

AMERICA'S PROMISE NEWSLETTER



AMERICA, THE BIBLE LAND

Published monthly by
LORD'S COVENANT CHURCH
and **AMERICA'S PROMISE Broadcasts**

P.O. BOX 5334 • PHOENIX, ARIZONA 85010

Editor: Pastor Sheldon Emy

FEBRUARY, 1984

REPORT ON AMERICA'S PROMISE

"And when they had brought them, they set them before the council: and the high priest asked them, Saying, Did not we straitly command you that ye should not teach in this name? and, behold, ye have filled Jerusalem with your doctrine, and intend to bring this man's blood upon us." Acts 5:27-28.

A TOUR OF THE MINISTRY. We have enjoyed a personal visit from hundreds of individuals and families on our mail list in recent years. However, the majority of you have never been able to get by here to meet us or to see our facilities and personally view the work and activity here at AMERICA'S PROMISE. You read or hear our finished work via our books, tracts, radio, tapes or monthly newsletter, but perhaps have little idea how those things are produced and sent on their way to the nation.

We could not carry on our ministry without the good will, the prayers, and the offerings of thousands of Identity Christians. Therefore, I am using my first newsletter of 1984 to put together a written and visual report for our many friends who have not yet been to our church and offices. I pray it will make us a little more "real" to you, a little more flesh and blood people, doing both spiritually rewarding study and sometimes just hard physical work as we do what God has called us to do, minister to modern Israel.

I pray it will also help show that we use the tithes and offerings of our Christian Identity supporters, not in fancy quarters and unnecessary frills, but for an outreach to America.

First a picture of our main building which we built on 5 acres on the outskirts of Phoenix in 1975. (We raised the money before we built so we have no debt.)



The chapel is at the left end, then offices for me, my secretary, my assistant Pastor and the computer room. My wife and I have a living room, kitchen, etc. on the right

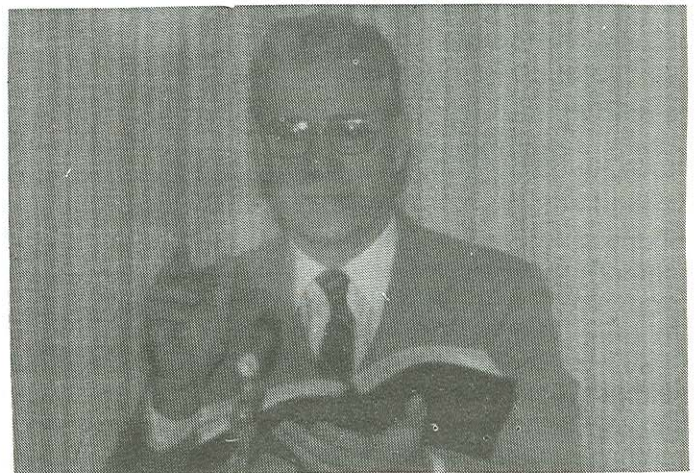
and rear. The church library and fellowship room are in the rear along with a large lawn and play yard for children. The 2nd floor has a bedroom, a guest bedroom, a sewing room and the soundproof radio room where I put AMERICA'S PROMISE radio broadcasts on tape.

Until 1982 this building housed the print shop, mail room and tape ministry also. By 1982 the radio, tape and printing ministry had increased over 4-fold so we were too crowded. The staff and equipment for those parts of the ministry were then moved into the rented commercial building below.



For those who have never been here, I will describe the work, using pictures to help where they can, and then add some thoughts about our plans and prayers for the future.

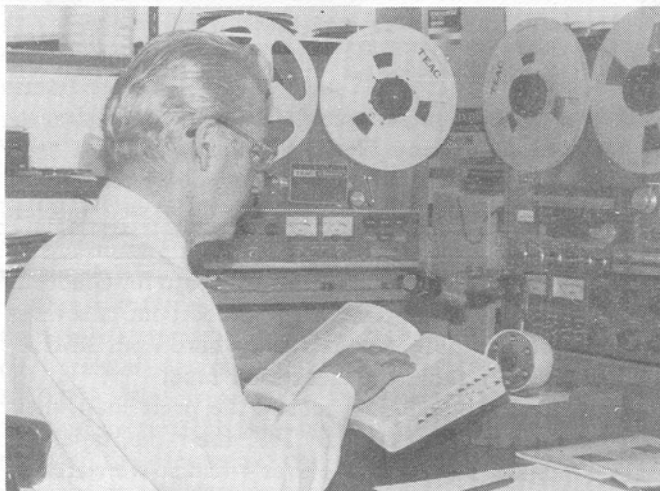
THE PULPIT SERMONS. Most church sermons are prepared and preached by me. When I am away at Con-



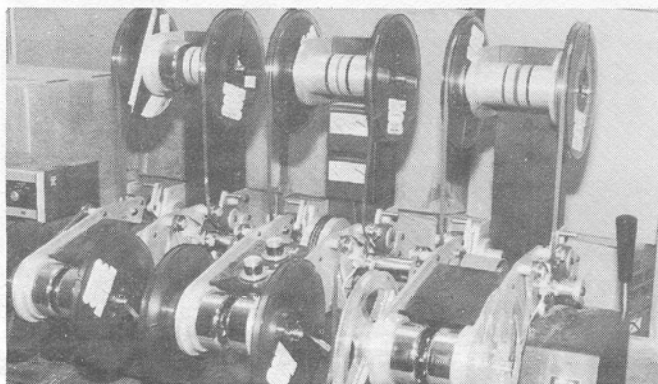
ferences, Washington, etc., my assistant Pastor, Ben Williams, preaches in church. All sermons are recorded.

Although each sermon takes many hours to prepare (often four to eight hours), that is just the beginning of that week's work and outreach.

THE RADIO: Because I want to make the best and most effective use of radio time and tithes, I often spend a full day researching and preparing material for the 30-minute program prior to committing it to tape. Even then I will change parts, edit it, etc. It is not sent to the stations until I am completely satisfied.



After recording it on one reel master (above), copies are made on our reel duplicator (below) and one tape is sent to each radio station (presently 29 stations).



The copies go to the stations by UPS about 10 days before the broadcast date. Each station has on hand a "standby" tape to play if for any reason they do not receive the regular weekly tape that week.

Present radio time costs us over \$3,000 per week or about \$150,000 per year not counting literature, postage and related expenses.

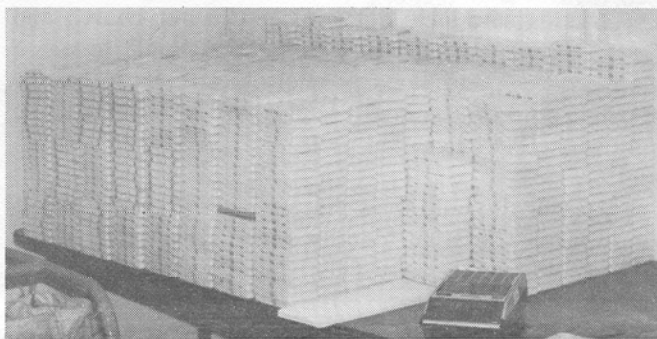
The radio program, AMERICA'S PROMISE, is, of course, often our first contact with individuals and families in this Israel nation. Because of its impact on tens of thousands of people who hear Bible and historical truths on it each week, we feel it is a vital and essential part of the witness of the Christian Identity Movement to the true House of Israel. Unknown thousands of American Israelites have learned their Identity and other truths by hearing our broadcasts and then obtaining our literature. Without AMERICA'S PROMISE radio, our whole movement's

teaching and witness to the nation would be drastically reduced.

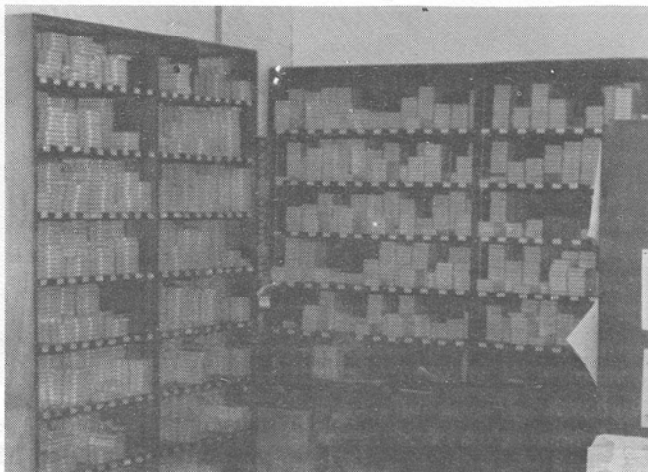
THE TAPE MINISTRY. Once each week, the weekly church sermon and the weekly radio broadcast are transferred to a master tape, the sermon on side 1 and the radio on side 2. This master is then used on our cassette duplicating equipment to make cassette tapes for the 1,500 or so individuals and families currently on our tape ministry. (A coupon is enclosed for you others who should be receiving our weekly tapes for your home Bible study.)



Later, the church sermons and some of the radio sermons are transferred to other "masters" which are then added to our tape catalog. These can be requested using the catalog order blanks. Between the weekly tapes and the catalog tapes, the equipment above turns out about 100,000 cassettes each year. Below are 3,000 recorded cassettes awaiting packaging and mailing.

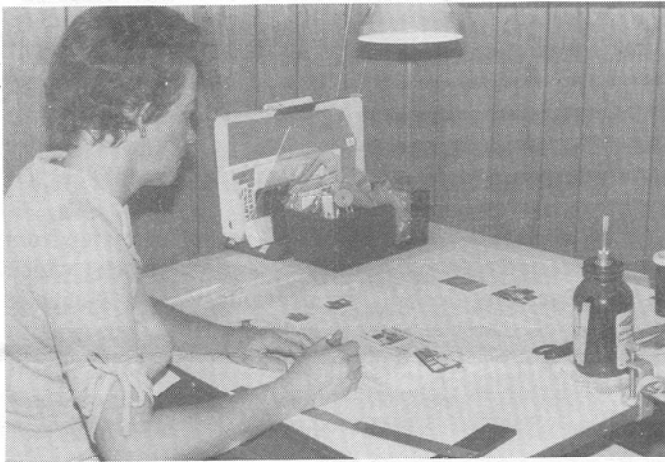


Below are cassette storage bins in the mail room from which orders from our tape catalog are filled.



THE PRINTING MINISTRY. Thousands of pieces of literature are given away by AMERICA'S PROMISE in the "radio packets" each month. Each year thousands more go without charge to Ministers and to men and women in positions of civil authority in the nation.

Tracts, books, newsletters, and cartoons all begin with research, study and writing. Before they can be printed comes typesetting followed by the layout and pastepup of the text and pictures as shown below.



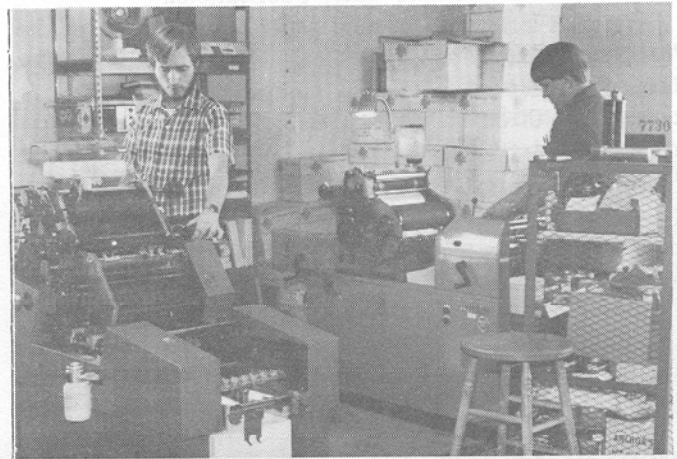
Many, many hours of work are required before the tract, book or newsletter is ready for the print shop. Most of this work is, of course, unseen and perhaps not even thought about by those who finally receive and read the finished tracts and books. The picture below shows about 2/3rds of the books, tracts, cartoons, etc., which are available from AMERICA'S PROMISE.



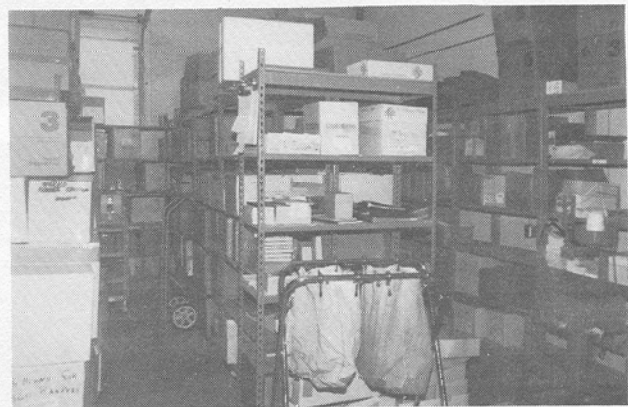
As AMERICA'S PROMISE radio broadcasts are heard, as newsletters and literature order forms are distributed and as thousands of people read the tracts and books over a year's time, requests for hundreds of thousands of copies of various items come in to our mail room. The many thousands of Christians on our regular mail list probably account for over 75% of all requests for literature. A very high percentage of that is for copies to pass on to other Americans. Since the mass outlets such as libraries, bookstores, and drug store magazine racks obey the Pharisees' order not "to teach in Jesus Name," (Acts 5:28 - they will not handle our literature), the Holy One of Israel seems to have given to you dear people the responsibility for the major distribution of the Christian Israel Truth.

For our part in supplying Christian Identity literature as economically as possible, so that we can "fill Jeru-

salem" with Jesus' doctrine (Acts 5:28), God has blessed AMERICA'S PROMISE with a print shop with enough equipment so we are able to print most of our tracts, the smaller booklets, the cartoons, and our monthly newsletter. Here is a part of the print shop area with 2 presses running.



From the print shop, finished work goes into the adjoining warehouse area between the print shop and the mail room. Here is part of the warehouse.

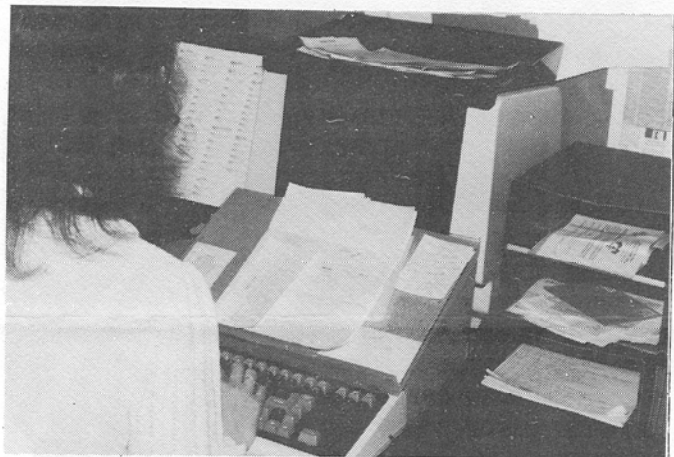


We purchase some books from other publishers which are shipped to us by UPS or truck. Because we do not have enough equipment in our shop to print enough of our more "popular" booklets we pay out over \$75,000 a year for commercial shops to print Billions for Bankers (50,000 copies at a time), Russia Will Invade, Heirs of the Promise, The USA in Prophecy, To Heal the Nation, Thou Shalt Surely Die, An Open Letter, and a few others. If we could do those ourselves we could save money. I'll have more to say on that later. Here is one delivery of Billions for Bankers.



INCOMING MAIL. Every month we received thousands of letters from folks who hear AMERICA'S PROMISE radio or a tape or read our newsletter or who have been given a piece of our literature. They write with questions, with comments and with requests for tapes or literature. Hundreds of additional letters come in as a result of our ads in SPOTLIGHT and other publications.

We pick letters up in mail sacks twice a week at the Post Office. After opening, contributions and requests for material are entered into our computer through one or more of its three terminals (see below).

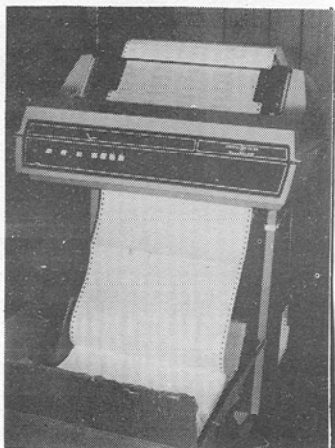


After a "batch" of several hundred letters is entered, the computer will print out two copies of each order and the necessary

address labels on the high speed printer to the right. (This will print up to 300 lines per minute!)

The orders and labels are then delivered to the mail room for assembly, packaging and mailing. One order copy is sent with the order, one is put in our files.

The mail room staff fills the smaller orders from the racks and shelves in the mailroom shown below. Orders for large quantities are filled directly from the adjoining warehouse previously pictured.

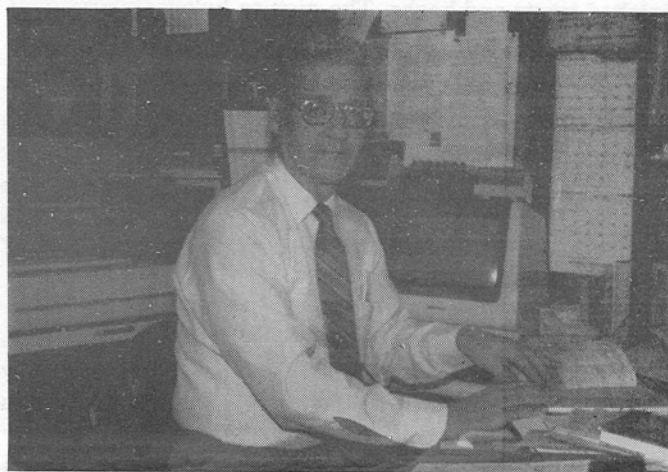


Our mail room spends over \$50,000 a year for postage on packages plus another \$15,000 to UPS. That will give you some idea of how many packages go out from AMERICA'S PROMISE every year. We do have some lost packages through the Post Office and practically none with UPS so most of our larger orders go UPS even though it may cost a little more. Our new literature order blanks will ask folks to send an extra contribution if they want their package sent via UPS.

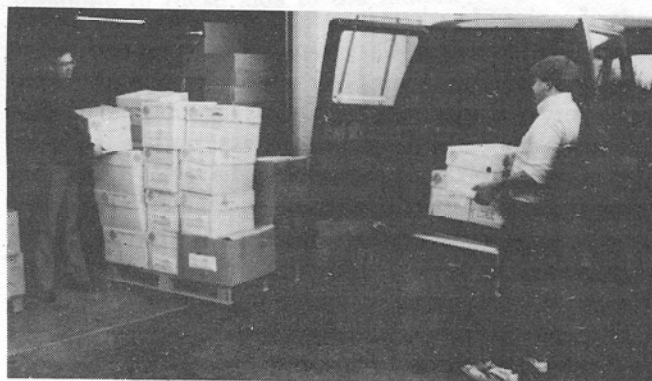
I will insert here a reminder that you must allow time for your order to be processed and packaged by us and returned by the carrier. Because of time in transit, it will take 3 to 7 days for your letter to reach us, then 2 to 4 work days here, then anywhere from 4 to 20 days on the way back to you (UPS will take less than 7). I wish travel time were shorter, but we must take it into account.

THE MONTHLY NEWSLETTER is written by me from my studies and research and from notes and articles which have crossed my desk in the previous weeks. I usually have enough material to write a dozen pages, but time to write only a few. God willing, I shall increase the size of the newsletter as time goes by.

The newsletter is prepared at my desk (below) where a Televideo minicomputer and printer replaced my IBM typewriter. I type it into the word processor system, read it and revise it on the screen, print it out for final proof-reading, then correct it in the word processor again before it goes to the typesetter and then to the print shop.



You saw a picture of the print shop already. Here is one month's newsletter and its accompanying material being loaded out of the print shop and into our van for delivery to a commercial mailing house.



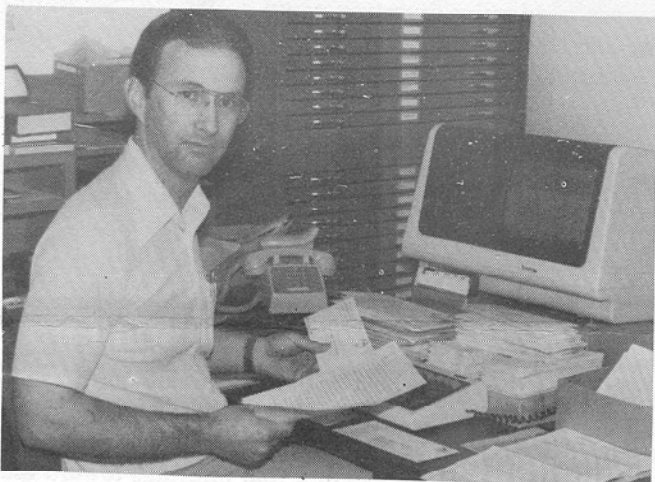
With that load goes our own computer printout of our mailing list in zip code order. Their inserting equipment will mechanically stuff the 5 or 6 items in each envelope, put on the label and seal the envelope. Envelopes come out in zip code order so workers then put them in coded mail sacks in that order and deliver them to the main Post Office. They then return to us surplus inserts and envelopes and a receipt from the post office showing the number of envelopes mailed and charging our account for the postage.

For many years our own staff stuffed the envelopes and put on the labels by hand. Now, our mail list is so big it is quicker and more economical to take it to commercial firms who have the \$30,000 high-speed inserting machines. They stuff and mail the whole thing in one day where it would take our crew 4 to 5 days and stop all other work in order to do it.

ANSWERING PERSONAL MAIL. Since I have gone on so many 50,000 watt stations and our mail list and tape ministry has grown so large, I have been unable to keep up with all those who write expecting a personal answer. I know some radio evangelists who claim they read all their mail and answer it all, but I happen to know they have staff people who do that. Ours is not a case of 5 or 10 letters a week which should have personal answers, they come by the hundreds so it becomes a physical impossibility to answer them all.

Pastor Williams, who has been with me for over 2 years, helps open mail, answers some letters, teaches the adult Bible class and does some preaching.

In 1983 we were able to provide him with a word processor to enable him to answer more letters.

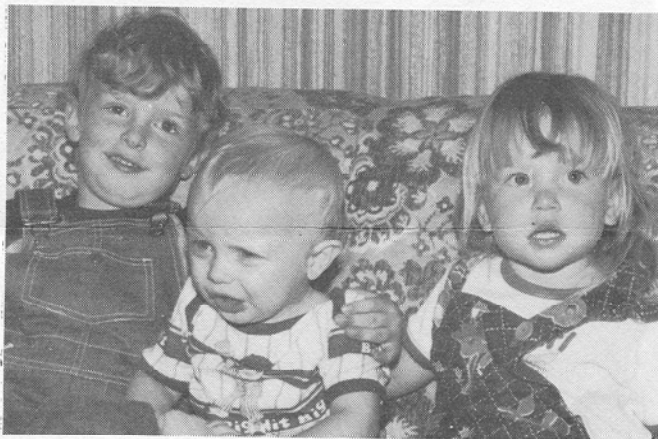


Many letters with Bible questions may require not just 5 minutes, but 15 to 30 minutes to research and answer. We try to answer other letters about persons, events, personal problems, etc., but it is impossible to answer them all. I do pray if you have written and received no answer that you see our side of the story. The sermons, radio, printing, etc., must be done first, answering questions must come later.

THE ANSWERING SERVICE. Pastor Williams also collects the repeated questions so he and I can answer some of those in this 4-times-a-year special publication. 20 issues were printed in the last 4 years.

THE LOCAL CHURCH CONGREGATION requires pastoral services, marriages, dedications, baptisms, funerals, hospital visitation, prayer for the sick, personal and family counselling, etc. I pray you realize those alone are a full-time job for most ministers and many do none of the other things we have already listed.

OUR FAMILY. Our children are married, live nearby (two of them work for us in the office), and we have 10 grandchildren from a 13 year old to a boy born January 13. We see them at church and at family get-togethers and enjoy them very much. Below are three of the younger ones on our family room couch.



Children and children's children are a part of the blessing of Abraham and for all us as Israelite Christians they are a great part of the reason we diligently work for, pray for, and praise God for Kingdom Truth and the Kingdom. The next generations take up some of my time, of course, but that is both a great responsibility and a joy that God has given parents.

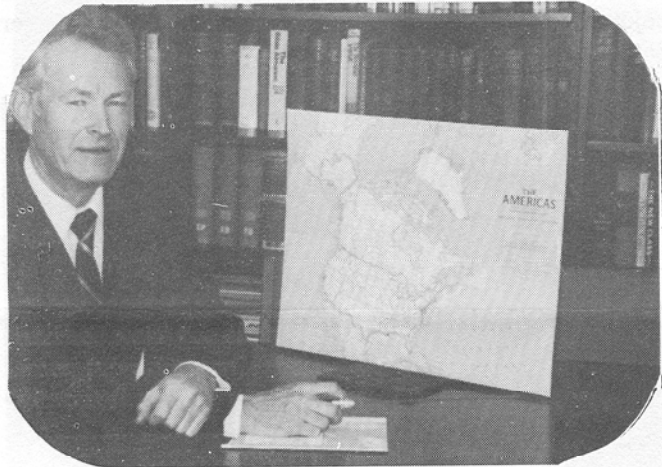
PHONE CALLS. I get hundreds! The staff answers most inquiries during week-days or I'd get little work done. I answer some evenings and week-ends, but if you call then about a literature or tape order, the staff is gone, the computer is shut down, and I can not help. Please call weekdays between 7 a.m. and 4:30 p.m. Mountain Time, especially if it is about literature or tapes.

We do have a phone answering machine for after hours if you just want to leave a message. However, if you do NOT wait the answering machine, hang up before the 5th ring as it cuts in then and once it answers you will have to pay the long distance toll.

CONFERENCES, CAMPS AND WASHINGTON, D.C. Each summer we host a 6-day Family Identity Retreat in Arizona or some other State. Men and women from our church group and other Identity ministers and teachers serve as speakers and Class teachers at the Retreat. Over the years, many hundreds of people have attended one or more of our Retreats. Each year I speak at 2 to 4 weekend Identity Conferences in other cities and spend 2 weeks in Washington, D.C. taking the Kingdom and Identity message to men in Congress. The preparation for these Retreats, Conferences and Missions and then carrying them out takes many, many days of my time and that of members of my staff. These too are mission works and a vital part of the ministry of AMERICA'S PROMISE.

HOME VIDEO STUDIES. The newest addition to AMERICA'S PROMISE ministry is video taping of special Christian and Patriotic subjects for home use. Below is Lindsey Williams in our Church library as he told how the U.S. rulers are keeping Alaskan oil and gas from the U.S. You can show it to your neighbors and you could run it on your local TV or on cable. We'll send you a VHS or BETA tape for an offering of only \$35 to the ministry.

Other subjects have been taped and there are more to come. We'll send you a list in a future mailing.



SUMMING IT UP. I do pray this "quick tour" of AMERICA'S PROMISE to show you our day after day work has helped make us a little closer to you, perhaps a little more like your fellow-Christians who are trying to do God's will and Christian work every day.

It is important that you know more about us and what we are doing because, without any planning for it on our part, and perhaps without our realizing what was happening, AMERICA'S PROMISE has become one of the major radio ministries in the Christian Identity Movement and a major source of Identity literature and tapes.

We thank God that we have been able to do as much as we have. However, as I said at the beginning, we could not have done any part of this without your assistance and your prayers. We thank God for every one of you who has contributed in any way in past years to the ministry of AMERICA'S PROMISE.

LOOKING TO THE FUTURE. With that necessarily incomplete glimpse into our current work and ministry, I will suggest some things about the future growth of the Christian Identity Movement and ask your prayers and your help in that growth.

We are extremely thankful for what God has allowed us to do in past. However, I believe quite sincerely that the most startling days of the end of the age are yet ahead of us. I, my family, and all my staff greatly desire to do our best as servants of Christ and fellows of our Israel brethren and I am sure you do too.

I stated that radio is an excellent method for reaching new people. It is. However, once contacted, for detailed and lasting teaching of the Scripture nothing beats the printed page. Because of this paramount importance of printing, I believe we should all pray and work for a huge, huge increase in the amount of Christian Identity literature being distributed in America-Israel!

HOW ABOUT A TEN-FOLD INCREASE? Since most Identity Christians are middle or low income people, a major method of increasing the amount of literature would be to produce that literature at the lowest possible cost per sheet, tract or book.

Lower printing costs can come from using the best of modern technology. In my recent church series on Martin Luther, I said that God provided Gutenberg's invention of moveable type so the Holy Bible and Luther's Bible studies could be printed, not in hundreds of copies, but in hundreds of thousands of copies. **The Roman Clergy admitted it was Luther's printed works, NOT HIS PERSONAL APPEARANCES, which caused them so much trouble!** History bears them out for Luther's writings affected millions in Europe for a century after his death. Some say his printed studies changed the course of the Western World!

Today, God has provided printing and computer technology that would amaze and astound our grandfathers (and many of us). Technology is here for us to provide, not hundreds of thousands of tracts and books for the spreading of the Gospel of the Kingdom and the truth of our Identity as Israel, but tens of millions of them!

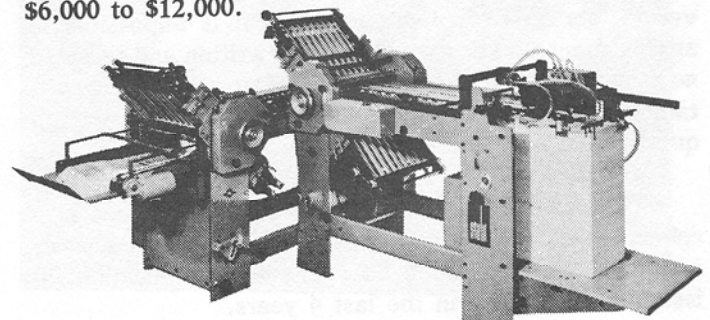
As in Luther's day, the printing equipment and the printing costs were paid for by Christian believers. Neither then nor now do the atheists and the antichrists give tithes to publish sermons, tracts and books on Christ's Kingdom! The offerings come from Christians or it does not come.

With that said, and with what you already know of the vigorous growth of the Identity Movement in the last 10 years, **can you visualize what could happen if Identity Christians would give enough in tithes and offerings so the amount of Identity literature could be tripled, then quadrupled, then increased ten-fold in America?** I believe God is preparing the hearts of our Israel People to believe the Truth!

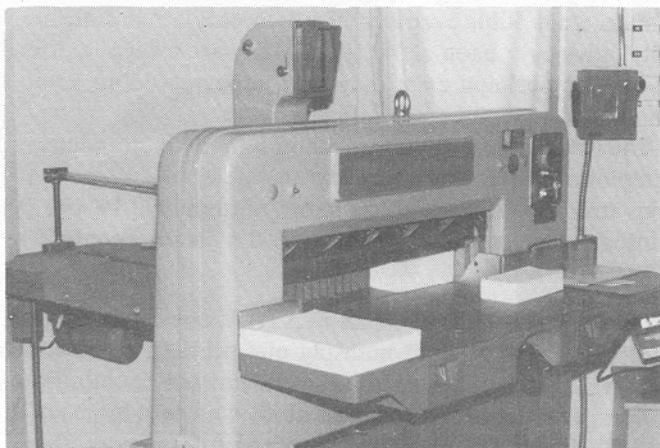
HOW CAN IT BE DONE? While you think of that, and of any part you might play in it, I will close this message to you with pictures of new equipment which could multiply our production of Identity literature exceedingly. We already have the staff, the experience and the know-how. We now need more and better "tools" for the printing.

I shall list equipment for the printing ministry in the order in which they could best be integrated into our present operation and utilized to best advantage. An estimated cost used or new will be given so you can see the need. We do solicit your prayers about and your offerings toward the obtaining of these aids to the ministry.

FOLDER: Our present right-angle folder is small and we need a larger and faster one. The one below would be \$6,000 to \$12,000.



PAPER CUTTER: Good news on that. Our old 18" cutter was wearing out so we purchased a new one about twice its size. It is pictured below and ran a little over \$8,000. It is paid for. (For those who wonder about such prices, it is big, over 6 feet front to back and weighs over 2,000 pounds.)



\$10,900

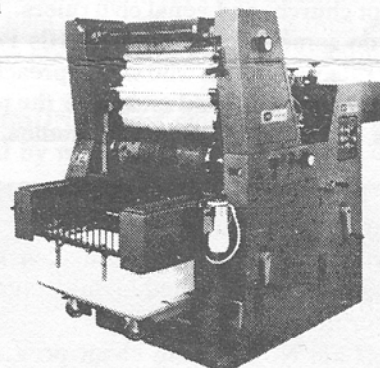
MODERN, HIGH SPEED TYPESETTING. We have a Compugraphic typesetter which is about 10 years old. It does good work and is used for many of our smaller books and all the newsletters.

However, new equipment is so fast and simple to use we should pray about replacing that soon. Computer type equipment which can store hundreds of pages on floppy discs and provide camera-ready copy for the print shop would run \$6,000 to \$15,000, depending on how sophisticated we got.



A LARGER PRESS: We now have two 11x17 presses. When we do expand with the equipment mentioned above, we should then

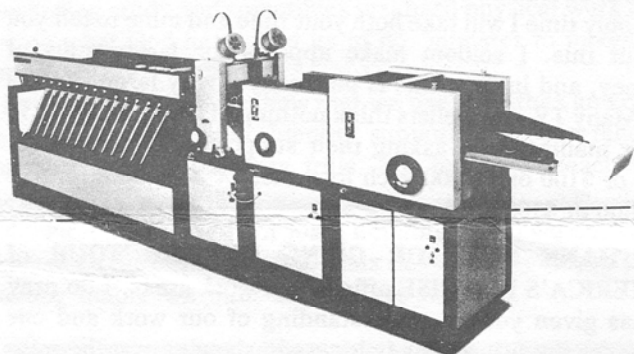
add a larger, 17x22 press like the one to the right (it would print the equivalent of four 8 1/2 x 11 sheets at a time). A used one in good condition would run \$12,000, a new one about \$35,000.



CAMERA AND PLATEMAKER. We have both in the 11x17 size. With a 17x22 press we would need these in the 17x22 size. Our smaller camera would be kept at our main office where the typesetting and pasteups are done and the larger one would be used where the presses are (the rented building). A camera that size similar to the one shown in the next column would run \$6,000 used, \$10,000 new, the platemaker \$4,000.

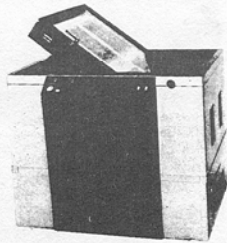
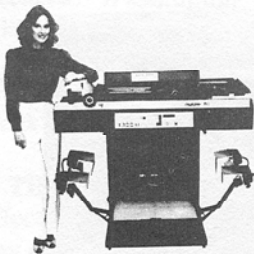
BOOKLET ASSEMBLY EQUIPMENT: Currently our small booklets made up of 6 to 13 sheets of 8 1/2 x 11 paper (like Cinderella, Bible Law on Money, Old Jerusalem, etc.) are run through our 16-station collator (after printing, of course), then hand fed into our stapler-folder which center staples it, then folds the whole book over. Our stapler-folder is over 8 years old and about one-half the size of the new one shown below. It should be replaced.

The larger stapler-folder shown below collates, feeds, staples, and folds **all in one pass**. It would complete three times as many tracts or booklets per hour with one operator as our present equipment. The section to the left, which holds the unfolded sheets, can be loaded **while running** so the booklets come out at the right in a steady stream. Cost? \$15,000 used to \$30,000 new.



Each year we must have several hundred thousand of our smaller booklets printed commercially as we do not have enough equipment. If we could do these ourselves, we could reduce the price of each pamphlet or booklet. That would be a start toward that goal of a ten-fold increase in Christian Identity literature.

LARGER BOOKS: All books we offer which have more than 60 pages must be assembled differently than smaller ones. They must have square backs rather than be folded and stapled in the center. We must now hire them done commercially. To do them ourselves and keep the offering prices down, we would need a "square back" book binder. The one next is from an ad on used equipment, a similar one new would be around \$15,000.



LARGER OFFICES: Some may have wondered where Pastor Emry thinks he is going to put all that equipment as our print shop and other work areas are already crowded as those who have been here know. Our offices at the Church are also crowded. We have 5 or 6 workers at the rented building each day and 2 to 4 at the Church offices not counting the two Pastors or my wife, who pitches in when needed.

We could do one of two things: 1. We rent a commercial building now for the print shop, warehouse and mail room so we could rent larger quarters, possibly twice as much floor space, or 2. We could build.

Our own building would be ideal and we have room on the Church property. However, to build twice the space of our present rented shop quarters would cost about \$200,000. We do not have the money.

I feel for now the tithe monies of God's People are better used for production and distribution of printed Bible sermons and studies rather than to build a building. We shall pray about building AFTER we have the equipment I have mentioned above and then absolutely need our own building.

WILL IT COME ABOUT? Well, that is entirely up to the God of Israel. I know many of you dear people do all you can and some would like to do more. I can only tell you what the situation is, what we feel we can do both with what we have and with newer and larger equipment, and we'll leave it in the hands of God.

I am convinced that we are today in a time similar to that of Europe in the 15th and 16th centuries. The people were then "under the thumb" of the money power, a corrupt church, and venal civil rulers. But it was time for God to do something in and with His People, Israel. He did it by raising up men who would preach His Truth and by providing the ways and means for the printing of vast quantities of sermons and Bible studies.

BETTER THAN TV RELIGION which is "entertainment," not instruction. Books can be studied and restudied and God has provided printing knowhow and scores of Kingdom and Identity studies which could be put in print.

I am NOT talking about printing only Pastor Emry's material. As an example, in talking to one retired Identity minister recently, he mentioned he had about a dozen books he had put together by typewriting the pages, xeroxing them and binding them by hand. He had gotten a few hundred copies out! I had never seen them so I asked him to send me copies which he did. **He sent 15 excellent works which have been read by only a handful of people!** They should be typeset, printed, and distributed by the tens of thousands, not by the hundreds! However, there is

none able to do it. We can't, as our present equipment is running full-time just to keep up with the limited number of books we already have set up. I have over 200 Bible studies which exist only on tape which should be put in print. We can't do them! There are other Identity Ministers who over the years have put together hundreds and hundreds of marvelous Bible sermons of which only a handful, literally, have ever been set in type. Many are on typewritten sheets, or perhaps exist only on a tape recording somewhere.

The raw material for hundreds of Kingdom and Identity pamphlets and books is already available. We all need to pray and pray and pray that many of them will be put in printed form for distribution to God's Israel People.

PRAY ABOUT IT THIS WAY: Above I have listed equipment which could multiply our printing production from 4 to 5 times (if we had all of it, but not counting the building). If we added a second shift, we could increase it 8 to 10 times! Let me list it here again, you pray about what you and others should do about it, and let us wait upon God:

	Minimum	Maximum
17x22 offset press	\$12,000	\$35,000
17x22 press camera	6,000	10,000
Platemaker	4,000	4,000
Multiple Folder	6,000	12,000
Book Collator-Stapler-Folder	15,000	30,000
Square back book binder	10,000	15,000
Computer Typesetter	6,000	15,000
	<hr/>	<hr/>
	\$59,000	\$121,000

KEEP THIS MESSAGE YOU HAVE JUST READ AS YOUR SPECIAL PRAYER REQUEST FOR 1984. This is the only time I will take both your time and mine to tell you about this. I seldom make appeals for large sums of money, and in fact, this is not really a very large sum, is it? Many TV evangelists think nothing of going on TV or in their mailings and asking their supporters to send them \$10 or \$100 or \$1,000 each for totals of \$1 million or \$10 million or \$100 million.

THANK YOU FOR GOING ON THE TOUR OF AMERICA'S PROMISE offices and work areas. I do pray it has given you an understanding of our work and our hope for the future. My boldness in showing you the ministry and in suggesting how this ministry can be expanded to produce literally a flood of printed books and tracts on the Identity and Kingdom Truth comes not from any hope of personal glory for me nor for my staff, but from our sincere desire that our blinded and sleeping Brethren in Israel might have the opportunity to hear the marvellous message of God's Mercy upon His People. Many of you have been with us for years in what we have done and are doing and we thank you and give the Praise to God. We desire that every one of you join in this holy mission to Israel.

Love from all at AMERICA'S PROMISE, in Jesus Christ,

Pastor Emry