from church mission budgets — we want churches to give their money to the regular mission agencies, and 2) we ask individuals only for a one-time \$15.95 gift toward our founding budget. You may wish to ask for *Fact Sheet C: How We Hope to Avoid Perennial Fund Raising, Even in Our Founding Period*.

But now I promised to explain how we'll decide if this space in *Christianity Today* is “worthwhile” or not, as it tells each time our unfolding story. The answer is in the response of people like yourself. If it appears that you and enough others want to follow this project, and are interested enough to write in for some of the things we talk about, we'll continue. Next time I will tell you about some exciting developments. As this goes to press they are only hours away from us. So, write me a quick note. Ask for something I've mentioned. Also ask for our new monthly bulletin, *MISSION FRONTIERS*. Mention CT so we'll know.

*Ralph D. Winter*

Ralph D. Winter, General Director  
U.S. Center for World Mission  
1605 E. Elizabeth Street  
Pasadena, CA 91104

# "Time out!"

...is the call of the football team that needs to re-think and plan a new strategy for winning the game. "Time out!" is the plea



of the busy mother who needs to replenish her inner resources to meet the needs of her household. "Time out!" is the cry of the university student who is feeling the pressure to do something worthwhile with his life in a changing, unpredictable world.

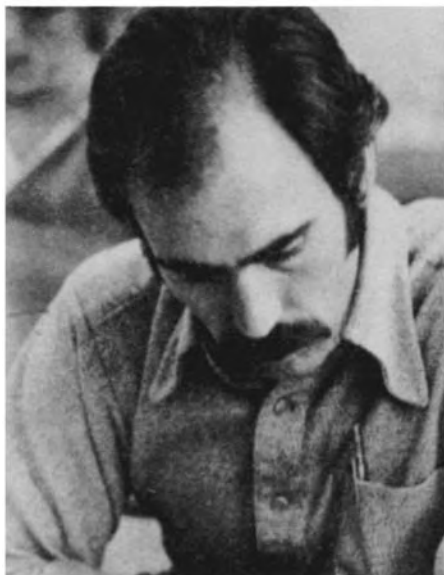
There is no person alive today who does not need at some time to take time out--time to align himself with something that is higher and greater than himself.

Is it too bold to say that without this perspective a Christian might lose himself in concerns too small for the God he serves? We think not. A "time out" could be important for *any* Christian--in any walk of life--to ensure that his life is eternally counting for all it could.

The Institute of International Studies (IIS) is just such a brief and unique "time out" period for *any* Christian. Month long or full semester, in-house or by corres-

pondence, the course is flexible enough to be fit into most any schedule.

For students, IIS offers college credit that transfers into any secular university, giving units in Philosophy, Anthropology, Sociology, and Geography. For non-students, who do not desire credit, IIS offers the courses at half-price. For the working person who can't stay for a quarter or semester, IIS has a special one-month course, which is offered almost any month of the year.



Four courses together unfold the full panorama of God's worldwide redemptive purposes. One course searches out God's message and plan for world redemption that is woven throughout Scripture.

Another walks through history with an eye to discovering the on-going fulfillment of the Church's commission for world-wide expansion. A third course carries one from culture to culture across the world to observe how the Gospel has and will uniquely touch each one with new vitality, fulfillment, and purpose. The fourth course confronts the crucial questions:

"At *this* point in history, where do *I* fit into the march of God's kingdom in the world? No matter where God has placed me in life, how can I make a significant contribution to the completion of the task Jesus gave us?"

What Christian adult could not use this kind of "time out" perspective to find out how he figures into the big picture? For the student or recent graduate---time to listen deeply to discover God's will for the life ahead of them. For the adult already placed in a job---time to consider quietly the avenues available (and there are many!) to significantly affect the global Christian course.

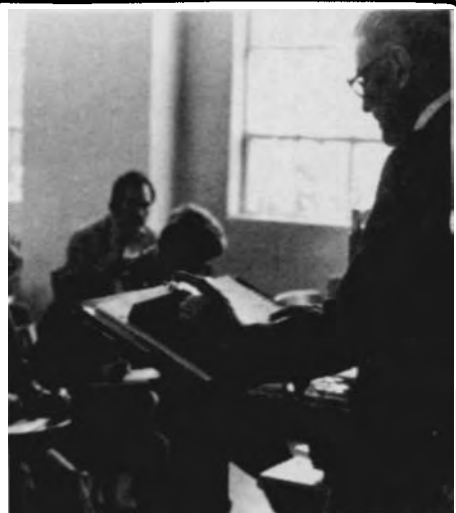
A life-changing course..filled with men and women who have worked intimately with peoples stretching from high caste Hindus to the tribes of Irian Jaya..... wrapped in a strong sense of fellowship and prayer among students and faculty..fully-accredited & acceptable at even secular colleges..a life-changing course--for you!

## "This morning I was a junior at Caltech - Now..."

I've withdrawn for the quarter to attend IIS!"  
-Tom McCabe, current IIS student

About 1.2 million evangelical students are currently attending secular colleges. It is with astonishment and joy that many discover they can now invest one semester or quarter (IIS offers both) to seriously investigate, under Christian professors, God's purposes in their lives.

Recently reported in the *Christian College Consortium* bulletin, the IIS program is thus the first of many planned "mini-Christian Colleges"--offering a new chance for the Christian in secular college to immerse himself briefly but completely in the Scriptures, prayer, and world perspective. YET..all courses have been transferred into secular colleges across the nation.No time or money is lost!



4 WOULD YOU TELL YOUR CHURCH'S COLLEGE GROUP ABOUT IIS?

## A Student Speaks

I graduated from college last May and, as many college seniors do, began to ponder, "What would God have me do?" I soon discovered a bewildering thicket of possibilities without a distinct path in its midst.

In the quiet places of prayer a silent change began which eventually led me to the September IIS classes; a curious place for me to be, as I did not even know our Lord's Great Commission!

Sitting at the feet of my professors, discussing with my fellow students, and experiencing the exposure of the U.S. Center for World Mission wrought a sudden change in my life. Questions which had tugged at my soul regarding missions were

answered -- and I found that missions are not the dull topic we may think!

What a joy it was to discover an entirely new aspect of God, our missionary God. I sensed the dynamic and beauty of the challenge the Great Commission places before every person, young or old. I came to understand that God Himself is infinitely more involved in missions than we could imagine; He is a God in search of man.

As a result I've gained new vision and purpose for the path ahead. I recommend the IIS program to anyone who desires to gain God's perspective of our vast planet and her peoples. "And I know of no university education that means more to a man than to sit at the feet of the missionaries." John R. Mott, 1901.



Elizabeth Marshall, Fall '78

## Called to California

From Annapolis, Maryland, Lee and April Holthaus and family joined our staff June 25, 1978. Just two months prior, Dr Clyde Taylor (World Relief Commission & advisor to USCWM) had called Lee about the need for an Administrator in this new Christian work. Lee was impressed by the immediate need, but more importantly, by the enormity of the task they were setting out to accomplish. What a challenge!

After much prayer and counsel with Dr. Taylor and others, all agreed that God had well prepared the Holthauses for this



Lee and April Holthaus  
(V.P. Administration)



new ministry: A 20-year Naval career had included world travel, diplomatic liaisons, budgeting, cross-cultural identification and personnel management. April's skills in public relations and graphics rounded out the team.

The decision was made; a traumatic move was begun involving selling a home, packing for storage, uprooting two teens, leaving behind loved ones, family and possessions held dear. But God went before and opened (and is still opening) doors to His treasures they had never dreamed of.

Since coming to the USCWM campus, Lee and April have continued to be stretched by the complexity of setting up a 17 acre campus where students can effec-

## & a new University

tively learn. The buildings needed repair, furnishings were nonexistent, a food service was needed (after repairs to the cafeteria) classrooms, dorm rooms (no beds, chairs, tables or heat!), offices, catalogs, bookstore...

On another level, finances were set up, authorization from the government for a new university was initiated, students were sought, and funding was needed until the students fill the campus. Lee's beginning staff: 3½ people (including April and son Chris)!

Meanwhile, the homefront needed attending: a new home to find and set up, new schools, an active 4-year-old, Andrea, to watch and, of course, finding support from interested Christians for the work of the Holthauses.

Somehow in the strength of God, many "impossible" challenges were met. Some are on-going (full support has not yet come in, for example). Yet, Lee and April are confident they, too, will be met. We at USCWM praise God for Lee and April's willingness to see through the challenges and "stand in the gap" at this crucial point in USCWM history.

# 14 mobilizing Churches: FORWARD!

## Where do you come in?

\*Suppose the Hidden Peoples of the world were precisely pinpointed, so that we knew every hidden group's location, language, and customs.

\*Suppose mission agencies were ready to go, to push forward "where the name of Christ has never yet been heard" (Romans 15:20, TLB).

\*Suppose a vast new student movement arose--thousands of students eager to penetrate each of the 16,750 cultures still with no church or mission team.

Would any of those bold steps be able to bear fruit without a simultaneous new upsurge of interest in frontier missions among the churches of America? The stark reality of the 2.5 billion Hidden Peoples without Christ compels us to believe that at least a *million evangelicals* must come to a new awareness of the Hidden Peoples and the claim they make upon us. *A vibrant grass-roots movement of Christians who have discovered the Hidden Peoples will establish the powerful spring-board necessary to reach those Peoples.*

Obviously, our Mobilization department here in Pasadena cannot alone inform and inspire one million evangelicals! At this printing, we are only *directly* in touch with about 9500 people (you're probably one of those).

What we *are* doing is writing, drawing, printing, producing, taping, or filming *anything* we possibly can to help those who *have* the vision to share it. (See the opposite page: our arms full of good things for you!)

We pray these materials could be used in Bible studies or prayer meetings, in church services, Sunday Schools, informal deserts (maybe a Hidden People party---like a Tupperware party!), or just one to one with friends.



We don't honestly know how the vision will spread. We are depending on, and praying for, a contagious movement of the Spirit of God in many, many hearts. We have seen that already happen in many cases---one person lent his ONCE MORE AROUND JERICHO book to 40 people!

Could you think now of 3 people you could lend your JERICHO book to? (Write for one if you don't have it.) Or...are there materials on the opposite page which you could share with your friends, family, Bible Study, Sunday School, church? Just check those items on the tear-off page, fold it up, send it to us and we'll rush the materials back.

Do you have other ideas for us? We're eager to do whatever is necessary to clarify the meaning of 16,750 groups of Hidden People with no church yet. That tragedy and challenge *must* become clear to a nation whose vast Christian resources could be unlocked for the final frontiers of the Great Commission. Will you help?

### LATE BREAKING NEWS!

We are staggered and pleased that the Conservative Baptist Foreign Missions Society would assign to us Dr. Alan Gates, a veteran missionary to Taiwan and a China expert.

We had 350 Chinese here Sunday afternoon, Feb. 18th, to an Open House and reception, including a special display on the History of Christianity offered by the Government of Taiwan.

The Institute of Buddhist Studies is now in the making with its first full-time co-ordinator in place, Steve Thomas.

The U.S. Center for World Mission (including its many affiliates) has been invited to have a display at Urbana, '79, though we did not ask for the privilege.

FLASH: The USCWM was able to make the first half of the down payment on a 3 million dollar group of 84 houses within two blocks of the campus. More on this later.



We long to see someday a vast network of prayer and action on behalf of those who right now are largely *hidden* from our awareness. You are at the beginning of that dream. Can you think of others now who would respond? We'll do all we can to help you share.

## Every fragment touched... through you!

# Arms *FULL* of good things...

# materials for church & home

You probably already know...we are concerned (see opposite page) that those with the vision of reaching the Hidden People share that vision with their friends and churches. That's what these materials are for.

You may also know...we're asking those interested to help in our effort here with a one-time gift of \$15.95--to establish one square foot of the campus in Pasadena. If you'd like to establish your square foot, just check the appropriate box below, and enclose a check or money order. And many thanks!

Quantity  
&  
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Item

**ONCE MORE AROUND JERICHO:** The exciting story by Roberta Winter about the U.S. Center for World Mission--how and why we came into being. *Definitely inspirational!*

\$ \_\_\_\_\_ \$1 per copy; 40¢ ea. for 5 or more.

\$ free!

**IIS CATALOGUE:** Describes the Institute of International Studies one-semester program (see p.4-5 of this bulletin)

**PENETRATING THE LAST FRONTIERS FILM:** A 20 minute motion picture presenting the vision and challenge of the Hidden Peoples.

\$ \_\_\_\_\_ Rental fee: \$10

**PENETRATING THE LAST FRONTIERS BOOKLET:** Describes in a thorough and interesting way four major strategies for reaching the unreached peoples.

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**MISSION RENEWAL TEAM:** Information about this service organization focused on educating today's church in its missionary role. Offers a "Day of Discovery" followed by a 10 week followup for small groups.

\$ free!

**ASSOCIATION OF CHURCH MISSION COMMITTEES:** Information regarding this fellowship of missions-minded churches designed to aid you and your congregation in basic areas of missionary concerns.

\$ free!

**MISSION FRONTIERS:** If you are not on our mailing list and would like to receive this bulletin monthly, check this box!

\$ \_\_\_\_\_ 40¢ per set of four

**WORLD CHRISTIAN PROGRAM:** Graphic literature designed to educate you and your church in making World Christian decisions. A series of four booklets.

\$ \_\_\_\_\_ *TOTAL: Please total all literature requests and enclose a check payable to "USCWM"*

I would like to aid in the establishment of the U.S. Center for World Mission; enclosed is my check for \$15.95. (Please make this a separate check--it's tax deductible).

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# HELP!

## Give, Pray, Go!

We have witnessed so many different responses to the vision of "penetrating the last frontiers". Some people desire to pray, others begin to search for ways to financially support efforts to reach these millions of people. Some people want to get into the act here at USCWM! We have been blessed with willing workers from many walks of life -- retired, furloughed or re-assigned missionaries, pastors, housewives, students.

The *willing spirit*, the true servant heart, is the one essential asset of all those who work for the Center in any way. Whether it be the graduate of Cal Tech who discovers an accounting skill, or the mechanic who found he could manage people, or the student of history who could assist in graphics, those whom God compels to join us discover how to stretch themselves to give *their utmost for His highest.*

Just like most mission organizations, we trust God for the financial support of our staff. We are also developing a "volunteer army", a group of people willing to dedicate a portion of their

time to this work. Might you be one who would participate in this effort?



There are some very vital needs on our campus in Pasadena; each department is still understaffed. For example, there are needs in:

- Accounting/Bookkeeping
- Bookstore
- Carpentry/Plumbing/Electrical
- Food Service
- Graphic Arts
- Machines/Equipment
- Mail Room
- Maintenance
- Media
- Purchasing

Each department also needs full or part-time typists, secretaries, and receptionists. Please give us a call, or write, if you're interested. Ask for the Personnel Department. The number is 213-794-7155.

### THINGS WE COULD USE...

\*Do you have any desks, lamps, files, tables, or other office or household furniture that is just sitting in your garage taking up space? Send it to us, and we'll give it a nice home!

\*Pick-up truck - must be in running condition (or close to it). Beauty not a pre-requisite!

\*Ladders - particularly 40 feet or more.

### \*Cafeteria Equipment

- quadruple electric toasters
- pots and pans
- heating table inserts
- frylator, double with baskets
- heavy duty plastic serving trays
- stacking racks and trays for bread
- ice machine

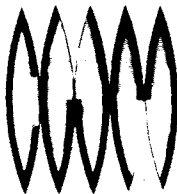
\*Photographic Equipment - in order to cut production costs, we're setting up our own photo development lab. Any equipment (or expertise!) you could contribute would be much appreciated.

Did you get a new kitchen appliance for Christmas? We'd love to use your old one -- unless, of course, it doesn't work!

—THANKYOU! —

8

UNITED STATES



Center  
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