



# Bulletin

of the Worldwide Church of God

VOLUME 4, NUMBER 5

PAGES 57-72

MARCH 20, 1973

## General News and Comments

### MAIL SUMMARIES

#### PASADENA, CALIFORNIA

March 16, 1973

**INCOME:** The total income for the year to date as of Thursday now shows a 3.0% increase.

**MAIL:** The mail count is holding up quite well. Of course, the response to the coupon in the February PLAIN TRUTH is slacking off, so the total letter count is dropping. However, all other areas of mail have maintained about the same level. The advertisement in the *Reader's Digest* for March has had a response of over 8,000 to date.

#### LONDON, ENGLAND

March 7, 1973

#### West African Section:

The month of February saw a 74% increase in mail over the monthly average for the previous 6 months. This relatively sudden increase in incoming mail has been surprising in two ways: (1) The responses from Radio Lakeland in Malawi have been poor from East and West Africa, because relatively few Africans own radio sets, and the station is beamed south rather than north or west; (2) Our responses to past *Reader's Digest* advertisements have shown no significant corresponding increase.

The proclivity of West Africans to share the literature and pass it around among family, tribal, and work groups seems to be the main vehicle by which our mailing list grows.

#### Indian Section:

What appeal and impact can the message of a Western, Christian religion like ours have on a Hindu and Moslem society like that of the Indian subcontinent? Plenty! Of the fifty million plus English-speaking people in that area many are Christians or have come in contact with Christianity via missionaries, etc.

Others find similarities between their religion and ours, enabling them to identify with our articles. As one Muslim writes:

"As a Muslim, I also believe that Christ was born sometime in August-September . . ."

"You will find that the Holy Koran does accept the Bible and the Torah to be revelatory books given by God to Moses and Jesus, but it (the Koran) says that the Jews and Christians have changed the wordings of the original revelations according to their worldly purposes. . ."

M.I.A., Karachi,  
Pakistan, Feb. '73

We have many "non-Christians" on our mailing list, receiving both *The PLAIN TRUTH* and the Correspondence Course. We definitely are having an impact in the subcontinent of India.

#### AUCKLAND, NEW ZEALAND

February, 1973

Letters for February totalled 3,159, a 58.5% decrease from February last year. Income received via the mail shows a 4.2% decrease for the month and a 6.7% decrease for the year to date.

Advertisement responses for February totalled 122. An interesting feature of these is the responses we continue to receive from old *Reader's Digest* and *Women's Weekly* ads, many over a year old and some over three years old!

# Personal NOTES

## BABY NEWS

**Maceo and Phoebe Hampton** (Manhattan P.M.): "Fifteen days and seven hours ago (February 12, 1973 — Lincoln's birthday — at 6:20 p.m.), my wife Phoebe brought forth on this continent a new baby girl (*Lydia Deborah* — weighing in at 8 lbs. and measuring 18 inches long), conceived in liberty and dedicated to the proposition all babies are created the same way, etc., etc." A somewhat long labor, but Phoebe came through with flying colors.

**Bob and Floye McKibben** (Covington-Louisville): Greetings: Our fourth son came screaming into the world on February 15th. I was over an hour late in arriving for the delivery, the doctor was 7 minutes late, Carol Meyer (we had the baby in Akron) was 2 minutes late, but *Robert Aaron* was born right on time at 12:00 noon! He weighed 6 pounds, 10 ounces, measured 19 inches long, and has powerful 4-inch biceps. All are doing fine.

## MAIL SUMMARIES

New broadcast responses stand at 196 for the month, a 10.7% increase over January.

*The PLAIN TRUTH* circulation is now 28,975, a 25.6% increase over the previous February. Correspondence Course students number 2,095.

Throughout the month we have had a remarkable response to articles in the January *PLAIN TRUTH*. Each of the advertised publications was in exceptionally high demand, with special emphasis on the booklets concerning Revelation, the Kingdom of God and Dating. Favorable comments about the magazine have also been exceptionally high.

### MANILA, PHILIPPINES

March 8, 1973

Our weekly mail count totaled 2,203 letters. Although the count was fairly good, the percentages of increase in both the month to date as well as year to date were down because March last year held an excellent total in letters. Moreover, a major revamp in the postal system, including a 50% hike in postage seemed to have affected our mail increase.

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Ministerial

# Bulletin

of the Worldwide Church of God

EDITOR

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## Book Reviews

**THINGS TO COME: Thinking About the Seventies and Eighties**, by Herman Kahn and Barry Bruce-Briggs, the Macmillan Company, New York, 1972, 262 pages, \$7.95.

With this volume, Herman Kahn, the computer cranium from the Hudson think tank, has written his sixth book of secular prophecy, in collaboration with historian Barry Bruce-Briggs, also of the Hudson Institute.

Why read this book? Simply because Kahn applied principles of rigorous thought (meditation), even though he ignores the biblical framework. By using some of *his* techniques and information, and the Bible as a framework, you will be able to reconstruct plausible "scenarios" (or world-scripts) within the biblical framework of history-in-advance (prophecy). The book will instill in you an appreciation for the value of reasoned thought about *how* doomsday could occur.

Kahn makes no secret of his rejection of the Bible: "The earth didn't come with an instruction book. You don't have the purpose of life written out for you." But it's refreshing to read the thoughts of a man unsullied by false Christianity — he's an agnostic Jew with sincere religious overtones who feels he may yet become a Rabbi before he dies!

*Things to Come* centers on the 1975-1985 decade, as compared to his former blockbuster, *The Year 2000*. His "no surprise" scenario is espe-

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# WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS  
PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG  
PRESIDENT and PASTOR

OFFICE OF  
GARNER TED ARMSTRONG  
Vice President

To All Ministers of Jesus Christ:

GREETINGS!

This will have to be somewhat hurried -- since I am between a business luncheon, a meeting with members of the Portfolio staff, and my third television program for the day, slated for 3:00 this afternoon. (That will make six in the last two days, and, if we complete our scheduled three for tomorrow, nine within three days!)

Mr. Herbert Armstrong was, at last word, in Hong Kong, on his latest trip which will take him all the way around the world, and in contact, once again, with many of the world's top leaders. He had planned to do a few "on-the-spot" radio programs, as well as write his "Personal" column for The PLAIN TRUTH. I am sure he will be writing the Co-Workers concerning some of the aspects of the trip upon his return.

You probably have been hearing certain "rumors" in addition to what we put in the last Bulletin, concerning the eventuality of what we are now calling The Worldwide Church of God News.

Let me tell you the rumors are probably true! I discussed this project with Mr. Armstrong over lunch at Johnny Casey's restaurant in East Texas. We recalled the very earliest use of the "Bulletin" -- back in the late 1930's and early 1940's -- which was, in effect, a "Church newspaper," going out not only to members, but to Co-Workers and donors as well.

The plans for such a project -- a Church newspaper sent out to every member worldwide -- are well under way. They embody NO additional employees, no transfers, no changing or alteration of responsibilities, and, hopefully, only a very TINY increase in budget.

I believe we can produce, print and mail such a Church newspaper for somewhere in the neighborhood of 10-15¢ per copy, and that by merely inspiring and encouraging the brethren concerning the very newsy and exciting contents of such a paper, mentioning to them in services from time to time that it WILL cost extra dollars to supply everyone with his or her own individual copy -- then PERHAPS they could be cognizant of this, and, from time to time, be able to see their way clear to give an extra dollar or so to defray the cost of the Church newspaper.

Frankly, I feel the incalculable spiritual and newsworthy value of such a newspaper will so excite, inspire, and draw together the

Church brethren that the income will almost surely be stimulated, since it will make them feel so much more a PART of the entire Work. (More on this later in this letter.)

I want to thank all of you who responded to my letters in the last two Bulletins -- I have read thoroughly any number of personal letters received from men in the field who exude excitement and enthusiasm about so many of the new procedures being instituted in CAD under Mr. David Antion and the new Regional Directors.

The trends in the Church are VERY encouraging -- I have just received a report from Mr. David Antion giving a very rough estimate of just what our growth patterns may look like for the next three to five years, and have been told that even at a conservative estimate, we may find ourselves with two hundred additional churches by the year 1978 (if, all things being equal, the Work continues until that time, and the nation does not collapse in some economic disaster, or the world climate, as it fulfills Biblical prophecy, does not prove to preclude God's Work continuing on to such a date). These 200 additional churches means that we will have grown, within a five year period, almost as much as we did in the whole preceding 39-year period!

Remember, this is a conservative estimate!

As you may know, we are now readying for our upcoming campaign on the last two days of this month and the first day of next month in Salt Lake City, and then we'll be down in Dallas, Texas, on the following weekend, for a campaign there.

We just had a meeting this morning during which we were able to cut many thousands of dollars out of our projected media impact budget for the campaigns in both of those areas -- and I certainly hope all of your fellows in the Churches within any suitable range of those two campaign sites will encourage and inspire your members to come out -- ESPECIALLY ON FRIDAY NIGHTS! I have always been personally inspired and gratified by the tremendous support we have had from our local brethren. This does not mean we have not been attracting LARGE crowds from the general public. We have!

We would not, however, have had such large crowds as we have experienced -- as I'm sure all of you know -- if the brethren weren't enthusiastically involved. And even though in the earliest campaigns of this past year we had the notion "that they were for the outsiders" and not "for the brethren," I think all of us have come to see more and more the tremendous inspirational value for the brethren themselves -- the way it makes them feel such a vital part of the Work, and the increased awareness of what this Work is doing, as they are able to SEE many outsiders upon whom they have never laid eyes before, walking past them to take a seat in the auditorium, and to "view," as it were, "through the eyes of the outsider" what the Personal Appearance Campaigns must be like.

Over in Richmond, where they had very large and turn-away crowds, we noticed all of the teen-agers from the local Church had been organized together and performed functions as ushers and helped with security. They were a very fine, bright, and eager bunch of young people. I had the opportunity to meet with them very briefly for just a few words of encouragement -- and would you believe -- as a direct result of this I received several letters filled with really enthusiastic statements just because "Garner Ted had taken the time to show the teen-agers he really CARED for them, and knew they were 'out there,' and knew what some of their frustrations and hang-ups really were."

I hope all of you can encourage teen-agers in your Church areas that they can begin writing various thoughts they may have -- about conditions in their schools, conditions in the world in general as they view them, different hang-ups and frustrations they may personally have, and different ideas about various teen organizations, outings, field trips, sports programs and the like -- which teen-agers might want to "rap" about in the upcoming Church of God newspapers.

The newspaper, of course, is not off the ground yet -- we are in the process of preparing our very first sample copies to present to Mr. Herbert Armstrong for his final approval -- but I am certainly inspired and excited by the enthusiasm the proposal has received in every quarter.

The following sections are being considered for The Worldwide Church of God News. Not every section will appear in every issue. By the way, the newspaper will be published either monthly, or hopefully, bi-weekly. The format will be newspaper style -- like the Texas Portfolio. The size will vary, depending upon the copy and pictures available, from 4 to 16 or so pages.

It will probably be some time before we produce a first limited run prototype for Mr. Armstrong to review -- and still later before we could begin regular publication. But the gears are working. These are some preliminary ideas:

- 1) World News: Trends, conditions, events related to prophecy and God's Church.
- 2) HWA/GTA Personal columns
- 3) Media News: Extensive info about the Work -- Television-Radio stations, upcoming TV-Radio subjects, upcoming campaigns, results of previous campaigns, upcoming PT articles and booklets, publications, circulation, trips, income trends, member growth, trends and especially comments received from our mail around the world, etc., etc. Much detail, pics, etc. -- highly coordinated to generate real involvement for the brethren. Make members feel part of the "inner-circle" team -- let them in on the advance planning in many areas.

- 4) Short Articles: By Messrs. Antion, Hill, McCullough, Dart, Hunting, etc., Regional Directors, Foreign Office Managers, Pastors, etc. -- on any subject of current interest.
- 5) Church News: All informative and encouraging news. Keep all members involved. District trips, preaching by Mr. HWA, Mr. GTA, etc., new Churches, Bible studies, especially interesting or important sermons. Results of phone numbers in telephone directories, results of campaigns, info on new people hearing about the Church in unusual circumstances. Social activities, youth activities, athletic events. Births, deaths, marriages of interest. Interesting activities of specific members, unusual or important jobs of members, difficulties of certain Churches regarding local problems, trials of members, healings and other miraculous events, answered prayer, etc.
- 6) Foreign Work: Emphasize the development, difficulties, and accomplishments of foreign areas around the world. The section of letters and reports from God's Ministers around the world in the Foreign Work as it has appeared in the Bulletin would be, in toto, perfect for the Church newspaper -- accounts were inspirational, newsy, etc. Include same info as for United States Churches in section 5.
- 7) College News: From all three campuses -- student activities, special events, forums, assemblies, social activities, sports. Also include info about Ambassador courses, new material being taught, articles by faculty members about their classes and research, etc. Use Portfolio articles.
- 8) Imperial School News: All three campuses. Give philosophies and approach of Imperial. Tell of events, social activities, sports, ideas of faculties and students. Objective: Plug our Church young people into their peers at Imperial. Encourage and give them relevant goals.
- 9) Teen-Age Section: Sound-off section. Q & A. Be real open. Encourage our teen-agers to really "tell it like it is."
- 10) Women's Section: Articles from the woman's point of view -- helpful hints regarding shopping, sewing, cooking, foods and diet (without fanaticism!!), weight-reduction programs, maternity and baby aids, etc. Anything, in fact, where our women can really feel involved, and can expect to learn from another woman in some far-flung corner of the world if she is also a member of God's Church. Women's Q & A section. Involve wives of ministers.
- 11) Potpourri: Recreational ideas, travel suggestions, ideas on child rearing and education, car repair tips, income tax

tips (don't go to quacks, etc.), health suggestions (without fanaticism!!), book and movie reviews, etc.

This must be our newspaper. We must support it and make it a success. Mr. Antion's department, for one, needs much more input from all of you, and that includes your wives!

I think it is also very essential that our brethren get a little bit more of a personal look into the lives of their brothers and sisters in Christ in far away Perth, Australia, in South Africa, behind the Iron Curtain, in the Philippines, up in Alaska or any far-flung area such as Hawaii or the Island of Barbados! So far we have only heard via various formal reports or letters from ministers in this Bulletin -- but we have never been able to enjoy the personal, in-depth letters as written by members concerning their trials and tribulations, their elations or successes, their unusual occupations or circumstances -- things we would all like to know!

Just as so many of you ministers in the past have written in telling Headquarters how deeply you appreciated the Portfolio (prior to its total paucity of news of the Work, and that you virtually depended on it [in the pre-Bulletin days -- and to a large extent even afterwards] for your real news from Headquarters), you can readily understand what a tremendous impact this Church of God News will have on the total membership at large. (I bet some of you are wondering what's going to happen to The GOOD NEWS in the light of this! I'm going to save it for a future Bulletin, but we have some very important new responsibilities for the good old "GN.")

I took the Bible Study in Pasadena last Friday night and had an opportunity to discuss some of our basic hang-ups concerning our total approach to an Ambassador College education.

Briefly, I showed the people there how we have always said that Ambassador College is the "West Point of God's Work," and mentioned how strange it would be if, in the opening comments in greeting his new class, the Commanding General at West Point were to ask all of the fresh, scrubbed, bright young cadets how many of them came there with the idea of becoming officers -- and then, if any eager cadet raised his hand, the Commanding General would immediately say to forget all about it! Becoming an officer should not even enter his mind!

Frankly, we have been very dramatically reevaluating our approach toward the student body as a whole. First, if we are an institution which openly admits we do not teach students "how to earn a living," then we are assuming either one of two things: 1) Either the student already KNOWS how to earn a living before he comes to Ambassador College or, 2) he must yet LEARN how to earn a living after he leaves, UNLESS he is hired by us.

However, we have seen in the past number of years that we have been totally unable to absorb all of our own graduates within the

Work. Even though we feel that this is going to be dramatically altered with the new changes in many aspects of the Work, the upswing in our total public exposure and with the new policies concerning church attendance, it will, of necessity, continue for the next one or two graduating classes.

We are hoping, then, that we can begin to be honest with ourselves and with the men and women in Ambassador College a little earlier along the line in their academic career, so that all of their classes and their extra-curricular activities can be done with the very certain knowledge that such classes and activities will be useful to them in a specific place in the field, or in some other capacity in God's Work, in the future! This will help many men begin to really PREPARE while they are yet in college for such demanding duties as pastoring a Church, counseling PM's, preaching funerals, conducting weddings, setting up sports programs, evaluating Spokesman's Clubs, establishing and conducting Bible Studies, conducting successful visits, anointing, praying for and encouraging people, arranging and delivering effective sermons, as well as making themselves available for various civic organizations, local grade and high schools for lectures, and having more of a total IMPACT on their own communities.

These are only "thinking stage" ideas at the moment -- but I think they are all very important ones; and, of course, they tie directly into the idea of our being able to eventually expand the first two years in Big Sandy into a junior college.

We have been very greatly inspired, as I said earlier, to realize that we have broken all mail records in the history of the Work for the first month or so of 1973.

I've also been personally inspired to see a brand new thing occurring in the Work -- the development of an in-depth tape-cassetted film-slide presentation of the history and workings of the total Mail Processing Department. It was produced by Mr. Joe Clayton, written by Mr. Art Craig and narrated by Mr. Jim Jensen.

We're going to be seeing how we can send this out to some of you, in fact as many as possible, so that the local brethren could even invite outsiders and their friends in the world to come and find out what Ambassador College is all about.

Hopefully, we can begin producing such audio-visual packages about all aspects of the Work -- the College as a whole, the Work as a whole, the Church as a whole, and various specialized departments. I was very inspired to see the very professional job which was done by Joe Clayton, Art Craig and Jim Jensen in this particular production, and hope that we can have a steady stream of such things coming out in the future. Once again, we face the prospect of additional financial requirements which we do not presently have in the budget, but I am sure that if God wants this type of thing done for His people, the way will be found.

As you may know, all of the physical moves in concert with the recently announced changes in personnel in the very top echelon in God's Work are now being accomplished: Even as I dictate this letter for the Bulletin, Mr. McCullough is arriving in Los Angeles to take up his responsibilities as Director of the Foreign Educational Service. Mr. Dart is already on the spot in Big Sandy, Mr. McNair is packing up and readying to come to Pasadena, and Mr. Meredith will be on his way in a very few days for a short stop-over in Big Sandy, then a visit with his mother up in Missouri, and then on to Bricket Wood, England.

On the personal side for a moment, I am finding that the crushing load of trying to keep up with daily simulcasts on TV and radio as well as the promotional spots, plus all of the many other activities, functions and responsibilities that are continually waiting outside my door is almost too much to bear.

But I really LOVE it -- I find myself more enthusiastic and more excited about doing God's Work -- every facet that God wants me involved in, from television and radio to the field ministry and the College, etc., etc., than I have ever before been in my entire life.

The area immediately outside our television work room sometimes looks like a crowded dentist's reception office -- but that's the way it is, and that's the way it has to be, and, of course, the only way I want it. (The analogy of my office to a dentist's office only refers to the size of the crowd -- and hopefully not to the anxiety of people waiting to have their teeth pulled!)

Seriously, I am very personally grateful for the fact that I have many fine helpers who are endeavoring to shoulder some of this load every single day, that we have been able to have far more lateral communication, that we have a friendly, shirt-sleeves environment with so many of the people with whom I must work every single day, and that we can have the rapport and the man-to-man give-and-take discussions which we enjoy in God's Work.

I am in constant communication -- in a direct, personal, working, open, and daily manner -- with all of God's top executives here at HQ. Messrs. Portune, Antion, Smith, Cole, Hill -- and many others too -- have direct and personal access to me -- and that's the way it is going to remain! I think some of us in the past have not fully appreciated -- and that includes myself -- the abilities, capacities, and deep dedication of the top men that God has provided for His Work. It is indeed a pleasure and an honor to be able to serve together with these men as brothers in God's Work, and that surely includes you guys right at the top of the list!

I scarcely ever see my office on the fourth floor of the Hall of Administration -- in practical fact I have not been there now for several weeks, and probably have not been inside the office more than six or so times (and then only for very brief moments) since my return last June.

We are going to go down to see Liudmila Tourischeva and Olga Korbut, two of the six Soviet gymnastics team who won all the gold medals in the Olympics, whose names you will remember.

Now for some fatherly bragging! The other day, my two younger sons, David and Matthew, were again participating in one of the Imperial High School's swim meets with other high schools in the area! I understood from an earlier trial run that David had broken an AAU record, this only in our own pool and not in competition.

Recently Imperial met with about six other schools in competition in a very large Los Angeles high school facility and made just about a clean sweep of all the top awards. I was sure talking to two elated young boys when I got home and found that, between them, David and Matthew had come away with nine blue ribbons! They were telling me the whole story about how, in the swim meet, the other boys were going to count diving scores, but that Imperial had no divers, and Imperial had been quite far ahead in total point-count until the diving events began, and then had to sit on the sidelines and watch the other schools' point-count soar skyward -- but then were able to get into a couple of medleys, some freestyle races, a breaststroke event or two and were able to win several more blue ribbons.

While you hate to sound like a bragging father, it is, of course very pleasing when you can have children who can begin to excel in a particular sport.

Both of the boys have been privileged to have this fabulous facility of the Ambassador College Natatorium right here available (as it is for all Imperial students), and of course being involved in the Summer Program year after year has kept them very close to aqua-sports, so it is quite an interesting, thrilling and fulfilling experience for them -- and for me.

Well, that's about it for now -- I have had to dictate this after a business luncheon and have kept the Portfolio staff, I see, waiting for probably half an hour. Also I am due before the TV cameras in less than 30 minutes from now.

So, so-long for now, please let me hear from you, "Keep those cards and letters coming" (Yuk), and be sure to inspire your people to tell us about their personal problems, situations, questions and experiences for the sake of the up-coming Worldwide Church of God News!

Your brother in Christ's service,

*Samuel L. Armstrong*

# Church Administration

DAVID L. ANTION

Sunny skies and beautiful clear weather dominate the Southern California scene today, and so a sunny "hello" to all of you!

## Potpourri of News

Mr. Ronald Dart has already left Pasadena and is now established in Big Sandy, Texas. Mr. Les McCullough will be arriving with his family tomorrow (March 15th), but their belongings will follow afterward.

Mr. Raymond McNair and family will be arriving sometime in the week beginning March 18th. He will overlap with Mr. Meredith a few days before Mr. Meredith leaves for England. So, before the Passover all of the relocations of this major executive shift will have taken place.

Many of you might not have heard that construction on the Long Beach freeway close to the college will be delayed for probably at least a year or perhaps longer. However, it looks as though work on the section of freeway running directly in front of Ambassador College will be completed down as far as California Street. This will be an advantage to all of us in several ways. It will clean up the construction mess that now exists in front of the college, plus cutting down on the amount of traffic passing by the college.

## Bulletin to Local Church Elders

I am very pleased to welcome our Local Church Elders to the readership of the Ministerial Bulletin. These are the Local Elders who are not employed full time by the Church. They are some of the stalwarts and pillars of God's Churches throughout the U.S.A. and the world. We are very happy that you can join us in receiving the Ministerial Bulletin, and hope that you will feel free to contribute ideas that will help in making it more meaningful to you as well as to all of God's ministry.

## Pasadena Regional Conference

The first of our Regional Conferences ended last Thursday. The men and their wives from the Pasadena region met together in Santa Barbara, California. We had eleven two-hour meetings from Monday through Thursday noon. There were

many fine comments on the success of the Regional Conference, and I was impressed with the number of people who said that it was "the best ever."

We had a number of very inspiring lectures from Dr. Ernest Martin. These lectures were heavily biblical — and therefore the tone of the conference was heavily biblical as well. Dr. Martin's lectures were intended to inspire God's ministry toward renewed study of the Bible. Gunar Freibergs also attended and contributed with lecture sessions on ecclesiastical history and the history of the inter-Testamental period and its importance.

We hope that we can at least bring you Dr. Martin's lectures during your Regional Conference in the next several months.

Lectures from Mr. Freibergs and Dr. Martin certainly left many of the ministers hopeful that they could return to college for a sabbatical and enroll in some of the college's newer and more advanced theology and pastoral administration courses.

The location was also a very great contributing factor to the success of the conference. We were nestled between the ocean and the grandeur of the mountains along the Santa Barbara coast. We had fine weather overall. We had privacy and a real feeling of togetherness.

But I think the key to the success of the whole conference was the open atmosphere and friendliness and warmth which pervaded. It was well planned and well organized, with the schedule and directions having been sent to everyone ahead of time.

But the Regional Conference was not a picnic! We were in conferences six hours a day starting at 8:00 a.m.! While the conferences began early, we did break at 3:00 p.m. for some free time which included socials, sports activities, etc. The evenings were free except for one banquet.

I was very pleased and encouraged to hear the many good comments about this Regional Conference. I feel that it did accomplish its overall purpose by bringing much inspiration, assistance, and impetus toward team building for the entire region.

## Budget

Now that the Regional Directors are in their offices, we are going to redo the entire CAD budget for 1973. We feel this will tie us in better with the Accounting Department, and it will tailor our budget to our new structure. And so we will be sending all church pastors a new budget survey form. When you receive this you can fill it out and return it to your Regional Director for his input.

You will also receive your old budget survey form that you filled out prior to this time, and hopefully a computer printout as well. We plan to send these out during the first week of April.

### Church Newspaper

Regarding the Worldwide Church of God newspaper Mr. Ted Armstrong spoke to you about in the last Bulletin and again in this one, a portion of the paper is slated to contain news from the U. S. churches and the field ministry, as well as Church Administration Division plans.

If you have any outstanding news in your local church area which you feel will be of *worldwide interest* — such as outstanding healings, outstanding events, outstanding experiences, personalities, outstanding quotations from children, etc. — please send them in to our Church Administration Division Staff Services in your regular ministerial envelope.

I have asked Mr. James Young to coordinate that material for us to make our contribution to the Church newspaper.

### Legal Announcements

The following announcement comes from Mr. Ralph Helge of our Legal Department. He has asked that we make this announcement in order to prevent a misunderstanding among some of our members which could result in some problems.

"The draft law, with all its requirements, remains in full effect and force even though induction orders are not presently being issued. *Young men must still register for the draft at age 18*, keep their draft boards informed of their up-to-date mailing addresses, and promptly appeal any adverse classification from their draft boards. Some of our men are still being prosecuted for failure to comply with Selective Service requirements. Men who are dealing with Selective Service should keep in contact with Special Services."

Also, many people are being discharged from their positions for keeping the Holy Days and Sabbaths. We feel it is to the benefit of the Church to furnish these people some information regarding the legal procedures for being reinstated under the current law. Therefore, would you also make the following announcement during Sabbath services:

"If you have been discharged from your job, reduced in rank or salary, or otherwise discriminated against due to keeping the Sabbaths or for other religious convictions, and are desirous of receiving help, please write: Mr. Ralph K. Helge, Attention Section E, Box 111, Pasadena, California 91109."

### The One Dollar Bible

Recently an ad was run in a major magazine by the National Bible Week Committee. It offered the Revised Standard Version of the Bible for the price of one dollar. Some of our members who saw this offer brought it to the attention of their minister. He brought it to our attention and we would like to suggest that if any of our members would like a copy of the Revised Standard Version of the Bible, they may take advantage of this offer. The Bibles are sent out by the American Bible Society. As the offer states, a person should send one dollar to National Bible Week Committee, P. O. Box 1170, Ansonia Station, New York, New York 10023, enclosing name and address. The American Bible Society will send a hard-cover Revised Standard Version of the Bible by return mail.

### More on Regional Directors

I would again like to clarify the Regional Director's job. It definitely does differ from the job of District Superintendent and it will be even more sharply differentiated as time goes on.

The Regional Director is the total administrator for his region. He has been delegated the responsibility for his entire region, including planning for new church growth, manpower needs, Bible Studies, Spokesman Clubs, lease-car needs, salary administration, etc. Of course, he administers these within the overall guidelines and policies from Headquarters. However, he is the top executive in his particular region.

The Regional Director will also have full control of his regional budget. This will be a particular advantage for him as well as for each local church pastor who controls his own local church budget.

There will be a series of steps necessary to complete the whole picture of what we are trying to achieve for the field ministry. It involves "delegation."

I have defined "delegation" as the transferring of responsibility for decision making to the area where the problems arise. That is, we want to be able to give responsibility and authority to make decisions at the areas where those decisions are needed. Naturally, where the decision involves policy or is unusual in some way, it is to be delegated to those who have more responsibility to make the decision.

J. C. Penney is quoted as having said this about delegation: "Delegation gives you an opportunity to take on additional work yourself; to expand your department or division. Delegation relieves

you of petty routine details that are not part of your executive job which can probably be done just as efficiently by someone else. Delegation helps keep your department from becoming a bottleneck, which is very apt to happen when the executive insists on doing everything himself. Delegation improves the morale of employees by giving them a sharing of responsibility."

Since this delegation process is somewhat foreign to what most of us are used to, we need to occasionally explain more about it. We will try to elaborate more on this principle periodically so that the picture becomes clearer and clearer as time goes by.

Just as we are beginning to delegate many responsibilities to the Regional Director, he will also be delegating more responsibilities to the church pastors. Along with that responsibility comes the authority to make the decision and the *accountability* for the results.

I do hope that where there are questions or where there is vagueness in your mind about this concept, that you will talk with me or ask me to explain it as I visit the Regional Conferences this year. I will be more than happy to take more time to make the picture clearer. If you have specific questions that I can answer in the Bulletin, please let me know.

### The Ministry and You

One of the main duties of God's ministry is *counseling*. Probably more time is spent in counseling than in nearly any other phase of the ministry. And so I feel it is important that God's ministry understand some of the major principles involved in counseling.

We go into the subject thoroughly during several class periods in the Pastoral Administration class. However, I would like to discuss only one phase of counseling at this time.

What should be the attitude of the minister when counseling? What should be his posture?

Certainly he should be warm, helpful, *concerned*, fatherly and patient.

Wisdom is definitely involved when counseling. And the Bible amply describes the attitude of the right kind of Godly wisdom. This is the attitude that should characterize every one of God's ministers when they counsel with His people.

"The wisdom that is from above is first pure, then PEACEABLE, GENTLE, AND EASY TO BE INTREATED, FULL OF MERCY AND GOOD FRUITS, WITHOUT PARTIALITY, AND WITHOUT HYPOCRISY" (James 3:17).

Notice the picture as portrayed by the Bible's

description of Godly wisdom. It is certainly not a hurried, impatient, angry posture. It is "easy to be intreated." This is a fabulous quality all by itself which we need to develop more and more in our ministry!

If, when a person comes to counsel with you, you rush him or constantly look at your wristwatch or look out the window or pick up papers and read them or are busy doing something else, he is not going to feel very free or comfortable about talking his problems over with you.

When people have problems they want to know that you are **CONCERNED**. You have to *show* that you want to be helpful.

Sometimes we may think that people are nice to have in the church, but we don't want them to have any problems. We look at people sometimes as though they must not have problems, and therefore it sometimes makes us irritated and angry when we find out that they do.

We sometimes feel that these problems are an encroachment on our own personal time, and are therefore taking up our energies unnecessarily to have to counsel and solve them.

This is definitely the wrong approach. Our approach must be one of realizing that people *do have problems!* People *will have problems!* We must always *expect them to have problems!*

Therefore, our job is to *help* solve their problems! We must *want* to counsel people to try to help them with their problems. We must *want* to provide encouragement, guidance, friendship, relief from affliction, and the judgment and safety that goes with **GOOD** counsel.

But all of this effort will be for nothing unless the people *know* that you are **CONCERNED** about them and about their welfare!

Let's all work on the qualities we should have from "the wisdom that is from above." Let's all strive to be the kind of person that God's people can turn to for real heartfelt help in a time of need and crisis or disaster, or when they need advice and guidance regarding major decisions.

If we all work on these qualities now it will do wonders in making God's ministry more approachable.

And if we realize that people do have problems, and expect them to have problems, and that in a way that's why we are in the ministry, we can look at them not as an irritant or as bothersome people, but as God's children who need help that you as a "big brother" can supply.

I'd like to discuss more about counseling God's people and what a counseling minister should be like in the next Bulletin.

In the meantime, thank you all for your interest in and application of the principles contained in this column. Let's all strive to be the kind of ministers that our Great Shepherd will be truly pleased with. □

## CAMPAIGN NEWS

Through March 7th we have received 539 of the program tear-out slips from Richmond and 368 from New Orleans. We have also received 242 of the "Worth Writing For" cards from Richmond and 258 from New Orleans.

Tom Williams reports a better than average follow-up response in Richmond. He has received 42 calls through the 7th. The attendance to the follow-up lectures was 123, 150 and 108 respectively. Tom says that the persons attending are a good cross-section of people — white collar and blue collar workers, as well as retired and elderly. Six families have already been invited to church. Tom expects 80 or 90 persons will eventually become members.

Bobby Boyce has received 31 calls as a result of the New Orleans campaign, and the follow-up lecture response has averaged between 45 and 50 adults. Of these, most are good prospectives. Bobby has also received many letters from new persons asking questions or requesting a visit.

The results thus far indicate that the Richmond and New Orleans Personal Appearance Campaigns have been a tremendous success. We will continue to keep you informed.

— Joe Bauer

## MEDIA UPDATE

Here is an update on a few of the Media Department's most recent station commitments.

Starting March 19 we will be on WAKR-TV channel 23 in Akron, Ohio. This station represents another breakthrough for us in fringe prime programming. Our schedule will be 5:30 p.m. Monday through Friday, which precedes the news, and on Saturday at 1:00 p.m. The station has agreed to give us ten ten-second promo spots per week and ten 30-second promo spots per week.

After the better part of a year we will be back in the New Mexico area on 50 thousand watt clear channel KOB Radio 77. Beginning March 12, a daily broadcast will be heard at 11:00 p.m. Monday through Saturday and at 9:30 a.m. on Sundays. KOB can be heard in 16 western states, and since it is close to a time change line, Phoenix and Tucson will hear this broadcast one hour earlier.

KOB is the Southwest's oldest station featuring middle of the road music and experienced personalities. The station has agreed to give us a bonus of four 30-second promos per day plus four 3-column by 5" combination newspaper ads in the Albuquerque *Journal Tribune*, scheduled once every three months, and three 3-column by 9" newspaper ads on the first three Sundays of the contract.

On March 12 we began broadcasting on WHAS Radio, Louisville, Kentucky (840 kc). We are on at 11:30 p.m. Monday through Friday and 8:00 p.m. Sunday. Keep in mind that 25 miles west of Louisville this broadcast is heard at 10:30 p.m. WHAS is a clear channel 50 thousand watt M.O.R. ("middle of the road") station putting out a massive signal at night, heard in 41 states. The World Tomorrow is preceded by a news show and followed by a talk show. We will receive four 30-second promo spots per day, plus four 3-column by 5" combination newspaper ads in the *Courier Journal/Louisville Times* once every three months of the contract year.

Starting March 19, we will air on WWWE Radio, Cleveland, Ohio. This also is a 50 thousand watt station. Our time is 11:30 p.m. Monday through Saturday and 11:00 p.m. on Sunday.

— Dan Ricker

## BOOK REVIEWS

(Continued from page 58)

cially interesting, projecting France to lead the E.E.C., an emerging Eastern Common Market, and greater detente with the Russian "thermidor." In the U.S., his "multifold trend" predicts an increasingly sensate society, a "quarternary economy" of services-on-services, and a middle class "counter-reformation" against the "humanistic left."

Of course, there will be surprises. In 1958, Peter Drucker wrote a similar book about, in effect, "1975 in Prophecy." His details were surprisingly accurate, but the most important developments were unforeseen. Singular "unique events" brought them about.

The greatest help this book offers is a short course in how to meditate! We don't necessarily want to adopt *his* style, but at least we can know what man's "think tanks" think. We can not only know what they do (by reading books such as these), but we can have the foreknowledge of the "unique events" which upset all "surprise-free scenarios."

Remember, Kahn is a far-out thinker and you may not think any more of his thinking than he does of anybody else's! □

## MAIL SUMMARIES

(Continued from page 58)

We sent out a total of 2,932 PLAIN TRUTH copies through three major supermarkets this past week. In the copies were inserted cards offering three-month trial subscriptions as well as the Correspondence Course. All copies were practically taken within seven days since they were distributed! So far, we received 40 individual responses. Some of these individual responses contained requests for both trial subscriptions and for the Correspondence Course.

Income was also down. Members have been sending approximately 70% of our income. This percentage may yet improve because members who had been laid off from work, or could not find jobs because of strict enforcement of Blue Sunday Law, can now opt for Sabbath as their day off as a result of the latest Presidential Decree granting an elective day off for employees.

## LETTER COMMENTS

### COMMENTS ABOUT THE FEBRUARY PLAIN TRUTH

The response to the February PLAIN TRUTH hasn't as yet been totally received. However, it is beginning to taper off as the March PLAIN TRUTH response begins to pick up.

The coupon in the February issue has now reached a total response of over 171,000, which is about a 10% response.

The most commented on article thus far is "Face to Face with the Forgotten American." Following are comments concerning the February issue:

#### A Special Way to Peace and Joy

"I received your PLAIN TRUTH magazine yesterday and just now I got through reading the article, 'A Special Way to Peace and Joy.' What a beautiful article, and how very true. If everyone in the world could and would read this article and really understand it, what a wonderful world we could have. It was very, very touching.

"My nineteen-year-old son can't wait until we get the next issue, which in itself is a joy because he has never been a reader of anything. Please keep up the good work. All of you connected with Ambassador College truly must be beautiful people, and I wish all the world could be like you."

Mrs. E. C.,  
Anaheim, California

"Thank you for 'A Special Way to Peace and Joy.' It is one of the best articles I have ever seen. One thing bothers me, though. If the Ten Commandments are in effect now, how did they get separated from the rest of the Mosaic Law, and what scripture shows that Jesus discontinued it? I think there are about 631 Old Testament commandments, many of them of a moral nature. Are we to keep all of them, only the moral ones, only the ten, or what?"

Al S.,  
Huntington Beach, California

#### Success Begins by Age One

"Your article in the February 1973 issue about children, 'Success Begins By Age One' especially intrigued me because we are the proud parents of a beautiful three-month-old daughter. Some of my friends think it is amusing that we talk to Emily so much and in the same way as we would any other person. We also read to her and treat her gently, but with dignity. Emily seems to thrive because of it, and though only three months old, she seems more alert and aware than other children months older.

"After reading your article, I have come to the conclusion that the basics for child rearing is a desire to take time and enjoy these precious years. Perhaps if we do now, then teen-age problems won't be as severe.

"In wanting to read more and learn more about raising Emily, I am asking you to please send me *The Plain Truth About Child Rearing*. Thank you for a good magazine."

Toni B.,  
Lindenwold, New Jersey

#### Face to Face With the Forgotten American

"We both are Navajos from Window Rock area. It is true about the Navajos back home. It's hard to be a Navajo Indian or any Indian tribe in the U.S.A. We are glad *The PLAIN TRUTH* realizes that and open many eyes of the many people who read about us. It's hard to live in the white man ways. Especially when you don't know how to spend or budget your money. So I appreciate very much to get your two books about financing money. Oh, we have four wonderful children from 7 years to 8 months old."

Mrs. Willie W.,  
Gardena, California

"I'd like to thank you for *The PLAIN TRUTH* magazine. It is so informative about world prob-

lems and situations I never knew existed. The real reason for this letter is to comment on your article 'The Forgotten American.' It's not that I don't think the Indians, or any other similar society, don't deserve better, but I do not feel too badly about the conditions that the Indians live under. Compare those conditions of the average Navajo family in your article with their average lifestyle before Columbus arrived. You know they're better off now with 200 thousand living in major cities and those who *choose* to remain on the reservation with enough extra money to get drunk so often. I believe that a lack of jobs is not the problem. How many jobs (or how much welfare) was there before the white man came along?

"The real problem is laziness. Who wants to *work* when they can exist on the reservation, in a lifestyle to which they are accustomed, with no work? The answer is the 200 thousand Indians who left for the city. The white man migrated to the same desert the Indians are on. Our cities are only different because we work to make them the way they are."

James A. B.,  
Santa Barbara, California

"Thank you for your warm sincere article 'Face to Face With the Forgotten American.' I have a little job I go to every day in East L.A. It's not Calcutta or Rio de Janeiro. It's just the depressed area, the modern Indian reservation. It's nice to have people like you working and talking about problems. Thank you again for *The PLAIN TRUTH* which I enjoy reading at nights."

Dora L. D.,  
Los Angeles, California

"I commend you for your fine work on your article about the Navajo people. It is very informative and I hope this article will bring to light the many and varied problems facing the American Indian communities around this country. I hope your article will assist Mr. MacDonald in his fine efforts for the tribe and I am hoping the non-Indian communities will join with him and others like him to pursue the much needed opportunities for his people. It is encouraging to me to see publications such as *The PLAIN TRUTH* shedding light on the problems confronting this nation and particularly the first Americans. May you continue your fine efforts."

Ernest Sickey,  
Coushatta Tribe  
of Louisiana,  
Elton, Louisiana

"After reading your article on the 'Forgotten American' I would like to say a few words in favor of what our government does for these people. It is true that the government gives each family a monthly check. But I am told by good authority and different people that the man of the house takes the check out and goes directly to the bar and drinks it up before going home, therefore he and his family suffer unnecessarily. In fact, I have lived in Winslow, Arizona, and seen the drunk Indians on the sidewalks lying down. There is one thing I do blame the government for, and that is for allowing saloons on the reservations. On the other hand, I do know that our government builds schools and hospitals and also staffs them for the Indians. So I certainly believe the Indian is more to blame for his plight than anyone else. We also know the Indians are not a progressive people and had not the white man come and taken over this country it would have never been civilized and made the greatest country in the world as it is now. Certainly much more could be said along these lines."

Fanny E.,  
Alpine, Texas

#### Sex Begins At Home — For Teen-agers With Careless Parents

"In your latest edition you wrote an article about sex, saying that sex begins in a car or an unsupervised house. In other words, you were telling parents to guard their houses and cars from their children because of sex. I am 17 and I know that if a relationship is going to happen between a couple, it's going to happen no matter what the circumstances are. Instead, parents should try to help their children, like giving the girls the pill — or the girls themselves going to Planned Parenthood."

Jane D.,  
St. Louis, Missouri

"I was very much impressed by your article 'Sex Begins At Home — For Teen-agers With Careless Parents.' I was naturally attracted to this article as I am an 18-year-old college girl. Fortunately enough, I was one of the lucky ones; my parents allowed my sister and me to have parties — while they were home. We were also able to take our boyfriends on our vacations with the family. At 18, I have already set my moral standards. I can honestly thank my parents for instilling in me my present attitudes toward sex."

Miss L. D. M.,  
Orange, California