

Bulletin



of the Worldwide Church of God

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SEPTEMBER 25, 1973

General News and Comments

MAIL SUMMARIES

PASADENA, CALIFORNIA

September 21, 1973

INCOME: The total income for the year to date as of last Friday, September 14, when compared to last year was -1.5%. When the income is seasonally adjusted and the special offerings for last year are not included, the income for last Friday was 3.7% higher than last year.

MAIL: September is turning out to be a good month for mail. Within the first 17 days we had already received more mail than in all of May.

CAMPAIGN ACTIVITY

During the weekend of September 8th and 9th, Dr. Clint C. Zimmerman completed his second campaign. It was held in the Physical Activities Building on the beautiful campus of the University of Waterloo, in the twin cities of Kitchener-Waterloo, Ontario, Canada.

Attendance for both nights totaled 1,805 persons, with one half of those being non-church members. Church members came from as far away as Toronto, Hamilton, London and Windsor, Canada.

The emcee for both evenings was Mr. Gary Antion, and the Toronto church chorale provided the music. The featured soloist was Mr. Bronson James from Pasadena.

SYDNEY, AUSTRALIA

Both mail and money have continued to come in at a fairly steady rate. A noticeable trend has

been the number of requests for the booklets which were offered in Mr. Dankenbring's article "Heaven, Hell and the Hereafter" in the July-August PLAIN TRUTH. Response to the September edition is just starting to come in and already it is apparent "Uncle Sam is Sick" and "The Making and Unmaking of a Youthful Criminal" will produce considerable comment.

AUCKLAND, NEW ZEALAND

August, 1973

Mail for August totaled 3,744, a 12.6% increase over the corresponding month last year. Money income for the month shows a very encouraging 28.6% increase, while the total income for the year to date is plus 6.5%.

New broadcast responses for August totaled 240, of which 114 were from Radio "i," 84 from Radio Otago and 42 from Radio Hauraki. The low response from Radio Hauraki is due to *The World Tomorrow* not being played on evenings when television closes down early to conserve electricity.

One third of all the mail received during August was due to special promotional cards and letters offering literature. One letter used brought in donations totaling almost \$800. The latest letter, offering the new booklet edition of *Did God Create a Devil?* has received a 40% response in just eight days.

LETTER COMMENTS

CO-WORKER LETTER

We have received an unusually large positive response from the co-worker letter announcing the added responsibility for Mr. Ted Armstrong. Following are a few of the many letters reflecting this response.

(Continued on next page)

Personal NOTES

BABY NEWS

Gilbert and Giésele Carbonnel (Martinique): We have a newborn son; his name is *Giulio*. Both he and his mother are doing fine. He was born on September first at 9:15 a.m. We thank the Eternal God for all His blessings.

Bill and Judy (Foster) Moore (Bluefield, West Virginia): We are delighted to announce the birth of our second child and first daughter, *Carissa Renee*, born September 7 at 11:05 p.m. (sorry, Judy "labored" on the Sabbath). Seven days ahead of her ETA she is a healthy 6 pounds, 14 ounces. Mother looks and feels great — wish dad could say the same!

Stanley and Betty Suchocki (Pasadena, Imperial): Betty and I are thankful and happy to announce the first addition to our family, *Kathryn Anne*. (By the way, this little girl has proved to us that 1 plus 1 can equal 3 — father, mother and daughter!) Faithful to the family tradition of all night owls, Kathryn was born at 2:50 a.m., August 31, weighing in at 7 pounds, 4 ounces and stretching to a normal 19 inches long. Mother, father and offspring are doing just fine. However, the parents are trying to encourage their baby girl to keep little more regular hours!

Tony and Linda Wasilkoff (Kitchener, Ontario): We are happy to announce the birth of our first child, *Paul Andrew*, on Sunday, August 5, 1973. He weighed 4 pounds, 13 ounces — surprising us by arriving nearly six weeks early. Everyone is doing fine!

"Finish the Race"

"Mr. Armstrong, your co-worker letter was very touching. As I read it, the tightness in my throat and the tears which blurred my eyes could not be kept aside. I had to stop several times before finishing it. May God grant Mr. Ted Armstrong a double portion of His Holy Spirit which He has given you; even as He gave Elisha after Elijah was taken away from him. Yes, Mr. Armstrong, Mr.

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Ministerial

Bulletin

of the Worldwide Church of God

EDITOR

HERBERT W. ARMSTRONG

EXECUTIVE EDITOR

GARNER TED ARMSTRONG

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Book Review

In the United States, there are three leading weekly newsmagazines and three "national newspapers" available as primary sources for news and current events. Despite America's affinity for televised "Newzak," the printed word is still more persuasive than the spoken word. The "gospel of print" has a certain finality about it, while spoken words and visual images often evaporate upon utterance. Regardless, here is my rating of printed news:

Newsmagazines

1. **NEWSWEEK** (circulation: 2.6 million; Editor: Osborne Elliott; offices: 444 Madison Avenue, N.Y.C. 10022). Surely the most improved, and possibly the quintessence of newsmagazines, *Newsweek* is to me the most interesting, readable, and authoritative of the three presented here. Much of this improvement is due to regular expert columnists such as Paul Samuelson, Milton Friedman and Stewart Alsop, and staff senior editors such as Shana Alexander and Arnaud de Borchgrave.

2. **U. S. NEWS AND WORLD REPORT** (circulation: 1.9 million; Editor: Howard Flieger; offices: 2300 N. Street, Washington, D.C. 20037). This magazine has taken its proper place as a weekly journal of news facts. While its writing is admittedly dull, its strength has always been getting "just the facts, ma'am." For that reason, this magazine

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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 in Christ's service,

GREETINGS!

My father is in Tokyo at the present time, after having had a very successful meeting with a large number of VIP's and VVIP's in Bangkok, Thailand. He spoke out BLUNTLY and POWERFULLY about the Gospel before a group of ambassadors from MANY nations, including leaders from Thailand, and other consular officials, so the makeup of the group was very much international. Mr. Rader said it was just like a SERMON, and that he really spoke out strongly. Mr. Armstrong was very pleased with the reaction, and was much encouraged to speak strongly at a similar meeting to be conducted with Prince Mikasa of Japan and many dignitaries there. I sent my father a lengthy telex report about two or three days ago, and it was to await his arrival in Tokyo, but I have not heard directly from him since his earlier telex from Beirut, so I can't report anything further concerning his trip now.

This will probably be the last Bulletin before the Feast of Tabernacles, so I would like to cover some of the very important points concerning the upcoming Holy Day season and the Feast primarily.

Over a period of the last several weeks in meetings with many of the division heads here at Headquarters, we have mentioned several times (and you have seen me mention it in the "Personal" in the News, as well as in previous Bulletins) the really critical need for the largest Holy Day offerings in the history of the Work, if at all possible, during this coming Festival season.

First, concerning the Feast of Tabernacles, I may not have an opportunity to have a personal meeting with everyone who will be preaching on the first morning of the first Holy Day.

I had intended having a meeting with each person who would preach a main sermon on the first Holy Day so we could have the input from everyone concerning the sermon material, the needed information from the business office, and the whole approach that should be used in explaining and expounding the needs of the Work in connection with the meaning of that Holy Day, and taking up the offering at the conclusion of a powerful sermon, rather than taking up the offering as a type of "interruption" between sermonette and special music, and prior to the sermon.

I will explain what I feel would be the best method of presentation, and will ask that any of you who have any particularly important ideas along the same lines could either call them in or write them in immediately, and perhaps we could communicate to each one who will be giving this morning sermon for the purpose of taking up the offering.

Perhaps I'm wrong, but I sincerely believe God's Church needs strong, believing, powerful sermons on FAITH, and on PRAYER, and on OVERCOMING SIN, and on PROPHECIES imminently ahead in the future -- and less and less wonderings, doubtings, "bad news" sermons, and speculations about divisions, problems at Headquarters, and various hair-pullings about people's bad attitudes!

I know God's Church has been deeply afflicted by many problems of the past two years, and I cannot even begin to express the words, or perhaps "pray as I ought" to give feeling to the groanings within me concerning my own responsibility for some of the anguish of soul many have experienced. I know this: I am trying, with all that is in me, to be God's own Chosen Servant, and to DO GOD'S WORK! I am trying to give every possible leadership in the right way to do that work more effectively -- trying to PREACH THE GOSPEL more powerfully than ever before. I believe there has been some very encouraging progress! With last year's television season now history (and soaring mail and interest an accomplished fact!), with the TV specials and their powerful impact in over 60 cities, with more and more campaigns (about 50 scheduled into the late spring) coming along, and more "open" Bible studies (you know that does not mean publicly advertised, as has been explained), with an expanded GN magazine, and that TERRIFIC new appearance and impact in the Plain Truth magazine, with our one-minute spot advertising campaigns now being tested in television, and our five-minute programs in Australia, and campaigns coming there, and in New Zealand, and Hawaii, and with new TV programs being made (current series -- must do two today -- on "The Real Jesus"), I AM ENCOURAGED that God is really blessing the fruits of His Work -- showing us all HE is really MOVING now to open new doors, to spark and stimulate new ideas, to inspire and encourage many who are being used in His Work!

I know it is not by "might, nor by power, but by MY SPIRIT," God says. And I believe I can see the fruits of His Spirit working through many here at Headquarters. I believe MOST of the ministry is beginning to WANT to renew a spirit of service and sacrifice toward the little ones God has given us to oversee; I believe MOST of you are really WANTING to recapture that "simplicity" that is in Christ; a sincere, wholesome, unfeigned, straightforward SEEKING for God's KINGDOM and HIS righteousness, and to bury and forget the traumas and trials of the past.

I know, too, that God's Word prophesies MORE trials to come; that we will NEVER be without our troubles and trials; that instead of becoming discouraged when problems come, and beginning to wonder and doubt, and shake our heads and mutter, "...but, how then, can this be God's Work?" (AND SOME HAVE!), we should remember the very

BASIS of Christ's promises to us: "In the world ye shall have tribulation"; "Count it all joy when ye fall into divers temptations, knowing this, that the trying of your faith worketh patience..."; "Beloved, think it not STRANGE concerning the fiery trial which is to try you"; and MANY, MANY OTHER scriptures which we preach to others. But have some of US become "busybodies in other men's matters" (I Pet. 4:15), forcing comparisons, stimulating doubt and wonderment? Can I become righteous by speaking of the unrighteousness of another?

Though I am not fit to be a minister of Christ, nor to take His precious words in my mouth and pronounce them to the world, shall I then take my own life into my own hands, and tell God HE CANNOT USE ME? If God chooses to use me still, shall I REJECT that choice to make others feel vindicated and just? Shall I throw to the ground the promises of Christ to allow some few the cheap tinsel of enjoying an "I-told-you-so-all-along" speech at a dinner for "friends"?

I am not asking any to rally behind ME! I'm telling you, rather, to RALLY BEHIND CHRIST, and to consider again the ENORMITY of your personal responsibility to the little ones in your charge!

We have all had ideas about expenditures, financial policies, various extravagances, and rumors about where the money goes. Some may be correct, some incorrect. But whatever our attitudes, ask yourself one vital question: "IS IT WRONG FOR GOD'S CALLED AND CHOSEN PEOPLE, OF HIS OWN CHURCH, TO SACRIFICE FOR GOD'S WORK?" Does it HURT to sacrifice? As ministers of the Gospel, you know better! Does someone say, "But how CAN I ask the people to GIVE MORE this year when... [and then follows a 15-minute dissertation about the terrible financial problems, the offerings of the past, the mistakes allegedly made]?" Does this JUSTIFY someone in the feeling he dare not powerfully preach the truth of God?

God's Word says, "Ye offer polluted bread upon mine altar; and ye say, Wherein have we polluted thee? In that ye say, 'The table of the Eternal is contemptible.' And if ye offer the lame and sick, is it not evil? Offer it now unto thy governor; will he be pleased with thee, or accept thy person? saith the Eternal of Hosts" (Mal. 1:7-8).

Does not money, begrudgingly given, as a duty and a chore, represent polluted bread -- that God takes NO PLEASURE in? We all know the scriptures about sacrifice, about generosity, about Moses' collection for the tabernacle in the wilderness, about the early Apostles having all things in common, and the relationship between that time and today -- and we also know the BALANCE between those scriptures and the wise man who "layeth up for his children's children" and the promise of God to PROSPER the tither, and the one who does give generously. No one is being asked to DESTROY his financial stability or security; to make hasty decisions about jobs, homes, properties -- but all will be asked to GIVE GENEROUS OFFERINGS for God's Work! We need some powerful sermons CLEARING UP

some wrong attitudes some may have in their whole APPROACH toward giving, and toward tithing, prior to the Feast, and we need each main speaker at EACH of the Holy Days during the Feast who will be taking up the offering to MAKE IT INTO A POWERFUL AND INSPIRING SERMON, taking up the offering at the conclusion of the sermon, rather than a quick announcement, like an interruption, between other things.

Personally, I see a terrible fragility in our economy: food shortages, high prices, fuel shortages, a total cutoff in electrical signs in Oregon the other day, threatened WARTIME-TYPE GAS RATIONING. I KNOW the prophecies of how OUR VERY MONEY WILL BECOME WORTHLESS WITHIN AN UNDISCLOSED NUMBER OF YEARS AHEAD. No one but a FOOL could fail to know we are MUCH CLOSER, now, to the final big push for God's Work than ever before. What a shame it would be if the Work were HINDERED by some holding back, hoping for SECURITY in THIS WORLD, NOW, by hanging on to personal hordes of THIS WORLD'S GOODS which could have been used to reach additional MILLIONS of people! There is a balance, of course, between laying aside for our own, and a "horde." I DO NOT MEAN people should destroy their very homes, properties, and fiscal solvency in some desperate, crazed financial suicide. I mean, though, that too much emphasis on MATERIAL security is CONTRARY TO WHAT JESUS SAID even in the Sermon on the Mount. We should really COMMUNICATE that message to God's people, and NOT "pull back" in our attitude and approach toward tithing, and giving of generous offerings.

A vitally important point: Is there any money God says you CANNOT -- YOU MUST NOT -- GIVE TO HIM? No such doctrine is remotely hinted at in the Bible. In past years, there has been some confusion concerning use of second tithe during Holy Day offerings.

Let's understand a little history. Beginning with the building of the original tabernacle building (now the library building) on the Big Sandy grounds, my father would ask for special offerings during the Feast which would be applied directly to building program costs for that year.

This was true during the building of "Booth City" and during the two-phase construction of the big metal (Behlen) building. In other words, money was used from what we would have called "operating expense" for building FESTIVAL facilities. In later years, we realized MILLIONS were being spent for personal little "tabernacles" (motels, campers, tents, or whatever), but that the sums necessary for development of a BIG tabernacle, used by all, collectively, for the entire Feast (and for the spring festivals, and other Holy Days for many) were being taken out of OPERATING funds, which should all have been directed toward the preaching of the Gospel.

The idea of people GIVING ten percent of their SECOND tithe (called "tithe of the tithe," perhaps unfortunately) to help finance these festival developments was born at about the time Mr. Portune was named Festival Coordinator, and we began to have to open

NEW feast sites. Actually, "tithe of the tithe" is nothing more than OFFERINGS, freely given, from one's SECOND tithe, thus demonstrating that, in practical application, God's Church HAS APPROVED including second tithe in offerings for many years. We have always tended to ask people to give "OVER AND ABOVE" both their SECOND tithe and their normal first tithe in the Holy Day offerings. But, fellows, let's face it: the average family JUST DOES NOT HAVE MONEY "OVER AND ABOVE" THEIR FIRST TITHE, THEIR SECOND TITHE, THEIR OFFERINGS (yearly, and monthly) AND THEIR BUILDING FUND, THEIR "LOVE" FUND, AND THEIR "SPECIAL OFFERINGS."

It is true that the NORMAL income tends to drop markedly during the Feast. This is for two basic reasons: 1) Many DO have to supplement their second tithe from their normal income because they may have been partially unfaithful in saving a full ten percent, or because even though saving it, it was not enough for all expenses; and 2) because they learned about the Feast too late to save a full second tithe, and, in addition, the travel period interrupts normal pay periods and personal business like banking and mailing, etc.

It is equally true that, unless there is a BIG increase DURING the Feast, the overall Work is really crippled during this time.

SOME will have MUCH more than their family needs for total Feast expenses, and really obeying God in REJOICING at the Feast. SOME will have JUST BARELY enough, and SOME will have nowhere near enough. The MAJORITY, I believe, have "comfortably" enough money for the Festival, including travel, housing, meals, and money for gifts for children and loved ones. But, even though these and other factors might be considered, I cannot recall an offering in history, in the Bible, where those taking up the offering for God's Work spent a great deal of time CAUTIONING people NOT TO GIVE TOO MUCH! Again, since when is it WRONG for God's people to SACRIFICE?

So please help me make the brethren understand that it is NOT WRONG to give of their own second tithe in the offerings, though PRIMARILY it is better if they prepare an offering out of other money, as God's Word certainly says!

I would like to mention that I have gone over, in detail, the entire speaking schedule for the Festival in the U.S. and Canada. There have been many times in the past when I honestly and sincerely felt we had to keep many from speaking who were fine preachers and speakers, who would have had an impact on the people, simply because of "preferential" practices in arranging the Festival schedule. "Seniority" (whatever that means in God's sight, I cannot say exactly), and whether some few might be "hurt" (surely NOT -- not anyone in Christ's ministry?!!), and various seemingly "political" (please forgive me -- I know I'm being terribly blunt) considerations had to be included. I know it is impossible to make out the 12:00 to 4:00 "watch-list" in the military service without having SOMEONE terribly angry at you. I know it is equally impossible to make out a Feast of Tabernacles sermon list without running the risk of various "feelings" (of whatever nature) occurring. I have had to

simply decide that those "feelings" -- and whatever kickback or "flak" comes my way in the future in terms of looks, glances, mutterings, or grumblings from some -- are WORTH THE DIFFERENCE in what the PEOPLE will receive at the Feast. I HOPE the schedule is completely without political consideration -- though I know we are so terribly lacking in the real Godly perception that Christ Himself would use. I have gone over the whole list with Bill McDowell, and feel it is as good a list as possible for this year. I know, in my heart, that we simply MUST NEVER become so stifled in our church government that we have no room for a Stephen, or an Apollos.

Frankly, I must confess that I'm somewhat at a loss to suggest a definite sermon outline for the use of each person who will be delivering the morning sermon (for taking up the offering) on the first annual Holy Day during the Feast of Tabernacles.

I feel, however, that each could well use a combination of his digested information from recent editions of the Worldwide Church of God News, past Bulletins, and letters, and his personal feelings gleaned from contact with Headquarters, especially since most of those who will be preaching these sermons have been right here at Headquarters, or have been in close personal contact with me and others of us here at Headquarters within the last very few weeks. So it should be no great chore to arrange a sermon around the needs of the Work of God, the many good things that are beginning to happen in the Church and in the Work, and to encourage, to enthuse, and to inspire people with all of these many positive and fine things that are happening. Show them how desperately we need to break into some really good times for the television program and to obtain good times on big-city radio stations (remember, from the time we went off WABC, New York, WLS, Chicago, KGO, San Francisco, and KABC, Los Angeles -- all ABC owned and operated stations -- we have not been able to have anywhere near so impressive a radio schedule as previously) and preach the many, many other NEEDS of the Work. All of this will definitely be a much-needed portion of any such sermon.

I feel this sermon should "set the stage" for the entire theme of the Feast, which is, after all, the ushering in of the Kingdom of God on this earth and the millennial reign and rule of Jesus Christ of Nazareth.

We are actually much closer to the beginning of that millennial rule now than we were back in 1972! Think about that for a minute -- and understand it thoroughly. We are not "farther away" because of various frustrations over the passing of the 1972 date! We are CLOSER than we thought we were back in the late 50s, the early 60s, and even on into the later 60s!

Let's all point out to God's people the imminent reality of the prophecies of Matthew 24, in terms of the fantastic things happening all around the world: the world geopolitical picture, as viewed in the perspective of Arab oil, the mountains of American dollars possessed by governments overseas, the pollution and the

population crises, American government and respect-of-government crises (Watergate), the American economy, fuel and raw materials shortages, the worldwide economic chaos, the recent round of very important trade talks in Tokyo, the gradual move toward the United States of Europe and the break up of the present configuration of the Atlantic Alliance, and the many, many other vitally important things you have been reading in the Plain Truth, and I hope, keeping abreast of in your own news sources recently.

I believe we need to inspire God's people with a renewed sense of urgency of the times in which we live and inspire them to view the Work as a desperately-needed effort on our part to COMPLETE and to do as much as we possibly can, remembering Jesus' statement: "I must work while it is yet day, for the night cometh when no man can work."

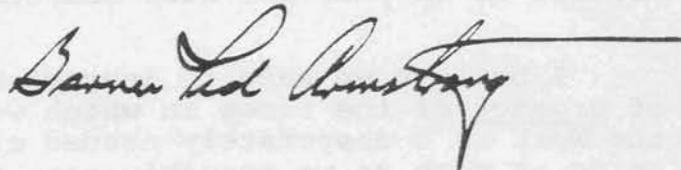
I am having to do this letter in between television programs -- just came back from the studio following one program and must rush right back to do another -- so I simply have to cut it short at this time. I hope to see everyone of you at the Feast of Tabernacles, and, while I am still able to use the Falcon this year, I am in the midst of a very serious and far-reaching study which may eventually indicate going down to a much smaller airplane, or perhaps effecting some stringent cutbacks -- sizable enough that this very usable tool can still be available for God's Work, and will not have to be simply dropped.

I have found that the Work would have to suffer a tremendous penalty in terms of lost money if the lease were broken. I am going to do everything I possibly can to avoid seeing the Work suffer the loss of that penalty, and have just effected a tremendous savings by lopping off many thousands of dollars a month by commanding lower insurance rates, by transferring one pilot's salary out of the department (Mr. Frank Scherich is going to Big Sandy), and by cancelling membership in Flight Safety, and cancelling one hangar rental (so the G-2 and the Falcon can share the one rental space available, since they are not always there at the same time; or the Falcon can remain outside at those times when the G-2 is in the hangar), and other costs which can be conserved.

I have stated before, and I will state again, that I will not be willing to see us cutback on radio, television, the Plain Truth, the Good News, the field ministry, Imperial Schools, or the colleges, and still operate the Falcon. I think you all know that the priorities are obvious -- and I say this sincerely and feelingly. The Falcon is a useful tool in God's Work which gives me a mobility and a versatility that is absolutely fantastic -- without which I would be absolutely crippled in many ways. However, if it comes to a choice in having to make any cutbacks which affect the WORK, as opposed to continuing to operate the Falcon in the Work, I will, even though it means a severe penalty to the Work, cancel it in an instant!

That's about it for now. I hope all of you will be spending a great deal more time in earnest and sincere prayer as we approach the Feast of Tabernacles, and that you have an especially inspiring Feast of Trumpets and a sobering, and spirit-filled, Day of Atonement, as we all fast together.

Your brother and servant in Christ,

A handwritten signature in cursive script, reading "Samuel L. Armstrong". The signature is written in dark ink and is positioned below the typed name. It features a long horizontal line extending to the right from the end of the name.

Church Administration

DAVID L. ANTION

The smog has been bad for the last couple of days here in Southern California. We hope it will clear up as fall comes on and winter arrives. That is one of the joys of winter in Southern California — no smog!

The Regional Directors left last week after a four-day meeting here at Headquarters. By the way, Mr. Raymond Cole has been having some difficulties with his health. He requested time off for rest and relaxation up until the Feast. Please remember him in your prayers. He intends to be back on the job immediately following the Feast.

The Regional Directors and I had some very necessary discussions about the budget with Mr. Frank Brown and his staff. Mr. Brown gave a presentation about the method of putting the budget together for 1974. He was able to answer a number of questions and give us some help in preparing next year's budget.

Also, we discussed a number of very necessary field items which now need further study and action in the very near future. We will put these on the action board and try to put a completion date by them so that they won't be forgotten.

In our discussions with the Regional Directors it was concluded that it would be more personal, warmer and show more concern to send anointed cloths with personal letters or "get well" cards rather than impersonal form letters. The form letters are fine to send to the general public from Headquarters. But for the minister who *knows* his congregation personally to send a cold, impersonal form letter when someone who knows him well is sick, injured seriously, etc. is not advisable. So we will not be sending out any more of the "healing letters" to our members. (Some ministers were not using them now anyway.) We think this will improve our service and concern for God's people.

My column this time is going to be used for instructions and to bring you up to date on some of the things that are happening in the field and in the Work.

Church Report

One new church was started during the month of August in the Washington, D.C. Region. This is the Allentown, Pennsylvania Church pastored by Ivan Sell. This church was originally scheduled to

begin on July 28. Its attendance has been running at about 200.

Other churches planned to begin in the near future are Melbourne, Florida; Nashville West, Tennessee; and Tampa in the Atlanta Region; Great Falls, Montana in the Portland Region; Michigan City, Indiana in the Chicago Region; and Indianapolis P.M., Cleveland P.M., and Pikeville, Kentucky in the Cincinnati Region.

Public Bible Studies

By now you have all received the memo I sent to inform you of the decision to turn all of our Bible studies into public Bible studies. However, this does not necessitate any big change. It means that you will be free to invite prospective members to Bible study. You can also anticipate new people coming to Bible study as a result of contacts our members have with friends and relatives.

This means, however, that you will have to be *prepared* in Bible study — always keeping in the back of your mind that there will be people in the audience who may not understand the background of some of the things you say. You may also find people in the audience who will be a little skeptical. Or, they may just not understand how you arrived at your conclusions. This means that we will have to take a little more time in our explanations and in our statements to be sure that our points are all logical and understandable.

At this time, no advertisements or other media plans have been designed for the Bible studies. They are totally under your control in the local areas and can be used for new prospective members or for relatives and friends of present church members.

Again, I caution you not to encourage our brethren to "cram" their religion down anyone's throat. We don't want anyone out trying to "twist someone's arm" to try to get them to come to Bible study. But we do want them to feel free to invite to Bible study those people who are truly interested in God's Church or His Work, or curiosity seekers who would like to find out a little bit more about us. Members should feel free to invite them directly to Bible study.

Plans are also being made to invite people on our mailing lists to the Bible studies. This can be done by direct mail, using our lists. These ideas are for the future and have not been finalized yet. We will get word to you before it is.

Media Ideas

In meetings with the Divisional Executive Committee it was decided that all plans or ideas for

media — radio, TV, advertisements, distribution of literature, etc. — be brought to Mr. Norman Smith for consideration. Mr. Smith then works with Mr. Jon Hill — Marketing Division head — who will gather additional marketing data and propose recommendations to Mr. Smith who then takes the media package to Mr. Ted Armstrong for final approval.

From time to time many of you in the field have ideas that involve media. When you do, it would be good to send your idea to your Regional Director who can forward it to me. I in turn will give them to Mr. Smith for his consideration.

Media ideas that have come to our attention, but which do need to get individual approval, are such things as establishing a literature booth at county or state fairs, invitations to talk on radio programs, places where advertisements can be used, etc.

In order that Headquarters can plan a properly coordinated media package, it is necessary that all these things be checked with Mr. Norman Smith who is vice-president over the media area.

Some of our ministers have done the above-mentioned items in the media field *with permission*. However, permission granted to them does *not* mean that permission is granted to everyone to do something similar.

I might take just a little space here to explain how one department can impact and affect the budget of other departments. When the Press makes out its budget it tries to take into consideration all departments which will be using its facilities in order to get a reasonably accurate idea about just how much they will be called upon for printing services. However, if an unanticipated major advertising campaign is launched it will impact several departments, taxing their already established budgets, because Mail Processing has to process the requests, the Press has to print extra literature, and the Postal Center's budget is strained due to the extra postage required to mail the added literature.

In the same way, *The PLAIN TRUTH* can impact all these same areas. As *The PLAIN TRUTH* subscription list grows, the requests for booklets increases as they are advertised in the PT. This in turn puts a strain on the Press, Mail Processing and the Postal Center.

Just the fact that we can go out and distribute more literature — or get more people on the mailing list for *The PLAIN TRUTH* — isn't sufficient of itself. It is not an end in itself. For in doing so, we may be impacting certain areas of our work where they have not anticipated for that increase.

The mailing and press areas need to know how large we want the subscription list of *The PLAIN TRUTH* to grow for a given period of time. Then they can estimate what the spin-off of those circulating PLAIN TRUTHS will bring. Thus they can plan more accurately for their budget requirements.

I am probably not doing the best job of explaining this, but I hope you will get some idea of how one area is related to another. Along this line, CAD will work very closely with the Personal Appearances area. Before we can finalize our 1974 budget, we have to know just how many campaigns the Personal Appearance area is planning for next year, and what their projected expectations are for increased church and Bible study attendance as a result of those campaigns.

We have to know this in order to plan our manpower needs to take care of the increase as a result of those campaigns — to plan for new churches, bigger halls, more visiting and follow-up, etc. This then should be communicated to our Festival Department in order that they might plan sufficiently for future Feasts of Tabernacles. And so it goes.

So, if you have any ideas for media expansion — send them in to your Regional Director. We want to hear them all. We will pass them on to Mr. Norman Smith. Then if the Work can afford them, and they fit into the overall plans for media, they probably will be used.

Bulk Shipments of Literature

I have an announcement that came from Richard Rice, head of the Mail Processing Department. From time to time many in CAD ask for bulk quantities of booklets to be sent to their areas. While this seems like a small request, there are complications that result in the mail processing area. I would like to quote from Mr. Rice:

"At the present time due to costly postal charges for bulk shipments and being under staffed, we are unable to send our field ministers large quantities of literature.

"The idea of sending bulk shipments has occurred to many of us, and a study is now under way to see if such a program can be implemented. There are a number of apparent difficulties that will have to be worked out, such as keeping our inventory stocked, setting up a separate system and hiring a man to oversee it, etc.

"As an experiment we have sent the Regional Directors a supply of booklets to see if the idea is workable. If and when we are able to provide indi-

vidual ministers with bulk shipments, we will let CAD know."

Departmental Change

Last week Mr. Ted Armstrong announced, as a part of his efforts to cut costs in the Work, that the Personal Correspondence Department would be discontinued. He has asked that the field ministry carry on this service to the people who write in.

Thus, questions that come in to Headquarters which are in any possible way related to the field ministry will be referred back to the individual sending in the question. It will be recommended that he (or she) contact the minister in his (or her) area for the answers. It will take some time to work out the most effective system of handling this extra mail. So we would like to have your input as we go about planning the procedure.

Beginning almost immediately, letters will be sent back to the questioner together with the telephone number of the local minister. Obviously, this will increase our ministerial responsibilities to some degree. After counseling with Mr. Hill and Mr. Rice, I find that the men in PCD have been answering over 6,000 letters a month. Not all of those will go back to the field, but quite a few will. You will especially be getting letters which need help on personal problems, and Bible questions which are related to Christian living.

Questions which require technical, scientific, geological, historical or calendar research and knowledge will either be answered by sending current literature on the subject, or be answered by a form letter referring the person to future issues of our magazines and major booklets.

Questions regarding additional reading to back up the statements of our literature will be referred to Editorial. Questions regarding apparent contradictions in our literature will also be referred to Editorial.

Other categories of mail, which may range from letters which need public relations attention to persecution literature, will be referred to the proper areas in the Work. Most of these will not be coming to any of the ministers in the field unless they concern the ministry and our ability to help the people writing in.

As I mentioned before, this is a *preliminary* procedure. In order to establish the most efficient procedure possible, we will need your input as to how the current procedure is working out. Please let us know through your Regional Director just what is happening — how people react when they contact you, progress, increased growth, communication problems, etc. Feed this back through your

Regional Director and, if need be, we will try to adjust the procedures accordingly.

Even before you get this Bulletin some of you will have received phone calls from people wanting answers to their questions or help with their problems. I know you have plenty to do and we are short-handed in many areas already, but I'm confident that you will do your best to handle this extra responsibility. Let me know what we here can do to help.

Well, that's it for this time. The Feast of Trumpets will have come and gone before many of you receive this Bulletin. Still I would like to wish all of you a very inspiring, spiritually uplifting and joyous Feast. I know you will inspire and uplift God's people with the wonderful news of Christ's coming which is pictured by the Feast of Trumpets. There are so many wonderful and inspiring topics that can be brought in our sermons on the Feast of Trumpets.

In only two weeks from the time you receive this Bulletin the Feast of Tabernacles will be here. How time does fly! So this will be the last Bulletin till after the Feast. Have a great Feast!

Till next time then, our love to all of you and your families. □

BOOK REVIEW (Continued from page 206)

should be regularly filed by subject and used as a research tool.

3. **TIME** (circulation: 4.3 million; Editor: Henry A. Grunwald; offices: Rockefeller Center, N.Y.C., 10020). The oldest and largest of the three in circulation, TIME is becoming the weakest. Its traditional strength, the Ivy League sarcastic style of writing, has worn thin. This is not said out of "sour grapes" regarding TIME's antagonistic articles toward us; rather it is my sad but honest evaluation of a magazine I can no longer enjoy.

National Newspapers

1. **THE CHRISTIAN SCIENCE MONITOR** (Boston). Published six days a week, the C.S.M. is available to students, teachers, and ministers for \$12 per year, less than half the regular price. *The Monitor* is by far the best tool for keeping abreast with daily developments in foreign affairs and national issues. Its movie and book reviews have a basically Christian approach, and the "off-beat" sections (home, sports, travel) are also excellent. A "best buy."

2. **THE NATIONAL OBSERVER** (Silver Springs, Maryland). A cross between a news weekly and a

national newspaper, the *Observer* is a delight to read. Each article is tightly edited, much more than is possible with a daily newspaper, and yet it is definitely "news." The articles are longer and in more depth. Its major strength is also a drawback — the newspaper format prohibits easy filing and storage. Therefore, it is usually read and forgotten.

3. **THE WALL STREET JOURNAL** (New York City). Published by the same organization as the *Observer* (Dow Jones), *The Wall Street Journal* exhibits the same quality of tight editing. In fact, if I were on the proverbial "desert island" with only one page allotted me per day, I would choose page one of *The Wall Street Journal* — two columns of exhaustive "news in brief," a regular business column, and three interesting feature articles.

The inside of *The Wall Street Journal* is another story — it is for economics specialists only! And that will be the subject of my next review column — economics periodicals. My thanks to Gene Hogberg and Jeff Calkins of the News Bureau for their help in brainstorming this and the following column, but the opinions are all mine.

— Gary Alexander

LETTER COMMENTS

(Continued from page 206)

Ted will need God's Holy Spirit in double portion to carry on the directory of the greatest Work on earth today. As you go about performing the duties of bringing this phase of the Work to completion, may God grant you a double portion of His Holy Spirit also to 'finish the race.' May God continue to bless you both as you perform His Work."

George H.,
Sierra Vista, Arizona

We Are Behind You 100 Percent

"As a part of God's great living Work, we want you both to know we are behind your decision 100 percent! You are both very great and talented men. We thank God very often for using you and know it is His Holy Spirit working through you that makes it so. We appreciate the many sacrifices Mr. Herbert W. Armstrong has gone through throughout the years God has used him. Our heartfelt gratitude goes out to you. We are behind you, Mr. Ted, as the work goes forward to new and different challenges."

Mr. Gordon B.,
Myers, Montana

One Hundred Percent Behind the Church

"Was very touched about your letter. I was very happy to hear you had turned over a lot of the

responsibility to Mr. Ted. I have prayed an awful lot about so much responsibility on your shoulders. I for one am very happy about your decision. I can't see why anyone would be concerned about the church administration. After all, Jesus Christ is head of it all. How can anyone that has been in the Church for any length of time doubt that Mr. Armstrong is led and guided by Jesus Christ? I just don't understand. I am 100 percent behind the Church. Thanks so much for the letters and everything that comes out of the headquarters."

Sarah F. P.,
Denver, Colorado

Great Step Forward

"I enjoyed reading about the wonderful new program to get Christ's gospel before the nations and that the way has opened for you to meet with top-level officials of several governments. Our prayers are with you in this great step forward. Good luck and God bless you. I know you will make good. Am happy to hear the good news about Garner Ted's closeness in working with you and under you. He too will be capable of carrying on God's Work that God has outlined for him to do.

"God bless you both and may God continue to bless this great work and bless all co-workers with their, even though small, contributions in helping in a small way in God's Work. I pray also that God will touch the hearts of many, many more people who listen to the broadcast on radio and TV and receive *THE PLAIN TRUTH*, that they will loosen up their purse strings and help out financially to help keep His Work going and on top is my sincere prayer to all."

Mrs. George R.,
Mansfield, Ohio

We Know You Are Capable

"God and your father have indeed laid an awesome responsibility on your shoulders — how frightening! We know you are capable of tremendous responsibility, but you will truly need all our prayers. You will probably never see this note, but I just want you to know that I will pray for you. I don't have thousands of dollars to send in any more because I am a widow, but I do have a lot more time to pray. Who knows, the prayers may avail more."

Mrs. V. R. T.,
Independence, Missouri

Received Your Letter With Mixed Emotions

"I read the letter to the co-workers with mixed emotions — joy over the news of the Bible studies

and getting the gospel to many of the people of the world as a news topic, and a kind of sadness that you are turning over the reins to Garner Ted, and happiness that this will give the work an added sense of security. I know that you did not make this decision without much prayer, and I know that God would not lead you down a wrong path. I pray that God will continue to bless you, Garner Ted, the Work and all who are helping you."

Mrs. Lillian L.,
Strongsville, Ohio

Thrilled to Read of Gospel Breakthrough

"I was indeed thrilled to read in your letter of July 30 of the tremendous advance now becoming possible of bringing the gospel to some of the largest nations in the world who have not heard it. Will be praying for its success."

G. A. K.,
Hanover, Pennsylvania

Surprised at Progress News

"This month's letter was really beautiful. We had no idea that things were progressing so well. We will pray for you daily that you may be with us until God's Work is ended."

William W.,
Pelsor, Arkansas

We Pray for Your Good Health

"I received your monthly letter and enjoyed it very much. It is nice to know that there are such relationships between a father and son. I pray our Lord will keep you both in good health so you can carry on this great Work of our Lord. Keep up the good work. It sure is needed more than ever nowadays."

Mrs. Paul W.,
Clinton, North Carolina

Thank You for Sharing Your Letter

"Thank you for sharing with the co-workers part of the very beautiful letter written to your son and his reply to you. I have been attending some of the Sabbath meetings in St. Petersburg and two weeks ago heard Mr. Foster read those letters. The closeness between you and your son is wonderful and I wish such closeness could be true of all fathers and sons and also of mothers and daughters."

Jessie M. B.,
Bradenton, Florida

"Go Ahead Mr. Armstrong!"

Following is a letter Mr. Herbert W. Armstrong received from one of our brethren after his recent personal visit to our office and church in Mexico City. We are reproducing it exactly as it was written — misspellings and all.

Dear Sir:

One of my great wishes (when I began to understand the true of God), was to know the phisycal leader choosed for HIM to lead his Church all around the world. Then that desire was almost impossible to perform...; many — troubles in my life for realizing that. But, a few weeks ago I had the pleasure of knowing you, here in Mexico — city!

I had in my mind the human idea that a leader is always a busy, more or less arrogant and unapproachable person, so I was very greatfull surprised for seeing you full of patience, amability, humility and POWER of — God!

It was very pleased for me, (and for all the members of the Church in Mexico), to see, to listen your sincerity, and SURETY, your FAITHFULL in your Lord! Our Lord!

The only thing I can say is: Go ahead Mr. Armstrong! Be strong always in the faith of Christ! Go to the nations and do all what our God has determined you to do!

Our heart and our prayers are always in the morning and in the afternoon for you.

Thank you very much for coming to encourage the people of God in Mexico: the small flock.

Thank you again.

U say good-bye in the love of Christ.

F. A. L.,
Mexico City

PD

My English is not too good but, I know you understand the sincerity of this letter.

MORE LETTERS ABOUT SEP

Everything They Said It Was, and More

"I just had to write to express my joy at being able to visit the Orr campus when we went to pick up our son. It is everything I had heard and then some. Our suspicions were confirmed about our son... he didn't want to come home. To be truthfull I enjoyed our short visit so much I wanted to stay longer, too. Our son is already making plans to attend next summer as a worker. Our youngest son is planning to attend also.

"I wish all parents could visit the SEP grounds — they would encourage their children to attend.

I want to say thank you to all the people who serve at Orr — whatever their capacity. As Mr. Garner Ted Armstrong stated last Sabbath, SEP is the Cadillac of summer camps and it is an exciting experience everyone who attends will long remember. My husband and I enjoyed meeting our son's new friends. We hope to meet some of their parents during the Feast of Tabernacles. This is another reason we are eagerly looking forward to the Feast.

"We met a few of the parents who came to pick up someone or who had teen-agers who were workers there. Truly a cross-section of the United States and Canada was represented. We picked up a few ideas about youth activities, plus what other areas are planning or doing for fellowship with other brethren. This trip has been most profitable in many ways and I thank our Father in heaven for making this trip possible for us. We, too, are making plans for a return trip to Orr next summer. Thanks to everyone for their service to us and our children."

Mrs. John K.,
Odessa, Missouri

Teen-ager Grateful for SEP

"Thank you very much for accepting me at SEP. I have never had so much fun or been so happy in my life. You could really tell that camp

was being run by Almighty God. Everyone was happy. It was really a great opportunity for me and for every other person there. I learned how to water ski and horseback ride, to play water polo and canoe. And, I got to go on a voyager trip and I had a real good time on that. We went twenty-four miles the first day. We saw a deer and a bear cub and some beautiful country. Oh, and I won two awards — one for canoeing and one for voyaging! I made a lot of close friends. And, I was especially close to my counselor, Miss King, and to another girl in my dorm. I miss them a lot. Miss Shirley King is a junior in college there at Pasadena.

"I'm going to try real hard in high school so that I can go to Ambassador College. I'm a freshman in High School. I saw Mr. Garner Ted Armstrong at camp and took a picture of him, but it didn't turn out. He gave a very encouraging sermon the last Saturday. I really like the Sabbath at camp. I hope every child can get to go to SEP and learn what it is really like to have true fun and know what it is going to be like in the world tomorrow. I just want to tell you how grateful I am to you and the Work for making it possible by helping to pay when I didn't have enough money. I really had a great time. Thank you again."

Joanne T.,
Peoria, Arizona