

# The **Bulletin**



of the Worldwide Church of God and Ambassador College

VOLUME 2, NUMBER 14

PAGES 543-566

NOVEMBER 6, 1974

## News Briefs

Highlights of news from division reports in this issue

### ACADEMIC (page 554)

Mike Germano reports on the Accreditation Committee's review during their recent three-day visit to the campus. Also covered is a new phase of the student recruitment program for the colleges which was initiated recently at the Nashville campaign.

### CHURCH ADMINISTRATION (page 551)

For this issue Wayne Cole explains some facts about recent ordinations and gives advice to Pastors regarding their recommendations for ordinations. Following that is a discussion about the need to keep promises; a plea for holding down CAD expenses; and further clarification of the purpose for the *Bulletin's* Open Forum.

### DATA PROCESSING (page 557)

Ben Chapman explains the Work's current program of Direct Mail advertising, giving a brief history of our successful utilization of this method of acquainting those on our mailing lists with our literature and services.

### FINANCIAL AFFAIRS (page 549)

Frank Brown begins by explaining what is pulling down our overall income picture as compared to this time last year. The rest of his column covers the following: Facts about the proposed change in the *Plain Truth* format and its effect on our worldwide commission; restructuring of the

Work in England; financing of all overseas offices; considerations for decreasing the Work's payroll; our skyrocketing costs of operation; and excerpts of a very ominous article about this country's economic condition which was recently read into the Congressional Record.

### INTERNATIONAL DIVISION (page 555)

More highlights of the Feast reports from overseas areas are presented by Les McCullough. Also included is a feature report from Walter Dickinson who updates us on progress in the Spanish Work and relates encouraging news about potential future growth.

### MAIL PROCESSING (page 544)

An update of mail activity, plus a few aspects of the lighter side of the work in MPC are covered by Richard Rice. The letters section contains encouraging responses to Mr. Armstrong's co-worker letter detailing his jet accident in Cairo and his activities in taking the Gospel to world leaders.

### MEDIA (page 556)

Dan Ricker gives additional details for circulating the slide/film shows now that the system previously mentioned in the *Bulletin* has been put into service. Then a listing of the number of radio and TV stations airing the broadcast in the U. S. and Canada is given, followed by more comments about fair booths.

### PUBLISHING (page 554)

Brian Knowles discusses the control of GN circulation and encourages input from the field about the magazine's content and effectiveness.

# Mail Processing

## Mail Activity

Now that most of the work left over from the Feast is nearing completion, Mail Processing is expecting an increase in mail. Traditionally January, February and March are our highest mail volume months, but we can begin to see higher totals by the end of November and after.

The mail overall has been a little below average since the Feast. Perhaps this has been a blessing in disguise, for we have been able to bring our Feast backlog down from 66,000, as last reported, to approximately 32,000 pieces of real mail plus another 16,000 mail returns.

The work load for the next few weeks looks promising, since we have just mailed another 331,527 subscription renewal notices.

## On the Lighter Side

Several years ago a regular subscriber began writing us letters on a daily basis. Each letter contained a verse or two, or even a chapter, of the Bible — neatly written out long hand.

Faithfully this lady continued writing year after year. It seemed as though there would be no end to the stream of letters received from her. Then one day our mail readers noticed that she had finally gotten to the last chapter and verse of Revelation. Happily, we thought this would mean the end of her crusade — only to find that her next letter started over at Genesis 1:1. (By the way, she's still at it!)

On another occasion, one of our readers discovered a love letter in the mail. Not surprisingly it was filled with romantic and intimate endearments. Certainly it was not intended for public consumption! At first we didn't know what to think. We couldn't decide whether the young woman was just a little strange or what had happened. Finally we figured it out.

She had written two letters on the same day and somehow put them in the wrong envelopes. So, we got the love letter and her boy friend got a request for *The PLAIN TRUTH*. We all got a good laugh out of it; but we would have enjoyed seeing her boyfriend's expression when he got our letter. [I would have enjoyed seeing the expression on *her* face when the boyfriend told her what happened!

— Editor]

— Richard Rice

# The Bulletin

of the Worldwide Church of God and Ambassador College

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## LETTER COMMENTS

### RESPONSES TO CO-WORKER LETTER

#### "Thank God You Weren't Hurt"

I received your most welcome letter and was very happy to hear from you. I'm sorry to hear about the airplane accident. I do thank the God Eternal that no one got hurt. Yes, it surely would be awful if something would have happened to our beloved leader in this, God's Work. But accidents do happen. It was a good thing that it happened while the airplane was on the runway, instead of high in the air miles away somewhere.

I suppose it is a good thing that the airport officials do check the luggage for everyone's safety in this *tohu* and *bohu* frustrated, chaotic world we are living in nowadays.

I suppose there is nothing better in this world we live in, if you do a lot of traveling, than to own your own plane. That way you can have your airplane checked and double checked to see that it is in A-1 condition. And everything on the airplane is just the way you like for doing your work, etc.

Yes, it is hard work with long hours. But people are thirsting for the truth and many are getting it

(Continued on page 562)

# WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS  
PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG  
PRESIDENT and PASTOR

OFFICE OF  
GARNER TED ARMSTRONG  
Vice President

November 7, 1974

To all ministers of Jesus Christ and key supervisory personnel:

You have all probably received news of proposed changes in format for the Plain Truth already; I am sending a letter to the entire circulation list, including members, co-workers and donors, explaining the continued pressures of higher costs in all aspects of our publishing department and alerting all to watch for substantial changes in format.

I did emphasize, however, that there will be no drawing back from sending out the powerful warning and witness MESSAGE we must give; but that we hope to INCREASE circulation and increase the amount of material going out, as well as increase its effectiveness.

All here are really excited about a new format for the Plain Truth; we are working on dummy copies to present to Mr. Herbert Armstrong sometime next week following his return from his most recent trip.

Roughly, it means going to a newsprint kind of paper -- probably tabloid size, but folded in such a way that it is mailed out as magazine size. It means increased circulation, increased frequency (we're planning twice a month rather than once a month), and much more punch and power by letting the material stand or fall on by-line much more than before, rather than attempting to send out smooth pabulum palatable to all segments of religion, society, business, and various governments. It means we can speak out MUCH more powerfully concerning the many evils in our age, as did Ezekiel, Jeremiah, and Isaiah, and TRULY "CRY ALOUD, SPARE NOT" in accomplishing the job God has given us to do. Roughly, we're talking in the neighborhood of three cents per copy, mailed, as compared to ten cents per copy for the present format. Of course, sending it bi-monthly means our total savings may only be around 40% or so, but that's still a significant amount when you consider the millions of dollars involved.

We'll keep you informed the moment some more progress has been made. But, fellows, let me assure you -- AND any really experienced, professional writers, whatever their sex, wherever their station of life among the membership -- that we are hoping now to have a POWERFUL new vehicle for getting out a vital WARNING MESSAGE to God's people, and the way is clear for REALLY CRYING

OUT to this world as never before. Any of you who want to write, even small columns of interest, and submit your articles to the PT editors for consideration are urged to do so.

We have had to face the most urgent necessity for massive budgetary readjustments, since, even though we had balanced the budget at a projected 5% increase, the amount of increase is falling short of that mark. That has meant continued drain of cash -- and the banks cannot tolerate this for long. We are, therefore, immediately curtailing our massive allocations going overseas. I have had to stop the Bricket Wood allocation as of yesterday, guaranteeing only a maximum of \$950,000 over the next fourteen months, meaning savings of over \$2.5 million. We are going ahead full steam with plans to print our new format of the PT in perhaps three areas of the country simultaneously (since we will instantly be bigger than the Christian Science Monitor and a large number of other newspapers and magazines -- and will be growing rapidly), and this can be jobbed out (and, in a practical sense, MUST BE, to shorten "lag time" between writing, copy, and printing -- we must make it far more immediately relevant to conditions and trends). The press facilities in Bricket Wood are also going to be terminated. We are also drastically curtailing our television PRODUCTIONS portion, so long as it does not materially hurt the message going out. Though painful for employees who have labored in graphics, film research and editing, and other areas, it means cutting our overhead in this area.

I am taking all the brethren right into our confidence, via the "Personal" in the WN, concerning some of these changes. ALL here are MORE than enthusiastic about the changes being made -- with the exception, naturally, of any whose jobs may have to be phased out. Once again: if any of you have members whose jobs relate to film editing, research, TV production, promotion, audio engineering, photography, or the like, PLEASE be sure to let our Personnel Department know SOON! MANY of these men whose jobs will be affected will be able to obtain jobs at higher pay; some will, because of age or other factors, have great difficulty. If any of you, or your members, can offer help in obtaining other employment, they will be greatly appreciative.

Thanks very much for the encouragement you all gave and the enthusiasm you showed during the Feast! Every condition in the world I see today convinces me we are MUCH closer to the end of this age than we might have thought, fellows! I think we need to HURRY to get our job done!

And that's what I've got to do right now -- so, until next time, keep PRAYING for my father and me, for ALL of your fellow ministers, for the brethren, for the whole Work and all involved in it -- and for God to OPEN THE DOOR before us to really step through on FAITH and with power and conviction in His Spirit!

Your brother in Christ,

*Samuel L. Armstrong*

## Herbert W. Armstrong UPDATE

**Dateline Cairo, October 30, by Stanley R. Rader**

We have just left the ballroom of the Nile Hilton Hotel in Cairo, Egypt, where Mr. Armstrong, as the distinguished guest, delivered a thirty-minute address to a most illustrious group of Egyptian citizens — all of whom were invited by Dr. Abdul Lader Hattem. Dr. Hattem was until very recently the Deputy Prime Minister of Egypt, and is presently the Chairman of the National Council for Science and Education, as well as assistant to President Sadat.

There were over 100 people present (in addition to five of our own immediate party) including four ministers of the government, many former ministers of the government, several presidents of universities in Cairo and in the upper Nile area, several former presidents and rectors of colleges and universities, members of the National Assembly (which is the parliamentary body of the Republic of Egypt), and noted professors from one discipline or another, all of whom were apparently very much interested in politics in the broader sense, as well as culture and education.

Dr. Hattem, who had been in a position of power in the Egyptian government since the revolution of 1952, had received Mr. Armstrong for the first time since January of 1974, at which time Mr. Armstrong was accompanied by his eight Japanese "sons." At the time that Mr. Armstrong was first received by Dr. Hattem, it was the very day following the signing of the disengagement pact between Israel and Egypt, the so-called "101 Treaty." President Sadat had flown to Damascus. Consequently, the moment Mr. Armstrong was received by Dr. Hattem he was the Chief of State, there being no prime minister other than President Sadat, who at the time was holding both offices (president and prime minister).

Dr. Hattem has been very prominent over the years in promoting Japanese-Egyptian relations and has been received by the Emperor of Japan. He has made some six visits to Japan since 1966, including a recent state visit following Mr. Armstrong's first meeting with Dr. Hattem in January, 1974. Dr. Hattem, having also served during his 22 years as Minister of Culture and Minister of Information, established an immediate rapport and deep understanding with Mr. Armstrong in all of

the goals and objectives of the Church and the College, and immediately welcomed our continued interest in Middle Eastern affairs — including our expressed desire that Mr. Armstrong be able to speak to distinguished groups over a period of time, sharing his views with as many prominent people as he could, culminating ultimately in a campaign, probably in the fall of 1975.

As I think I mentioned in a previous report, Dr. Hattem has also indicated an interest and a willingness to accompany Mr. Armstrong on some of his trips into other Arab countries, and with the

### Dr. Abdul Lader Hattem (A brief biography)

Dr. Hattem graduated in 1939 from an Egyptian military academy. He subsequently took a Master's Degree in Political Science and Doctor of Law at Cairo University. In 1967 he was awarded an honorary doctorate by the University of Paris and he has lectured at the Universities of Oxford, Cambridge, Durham, and London. As a young army officer, Dr. Hattem played a prominent part with the late President Nasser in the Egyptian revolution of 1952. In 1956, at the time of the Suez crisis, he led the Egyptian information and publicity campaign, telling the world about the direction Egypt was to take. After serving as a counsellor to the late President Nasser and as Minister of Presidential Affairs, in 1960 Dr. Hattem was appointed Minister of State Information, and in 1962 and 1966 he was Deputy Prime Minister and the Minister of Culture and Information and Tourism. In 1971, he was again appointed Deputy Prime Minister, as well as Minister of Culture and Information by President Sadat, and he also deputizes for the President at cabinet meetings. Dr. Hattem is a member of the General Assembly of the Arab Socialist Union, and is actively concerned with numerous other political and cultural societies in Egypt. He holds the highest single decoration in Egypt that can be bestowed. He is also a very prolific writer. His most recent book is titled: *Information and the Arab Cause*, published in June 1974. He is presently working on three other books, with the following titles: *The Egyptian Civilization*, *Egypt's Revolution*, and *The Arab Between East and West*.

permission of President Sadat, he may also accompany us into other parts of the world, including Central and South America, Europe, and other parts of Africa.

Dr. Hattem has advised Professor Gotoh and myself as well as a prominent member of the Association for Japanese and Arab Relations, that he had just recently been appointed by President Sadat to be *the* person in Egypt responsible for the Palestinian Liberation Organization (PLO) and the Palestinians who are in Egypt at the present time. In all matters that relate to the PLO and the Palestinian movement, they are handled directly by Dr. Hattem for President Sadat.

It should be apparent to all that there has been a tremendous revolution in Egypt from the standpoint of the overall society, since the overthrow of King Farouk in 1952 by the revolutionary forces led by Nasser, who were attempting to socialize the country and to rid it of the 300 years of servitude which it had suffered under the Turkish Mamelukes. Unfortunately, in the horrors of the four Arab-Israeli wars, the socio-economic changes that have taken place in Egypt have been completely overshadowed, and since most of the emphasis in the world is on the external matters that relate to Egypt, little attention has been given to the entire emergence of a new society in Egypt. Almost all enlightened people understand that the entire Arab world is led, directly or indirectly, by Egypt. Consequently, when and if there should be some reasonable settlement of the Israeli-Arab conflict, we can then look to Egypt to emerge as the leader and to carry its social revolution forward, setting an example for all the other Arab countries which would have to do the same, including such countries as Saudi Arabia and Morocco, which have retained the monarchy concept of government.

Consequently, we really will find ourselves perhaps confronted not only with Arab oil, which now has been translated into economic power, if not ultimately military power; but we may have something more important for mankind, which would be a new rebirth of the kind of Arab importance which the world once knew. As you know, the Arabs had conquered the whole Mid-East and their civilization really was dominant for hundreds of years.

Prior to our arrival in Cairo, we had spent two nights in Bangkok, making additional preparations for a forthcoming campaign in that area, which should take place sometime in 1975. Earlier, I had accompanied two Japanese Diet members to Manila in order to introduce them to both the

Minister of Information and to President Marcos, who was interested primarily at this time in developing an intermediate refinery to refine crude oil, which would be imported from the Middle East, and after being refined, would be sold — not on the domestic market — but in Japan. Because of the relationship that we had already established with the Minister of Information, it was easy for us to introduce the congressmen, as well as to strengthen our preexisting relationship — the latter being essential for our future public activities in Manila, including plans for a follow-up appearance by Mr. Armstrong which will take place in the near future. The Minister of Information had welcomed our prior efforts in Manila, had given us physical and moral support, and had indicated that he would be willing to do the same on this new occasion.

We had commenced the present trip by a stop in Tokyo where Mr. Armstrong hosted a dinner party, which included the Imperial Highnesses Prince and Princess Mikasa and Israel's Ambassador Ron and his wife, as well as distinguished members of the archaeological team that had just returned from Israel, and three of Mr. Armstrong's Japanese Diet member sons. The occasion was most appropriate, because it offered an opportunity for the Prince to publicly thank Mr. Armstrong, and as I may have reported earlier, he stated that he would be forever grateful for Mr. Armstrong's physical, financial, and spiritual support. Dinner also gave everyone, including the Prince and Mr. Armstrong, the opportunity to pay their respects. This dinner was particularly appropriate also because Ambassador Ron was completing his service as the Israeli Ambassador to Japan — and who will now become Israel's permanent representative in Geneva, the counterpart of Dr. El Erian from Egypt. Both of these distinguished gentlemen will be working toward a goal. Ambassador Ron paid a fine tribute to Mr. Armstrong, referring very poignantly to him as a "master builder of bridges."

Saturday, Mr. Armstrong was able to conduct another Bible Study for some 175 or more *Plain Truth* readers. On this occasion we had the opportunity to show a film of Mr. Armstrong's Manila campaign which was received well by this group, as it has been by God's ministry throughout the country during the Feast of Tabernacles. Once again, Mr. Armstrong was particularly impressed with the quality of the film, and trusts that the film will have a tremendous emotional and spiritual effect on the brethren as a whole.

On Monday, November 4th, we will fly directly to Israel where Mr. Armstrong will have his first

testimonial dinner in that country. And, as we all know, this will be Mr. Armstrong's first opportunity to speak out directly and bluntly to the House of Judah. According to our information we will have some 100 of the leaders of Israel present. We must be mindful of the fact that with the recent Arab conference at Rabat and the emergence of the Palestinian Liberation Organization as the apparent victor in the conflict with King Hussein, the politicians and government leaders in Israel are very preoccupied. We're going into Israel now at perhaps the worst time for the State of Israel because the pressures are really mounting on them. Mr. Kissinger may be there at the same time, therefore that may also prevent some people from coming who would normally be there. But it's not going to be our last, but rather our first venture of this sort in Israel; therefore, those who will not be there the first time will be there the next or the next.

## Doctrinal Research

### DOCTRINAL MEETINGS RESUME

The first doctrinal steering committee meeting since the Feast was called by Wayne Cole this past Thursday (Oct. 31). (It may well be the first such meeting ever to be held on Halloween day — Joke). In addition to the regular group, John Robinson, Managing Editor of the *Worldwide News*, visiting from Big Sandy, attended the meeting.

Since the study paper on D & R was produced some months back, a number of questions have been raised by some of our field ministers. Dr. Hoeh and Lawson Briggs were assigned to compile and address these questions and to provide the ministry with the needed answers.

Several clarifications are also needed on the exegesis of Pentecost.

Jon Hill asked the committee for advice on several matters which affect the theology curriculum of the College. A number of other assignments were given out and the discussion then focused on which items needed to be addressed next by the committee. Regular meetings will resume at a time to be determined.

## Financial Affairs

The present status of our income has remained basically unchanged since my last report. Year to date, we are running about half a percentage point behind the same time last year. Holy Day offerings also are running at about the same level as last year and will probably show no increase at all. What is really pulling down our overall income picture is the fact that both Second and Third Tithe are decreased from last year and also running below what we anticipated from the income standpoint. Second Tithe is presently -18% and Third Tithe is about 5% below. I realize, of course, that 2T expenses this year for our members had increased considerably over the previous year, and, therefore, they did have less surplus to turn in to support the Second Tithe Fund. Undoubtedly, the same is true in the 3T area. We will, of course, have to tailor our expenditures to make up for this lack unless there is a dramatic increase in income. It would be helpful if you would remind the Church that we are showing these deficits, and if they have any surplus yet to turn in it would be greatly appreciated.

I mentioned in my last letter that we would have to consider a number of budget cuts in order to balance our income/expenditure picture and seek to alleviate any liquidity problems that might occur by building up a cash reserve. After meetings with Mr. Ted Armstrong and other division heads, he has decided that we should consider changing certain of our institutionalized media to better conform with the present-day improved communications and the much more hectic pace of life. Accordingly, we are looking at giving the *Plain Truth* more of a current newspaper format, which will enable us to increase circulation, and increase frequency at an overall lesser cost. It will also help us to reduce our overheads in the Press area. He has also decided, as he mentioned in the latest *Worldwide News*, to make some reductions in the area of television, especially with regard to production. We are not planning any reductions at all, at present, in time buying for either radio or television.

In the International Division, we are going to require each overseas area to operate on its own self-generated income and to do whatever they can with what they have. Changing the format of the *Plain Truth* will undoubtedly help in this regard and the overseas office managers who have heard of the proposed change of format are greatly

excited at having a vehicle which is more suited to their own environment. Requiring each foreign office to produce a full-color, 34-page magazine has required that we subsidize many of the overseas areas. The creation of a different *form* of publication will mean that we can either cut off or greatly reduce those subsidies and retain those much-needed dollars in the United States. Needless to say, *what* we say is unchanged — only *how* we say it!

At the present time, we are looking at a restructuring of the Work in England (now that the College has been closed) and it will become more closely aligned to the organization and structure of our other overseas offices. This will also help us in that we can reduce further their allocation without impairing the Work that can be done there.

In concert with these other organizational changes, we are also looking at ways to further decrease payroll expenses. Over the last 18 months, we have been successful in reducing a \$19 million payroll to slightly over \$15 million, without impairing our efficiency and still being able to give a cost-of-living raise. For instance, in the Finance Division, we have reduced our personnel by over 44% in the last 18 months by internal reorganization and implementation of cost-cutting procedures. Naturally, the fact that the campus master plan is now complete has helped us to do this since we no longer need to maintain a large Construction Department and can better organize our other maintenance functions.

Incidentally, even though we reduced manpower by 44%, we were only able to reduce overall budget figures by 20%. This is due, of course, to the rapidly climbing cost of operation, other than payroll. It *does* cost more now to do business than it did 18 months ago! To illustrate what I mean, I have listed below those areas of cost increase that have affected us dramatically over the last 12 months alone. Mr. GTA is using these figures in his letter to the *Plain Truth* list in order to point up the reason *why* the magazine is costing more to print with each passing month.

#### Press Paper

Plain Truth signature paper	up 33%
Plain Truth cover paper	up 32%
Booklet paper	up 49%
Letter paper	up 85%

#### Press Supplies

Alcohol	up 59%
Ethylene glycol	up 74%
Blanket wash	up 31%

Plate developer	up 19%
Film	up 14%
Printing plates	up 10%

Incandescent & fluorescent lights	up 36%
Electrical equipment	up 20%
Electrical parts	up 28%
Electronic parts	up 27%
Video equipment	up 12%
Audiovisual	up 25%
Audio Equipment	up 18%

Furniture	up 12-15%
Carpeting	up 27-30%

Freight	up 10-12%
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IBM cards	up 144%
Envelopes	up 33%
DPC ribbons	up 44%
Photographic supplies	up 25%
Computer printout forms	up 44%

Tires	up 30%
Auto parts	up 20-40%
Antifreeze	up 69%

IBM typewriters	up 7%
SCM typewriters	up 16%
Art supplies	up 15%

Office supplies (average of all items)	up 25%
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Back-orders on some items can be from 2-3 months.

In contrast to the increases above video tape has held steady with no increase in cost. Hand held electronic calculators *reduced* in price 25%-30%.

Annual contracts have protected us from price increases on the following items:

Typewriter ribbons  
Electrostatic copy paper & toner

If you have been reading the business pages at all lately, you are very aware of the very shaky economic condition of the country. I thought you might be interested in the following excerpts from an article that was read into the Congressional Record of October 11, 1974.

"The American economy will collapse within 60 days," a Wall Street broker told me flatly the other night. "Forget about Ford's economic summit conference. All the talk in the world won't change the basic facts. And the facts are simple: We're bankrupt and

we've lost faith in the future. Worse, the world has lost its faith in the dollar. And the whole thing is about to tumble. It's the most dangerous period since the 1930's. Keep your eye on the Pentagon, because anything could happen."

This man, who, like others, insists on anonymity, is not a wide-eyed radical. He is a capitalist. His life has been spent in the business of making money with money. But he believes that within 60 days the Dow Jones Industrial Average will fall to 500, and possibly lower. He points out that in the past year that index has fallen from 1051.7 in January, 1973, to 627.19 last Friday. More than \$300 billion worth of profits has been wiped out, including much of the swollen value of such stock market giants as Avon and Polaroid.

"This winter, the banks will start to crumble," he said. "Franklin National is already a welfare case. In July and August, \$3.5 billion was withdrawn from savings banks, which means people are very scared. The commercial banks were playing the stock market with money they did not own, and they've lost fortunes. A lot of them started speculating in European money markets to cover their losses in the stock market, and they lost there, too. The paper money we are now carrying around in our pockets is growing more worthless by the hour."

Others point to the eminent collapse of Great Britain and Italy as signals that the crisis of capitalism is worldwide. England no longer has a string of colonies into which it can dump its shoddy goods. It has been reduced to an off-shore island, and the pressure of fuel increases is wrecking the economy. Italy has been kiting checks with the rest of the world for more than a year.

"In terms of the international monetary system," a Wall Street friend said, "the collapse of one of those countries will be the equivalent of a major American bank collapsing, a National City or a Chase Manhattan. The whole . . . thing will come tumbling down."

In New York the effects have been devastating. Inflation since 1969 has eaten up 34 percent of every New York dollar. Unemployment is now 7.5 percent and rising. The sales tax is at 8 percent, the state and city income taxes are eating away at what is left from the federal taxes, and the prices of food, housing and clothing are going through the roof.

There is a smell of the Weimar Republic in the air.

"This isn't just another technical problem," one of those Wall Street informants told me. "The old system is finished. And what replaces it could be even worse."

There is no question that the economy is crumbling all over, and it simply is a matter of time as to how long the ingenuity of American bankers, politicians and economists can continue to juggle the statistics and data in an effort to keep the public uninformed. Should the full realization of our economic condition be made public, it could be devastating.

Fortunately, there is a "better system" ahead, and our time and effort should be spent in bringing that news to a world that desperately needs it!

— Frank Brown

## Church Administration

Hi everyone!

A situation has recently occurred with regard to ordinations that I would like to explain.

A year or so ago a CAD moratorium was placed on ordinations while certain questions were studied.

There is currently a study of "Ministerial Ranks and Ordinations" being conducted. But it is not yet complete and we felt that we had to remove that moratorium for some ordinations just prior to and during the Feast.

The recommendations that have been waiting during this past year were given first priority. But needless to say, the past year has seen *many* traumatic developments and changes. Some ministers and assistants left us, others were "turned off" and are no longer involved in the same responsibilities. Approximately 150 ministerial moves occurred during this year. As a result of this we had to update our list of Ordination Recommendations and some who had previously been recommended, and perhaps even told they were to be ordained, *were in fact not ordained*.

There may be a few men previously recommended whom we may soon ordain. On the other hand, some *may* never be ordained.

Another important point to bear in mind.

If you as a local Pastor indicate to someone that he is going to be ordained into the ministry or perhaps "raised in rank," simply because you have

recommended him, you may have "scored points with him," but if those responsible for final decisions reject your recommendation, they then may look like the "big bad guys at H.Q."

Please realize, fellows, that final approval must always rest with those responsible at H.Q. We here cannot be held accountable for assurances made which were either over-stated or unauthorized.

It is well and good for you to encourage a man — to help him grow and to let him know you feel he is making good progress — and perhaps even telling him you are recommending him for ordination may be fine. We all certainly need encouragement. But do be careful not to over-commit yourself.

Since I'm talking about this subject I would like to comment on an article I read recently about the need to keep promises. Several principles were brought out that I personally found very helpful and feel you will as well. So here is the gist of what I read.

When was the last time someone made a promise to you which went unfulfilled?

Assuming the promise was made with good intent — and really, most are since few people are short-sighted enough to go around making promises they *know* can't be fulfilled — you probably made a mental note to be just a little more careful in your future dealings with that individual. You came to trust him just a little less.

All of us know the bitter sting of conscience from promising and not producing. It's a common problem. An example might be the boss who wants to encourage the subordinate — but in doing so he was misleading, unrealistic, and painted too optimistic a picture. His intended encouragement was in the form of a promise that will go unfulfilled!

Promises are sometimes like carrots dangled in front of a mule — they're easy-to-supply motivators. But the shelf life is limited. The time comes when we have to "pay" on the promise. It's unfortunate if the carrot should turn out to be made of plastic.

Quick promises are made because it's *easy* and simple to do. And we all want to please people and to have others think kindly of us. There is a temptation for most humans to achieve this at the expense of others. Let's say you inadvisedly promised a pay increase to someone without checking through proper channels. Who takes the blame if the raise doesn't go through? It is so easy to pass the burden on. Morale problems can be borne on the wings of unfulfilled promises.

Paul said, "Let your yea be yea!!" In other words, mean it when you say it. A person who is

*slow* to promise will have the best chance to think the promise through, and will be most likely to fulfill it. If a promise involves the "OK" of others, they should be checked with. Was a promise made under pressure? Then maybe it should be re-stated. If you made it in the rush of the moment you may forget it, assuming the one you promised will forget also. Don't bet on it! The way to avoid such a situation is to think back over meetings and encounters you've had. If necessary, write down what you said you would do.

Learn to be aware of situations where people could be misled. They look at comments from another's point of view. Never be reluctant to help others, but be aware of their needs and how they might take things.

Above all, each of us needs to make a practice of delivering the goods. Future cooperation and success depend on delivering in full what has been promised. If it costs a little extra in order to back up our words, we need to be willing to feel the pinch.

### **Holding Down Expenses**

Most of you will probably be way ahead of me on this next item, but I feel it is important enough to emphasize. That is holding down expenses as much as possible during the present budget crunch. As you have heard, substantial cuts are being made in those areas not directly related to our front line effort. We must live within our budget.

The Church Administration Division could help the cash flow situation substantially by cutting down wherever possible during the next few months. Even a small individual effort by as many men as there are in our division can have quite a clout when it's all added together.

So, fellows, please, wherever you can, without hampering your effectiveness as a frontline soldier in this great Work, be aware of the need to conserve whenever and wherever possible.

### **Open Forum**

From comments I've heard it seems many fail to understand the purpose of the Open Forum section in the Bulletin.

The response has been less than overwhelming. Only a comparative handful of our over 300 ministers have accepted the challenge of committing themselves to writing for this section of the Bulletin. The excuses have been many and varied.

Here are a few comments that have been overheard:

"Why, I can't write," said one man, "I just don't have the talent." But the Forum is *not meant* to be a showplace for brilliant writing! It's meant to be a place for thought provoking, stimulating *ideas* on anything and everything. Everyone has ideas and thoughts they'd like to share with others. Open Forum provides you the opportunity to share them with hundreds — not just the few immediately around you. Just get your thoughts and ideas down on paper and our Bulletin staff will take care of minor "wordsmithing," if necessary.

"I'm afraid to write for the Open Forum," another man expressed, "If I do that they'll know what I believe and I'll get nailed to the wall for it. They're just trying to get us 'liberals' out in the *open* so they can shoot us down." But now think for a moment — if you really feel this way aren't you saying the Forum is not really *open* after all! You're saying that it's a *closed* forum strictly limited to "party line expediency." Not so! Your personal views are welcomed in the Open Forum. Please don't feel intimidated — rather, feel free to share a little of your thoughts and experiences with us.

Then of course we've heard the other side of the coin too. "Why I wouldn't dignify that column by writing for it. It's just a place for all the disgruntled types to air their gripes. Just stirs up strife and division — that's all it does," another man asserted with some feeling.

Again I repeat, that's not the purpose of Open Forum at all. The object is to provide a forum for *constructive*, stimulating thinking on all subjects. Comments submitted should be thought provoking and helpful. They can deal with the mechanics of the ministry, ideas for sermons and Bible studies, philosophy and approach, book reviews, various educational keys, etc., etc. Unique avenues of biblical exegesis may be explored as well as practical tips for counseling and local church organization. What kind of church socials go over best in your area? Do you have any special fund raising projects that others might emulate?

To sum it up, this section of the Bulletin is a means of keeping the lines of communication open. It's not meant to be *unnecessarily* controversial or deliberately provocative. We may, and at times certainly should, feel strongly about our views. But we don't have to attack individuals or deal with personalities in expressing these feelings.

So fellows, let's make Open Forum *live* by contributing lively, thought provoking, mind expanding (in the godly sense of the term) *ideas*

whenever possible. This is *your* Open Forum — it's not a "propaganda sheet" for Headquarters.

Please accept the challenge — contribute — you might find it refreshing and stimulating when you do!

Within the next few days I hope (notice I didn't say promise) to prepare a cassette tape to be included in the next M.E.T. tape package. Among other things it is my intention to update you on some of the things under consideration as economic measures, and also plans for positive steps forward.

That does it for another Bulletin. Please continue to communicate with us — pray for guidance and let's all work hard in representing our Great God and serving our fellowman.

— C. Wayne Cole

## BIRTHS

**Roy and Pauline Demarest** (Harrisburg & Lancaster, Pennsylvania): Pauline and I are very happy to announce the birth of our third child and third son. *Daniel Roy* was born on October 5th at 2:30 a.m. and weighed in at 9 lbs., 2 ozs. Even though the baby was a giant, Pauline was able to deliver him without any complications at all.

**Dan and Cheryl Fricke** (Portland So.): The Feast of Trumpets had an added special meaning for us this year with the arrival of our third daughter, *Kim Marie*. Blowing her horn at 6:00 a.m., she weighed in at 8 lbs., 1 oz. and was 22 in. long. The whole family is delighted with her and everyone is doing fine.

**Rand and Gloria Millich** (Great Falls & Missoula, Montana): We now have a new addition to our family. God intervened after 4½ years so that Gloria could get pregnant. Now we have a robust 8 lb., 2 oz. son, *Daral Nicholas*. Labor was slow. Our regular doctor had his day off and his substitute was *not* enthusiastic for natural childbirth. After 18 hours of labor, the doctor planned to take the baby caesarean, in spite of everything going well (although slow). God intervened again, and just at the time the doctor was going to interfere, Gloria went into transition. Within an hour the baby was born healthy and strong. Both mother and son are doing very well!

**Robert and LaVada Roufs, Jr.** (Grand Rapids, Minnesota): LaVada and I would like to announce the arrival of our second little one. This time a girl!

*Tracy Lynn.* She was 8 lbs. even and 20½ in. long, born September 19th at 3:35 p.m. Everyone's doing fine, including David John, whose patience was growing a little short in his long wait for a little sister.

## Academic

### Accreditation

The second big step in the long road toward regional accreditation was completed last week. A three-day visit by representatives of the Western Association of Schools and Colleges was conducted after we filed the college's institutional self-study report.

A final decision by the Association on our accreditation will be made in January. While it is not possible "to read between the lines," most of the faculty and administration feel we will be given either candidacy or accreditation with a request for later visits or progress reports or both (strings).

It is my personal opinion that we will at least achieve the standing of "candidacy". I also feel we have about a 40% chance of actual accreditation in January.

Even to be granted the status of candidate will be a great achievement. WASC gives the following definition: "Candidate for Accreditation is a status of affiliation with the Commission which indicates that an institution has achieved initial recognition and is progressing toward, but does not assure, accreditation. . . . The Candidate shows evidence of sound planning, the resources to implement these plans, and appears to have the potential for attaining its goals within a reasonable time."

As a Candidate, we will be listed as a Candidate for accreditation in the annual WASC Directory. Candidacy provides most of the benefits of accreditation. While this does not allow transfer of credits to other institutions it does give eligibility to the college and its students for participation in government and private scholarships, grants-in-aid, and other such benefits. The Candidate classification will require at least a year to pass before we would be reviewed again. Such status certainly gives us enormous recognition and financial opportunities.

The visit itself could not have been better. A "blue ribbon" committee visited our campus. Chaired by Dr. Eugene Dawson, President of the University of Redlands, the visiting committee

spent considerable time with Mr. Ted Armstrong and other administrators, board members, students and the faculty.

The Committee will give us a copy of their final report when completed. We will probably receive that document in the latter part of November. All of the areas suggested for improvement were in the administrative areas of the college as a whole. Not one word of criticism was mentioned in terms of our religious convictions and standard of values. In fact, there were several comments of praise by the visitors in this regard. We will give you more information about the committee's findings as those facts are made available to us.

### Student Recruitment

With Mr. Armstrong's campaign in Nashville, we initiated a new student recruitment program. Les Stocker went to the campaign as an admissions officer. Catalogues and admissions materials from Big Sandy and Pasadena were displayed near the usual literature display.

During his remarks each evening, Master of Ceremonies Sherwin McMichael invited the college age public to look into Ambassador College. College counselling was offered.

There were a total of 80 application request forms taken — 45 were for Big Sandy, 35 were for Pasadena.

It appears that this approach of advertising the college to young people who are interested in the campaign message will bring many more into contact with the colleges. Both Big Sandy and Pasadena are benefitting.

— Michael P. Germano

## Publishing

Hello from rain soaked, smog free Pasadena. It's a pleasure to breathe again!

We now have 13 issues of the "new" GN under our editorial belts. Generally, the GN seems to have been well received — letters are overwhelmingly favorable. The circulation has been tightly controlled and limited to around a quarter of a million. Our first, brief foray into the area of increasing circulation was a recent telecast on which Mr. Ted Armstrong advertised the GN publicly for the first time. We are monitoring the results carefully to see what kind of impact this type of advertizing can have on circulation figures.

I would personally appreciate whatever input you field ministers have on GN content and effec-

tiveness. Are you getting any significant feedback from your PMs re the GN? What type of content would you like to see featured more prominently? Why? We want to make the GN as effective as possible — especially in dealing with the Co-workers and PMs on the mailing list.

At this writing we are still awaiting final approval on a proposed new booklet program. Meetings are presently taking place daily on our whole publishing package.

— Brian Knowles

## International Division

Warm regards from a cold and wet Pasadena. We in the northern hemisphere are beginning to enter into winter which is good news for skiers, and those in the southern hemisphere who can now look forward to summer. We have received further reports on the past Feast of Tabernacles from the international areas and I'd like to share those reports with you now.

### FRANCE & MARTINIQUE

"For the eighth year in a row the French feast was kept in the tiny vacation resort of Praz-sur-Arly in the French Alps. There were 660 French-speaking brethren in attendance representing some 15 different countries.

"The theme of loyalty and unity seemed to permeate the sermons and everyone was encouraged by them. One of the highlights of the Feast was the ordination of four new deacons — two from the Paris Church, one from Lyons, and one from Brussels.

"The combined Holy Day Offering showed a 14.7% increase over last year. On the first holy day we had a total offering of \$9,602 or \$15.84 per person. On the Last Great Day, the total amount was \$11,152, which came to \$17.20 per person.

"Mr. Carbonnel reports that the French-speaking brethren in Martinique also had a fine Feast both physically and spiritually. The 215 brethren in attendance were blessed with gorgeous tropical weather the entire eight days."

— Dibar Apartian

### DUTCH AT MINEHEAD

"About 100 Dutch brethren attended the Feast of Tabernacles in Minehead, England. They enjoyed this thoroughly, and for the first time I

had to arrange a Dutch translation for the services for the small group.

"The expenses in coming to the Feast are proving quite a problem in view of the sharp increase in fuel costs and fare prices. Also it was announced at Minehead that there would be several Feast sites in Britain and Ireland in 1975, and thus I would like to request consideration for the Feast of Tabernacles to be held in Holland next year.

"I have already looked at several sites and have found one in the northern part of Holland called De Hunzenbergen. Translated, this means 'the mountains of the Huns.' The hall in which we could hold services would accommodate 225. I estimate we may have around 175 Dutch brethren by then, thus we could receive about 50 visitors from elsewhere."

— Roy McCarthy

### AFRICA

"Mr. and Mrs. Abner Washington and myself conducted the first Feast of Tabernacles to be held in black Africa. We baptized 20 during the Feast. Attendance in Nigeria was 126, of which 103 were adults; and in Ghana 83 and 69 adults. The offerings averaged \$8.75 per person."

— Harold Jackson

For the remainder of the International column we'll feature an update on the Spanish Work from Walt Dickinson.

— Leslie L. McCullough

### SPANISH WORK UPDATE

Buenos dias, amigos, from all of us in the Spanish Department and our far-flung ministry in Mexico, Central and South America!

You will remember in our last update that Pablo Gonzalez had just gone to Columbia for the first time and made overtures to the government to register the Worldwide Church of God to operate within the nation. We have retained the services of a fine, older, well-established lawyer who happens to be a close personal friend of our most avid coworker in Bogota. All of the necessary papers have been filed with the appropriate government bureau, and the Personaria Juridica is expected within the next 30 to 60 days. Along with that will come resident visas for any personnel we may wish to establish in the country.

Our present goal is to raise up a group of 35-40 baptized members in Bogota so a church may be established, after which we can send in a resident minister to serve that church and begin to raise up members in other cities.

To accomplish this short-term goal, Pablo Gon-

zalez is traveling to Bogota once a month, spending 10-14 days visiting new PMs, and holding Bible studies and Sabbath services with about 12 members and PMs there.

As we raise up churches and baptize members, the income in Colombia will begin to soar. So far this year total Spanish income is running 27% ahead of last year and the monthly income in Colombia has climbed to 11,863 pesos. All the costs of registration and the travel to and from Bogota to work with the people has been financed by funds made available by co-workers and tithing members of the Worldwide Church of God in Colombia.

As we mentioned before, one of our constant basic problems is the slow turn-around in the mail. Because of conditions we cannot improve, the regular mail channel requires from one to three months to deliver a regular letter, PV or booklet to a Mexican, Central or South American city.

Our first attempt to speed up our "somnambulant postal vaquero" has been imminently successful with the friendly, efficient help of Avianca Airlines. They have provided us with an airfreight rate on letters which allows us to send them by air to Bogota where a local member, who works on a part-time basis for us, places the letters in the local mail. We can do all of this at a savings of 6-8 cents a letter over what our regular rate is in mailing them from the U.S. We sent an experimental mailing of 1855 letters in September to people in Bogota who receive *La Pura Verdad* with the religious insert. Our first responses arrived in Pasadena just 14 days after the shipment was delivered to Avianca at LAX.

Last month we received permission from Mr. McCullough to circularize the 7,652 individuals in Bogota who currently receive *La Pura Verdad*. They were offered a new reprint we have just published, were informed of Mr. Gonzalez' monthly visits to Bogota, and were given the opportunity of requesting a personal visit if there was additional information or knowledge they were seeking. The first responses to this letter, some 55, reached Pasadena the Friday before the Feast. All requested the literature and 42 asked for a personal visit. Now that we are back from the Feast, current statistics reveal 873 responses with 721 requests for personal visits. We wanted to have enough visits to keep a minister busy, but we didn't expect such an avalanche of requests! It will be interesting to report next time how we conquered the Bogota juggernaut.

Coincidentally, it is interesting to note that this current session of the Columbian Congress will be

dealing with legislation which will eliminate the Concordat of 1887 with the Vatican, make all churches equal before the law, and give each of them the same tax-free status now enjoyed only by the Catholic Church.

As for the Feast of Tabernacles, it was most enjoyable, uplifting, and profitable in Oaxtepec, Mexico. Mr. Mendoza, a long-time member from Ecuador, journeyed there as did 44 members from El Salvador who rented a bus and, with many unusual difficulties, finally completed the trip. In the course of the Feast they had a fine talent show, a singles dance, a children's party, field day, two weddings and a baptism for three new members from El Salvador and two from Mexico.

The Feast in Chile and Argentina which was conducted by Mr. Robert Flores was outstanding because of the spiritual growth evidenced in the people attending. There was also a very happy wedding performed at the Chilean Feast site. Eight were baptized in Chile and six in Argentina to complete one of the warmest and happiest feasts held in these two places.

Thank you all for your prayers for the Spanish Work. They are very much needed as we face the awesome task of developing a ministry and staff which will be able to accomplish the work God gives us to do with these warm-hearted, loving, Spanish-speaking people.

— Walter Dickinson

## Media

### Slide/Film Shows

Many have been involved in the work that has gone into the new system for circulating slide shows and films to church areas (discussed in the July 30, Bulletin). The system is now being put into service.

Letters supplying information and some of the tools necessary for carrying out this task, are being sent to Area Coordinators this week. Following close behind will be kits containing the shows he will be distributing to you — an interesting assortment of presentations ranging from the film, "Herbert W. Armstrong: The Man and His Work," to a slide show dealing with local church area participation in Personal Appearance Campaigns. We feel you will like these programs and find the system meeting your needs satisfactorily and expeditiously.

Your area coordinator will soon have these films and slide shows in hand and will be contacting you about the shows he has available. It should be

possible for you to see one of these shows every three or four weeks, depending upon your arrangements with the area coordinator.

### Station Tally

I thought you might be interested in the current radio and TV station tally for the United States and Canada. We are currently airing on the following number of stations:

TELEVISION	
U.S. stations (includes 6 satellites)	83
Canadian stations	32
TOTAL	115
RADIO	
U.S. stations	121
Canadian stations	65
Donated Stations	9
TOTAL	195

### Fair Booths

We've had excellent enthusiasm overall from Church brethren regarding fair booths. Every survey form extended by participating congregations has positively indicated that the brethren are quite excited by the opportunity to take such an active, "front line" part in accomplishing God's Work.

We have been reviewing all of the display booth survey forms (which were sent back to us by participating ministers) for suggestions on improvement and we will soon be contacting all church pastors again with plans for this coming season's fair and show activity. That's all for now.

— Dan Ricker

## Data Processing

Our meetings at headquarters to discuss a new *Plain Truth* format have been very exciting when one considers the greatly increased circulation potential, new vistas in editorial possibilities, and short range financial savings.

Primarily for financial reasons we have been forced to control carefully the circulation of the magazine. But the proposed newsprint-formatted PT removes this heavy restraint and opens the door to taking the gospel to multiple millions more — even as many as 10 to 20 million in 5-7 years — and at much reduced costs!

Of course, this has a direct impact on the Direct Mail program, too. Perhaps it would be appro-

priate to give some history of this program before launching into the specifics of our operations during fiscal '74/'75.

Direct Mail is a means of communicating with customers and prospective customers about your product through the mail. In our case — since we have nothing to sell — Direct Mail is advertisement of our free literature, broadcast, telecast, Personal Appearance Campaigns, or whatever it is we wish to publicize.

The Work has been using direct mail for many years. The Co-Worker and Member letters have been, in fact, direct mail. Mr. Armstrong, when he writes these letters, is addressing an audience of certain selectivity. He knows what their desires are, what they hope for, what they are interested in. But direct mail in the sense we are using it in this program refers to what is actually an "expanded" direct mail program. We have many other groups of people on our Master Record File with varying interest levels, varying degrees of comprehension of our message, and varying degrees of involvement. By isolating each of these groups, we can address the needs of each. Before the advent of our present direct mail program it could have taken many months and even years for our *Plain Truth* readers to come across some of our literature, which, had they known about it at the time they became ready, could have accelerated their education and involvement in the Work. It was with this concept in mind — *servicing* our people by providing them with *what* they need *when* they need it — that we began our present program.

Our first fledgling attempt at direct mail was accomplished through the Co-Worker Department beginning in March 1971. Personal letters were sent to new Donors thanking them for their contributions and offering them one of our foundational booklets. This small-scale service met with such encouraging response that we wanted to extend this same service to the entire list of Donors. But since we didn't know what to expect, or even if this were an activity we should engage in, Mr. Jon Hill discussed in-depth with Mr. Armstrong the idea of making a test mailing to a small group of Donors. As a result a special letter was written offering the newly revised booklet, *Why Were You Born?* and was sent to 14,000 randomly selected Donors.

The response to this effort was extremely encouraging. Over 20% of the people requested the booklet. Many sent contributions. Although the mailing was sent first class (which is considerably more expensive than third class), the appreciation

our Donors showed for this service resulted in nearly eight dollars returned for each dollar expended.

In September of 1972, another test mailing was sent. This time to over 19,000 Donors. This letter was mailed at the less expensive third class rate and offered the booklet, *The Real Jesus*. It brought a 23.9% response and showed about a twelve dollar return ratio for each dollar spent on the mailing. Based on these results, the go-ahead was given for a mailing to all of our Donors at that time (114,532).

Also in late 1972, a test mailing was sent to five groups of Regulars totaling 46,545 names. We found that approximately 20% of these people responded to the letter offering the booklet, *The Real Jesus*. The money return was considerably lower, as was expected; because these Regulars were not as strongly related to the Work as those who had already taken the step to donate at least once to the Work as is the case of Donors. But those Regulars who did respond to this mailing and received the booklet were motivated and several hundreds of them became Donors as a result. A mailing to Regulars, we have found, usually will not only approximately break even in the sense of an *immediate* return on investment, but those spiritually motivated by it in reality make the mailing an investment in the future as they progress to Donors, Co-Workers, and finally Members.

In February of 1973, Direct Mail took a new turn when the *Plain Truth* became a vehicle for delivering an advertising message, including a response device. Over 20% requested the new booklet, *Is Sex Sin?*

But it was in the spring of 1973 that Direct Mail began to operate in a really big way. The entire *Plain Truth* renewal system was designed as a direct mail package. (Again, the purpose was not just to cut "dead wood" from the list, but to *stimulate involvement* and *action* among people on our list who had shown no interest.) Rather than one letter, we sent a series of three, increasing our responses by 57%, putting many new booklets in the hands of people, rekindling their interest in our organization, making many new Donors and paying for the whole operation as well.

Direct mail had become such a large activity that it could no longer be coordinated jointly by the Co-Worker section and Marketing Information Services. At the same time Direct Mail was developing as a function, so was the WATS line service. WATS had been another test project of Marketing Information Services but has become

an on-going function. Since both of these activities fit under the broad term, "Direct Marketing," a new department to handle both of these functions was created. Mr. John Wilson became the manager of this new department.

The Co-Worker section of Mail Processing still had the job of evaluating the progress of individuals toward becoming Co-Workers; and Marketing Information Services still performed the function of analysis and evaluation of each mailing to determine significant trends, differences, effects, and projections. But the job of determining what groups to offer which pieces of literature, producing the letter copy, scheduling the printing of letters in the press, ordering of envelopes, scheduling of mailings, etc., were the responsibilities of the Direct Marketing Department. All of the men in Direct Mail activities had been educated in the finer arts of direct mail and had attended seminars and related activities to provide them with a real insight into the business of direct mail. Today, though we have achieved many efficiencies in organization and manpower, these same programs are being expanded and even more is being accomplished.

Direct Mail response constituted 35.8% of the total number of letters received during 1973. The *Plain Truth* renewal program was responsible for a great deal of this mail. Based on previous responses we can project the responses to those mailings which helps us to regulate the booklet inventory for the future. We can also predict very closely what the monetary response will be and show how this will affect the income in this area for the year.

Because of this, in 1973, 40,000 new Donors were made as a result of Direct Mail. Since the average Donor contributed approximately \$13.50 per year, this added up to a sizeable sum of badly needed income.

From this brief and successful history of Direct Mail it is evident that it is and will remain an important factor in the overall growth of the Work.

Next issue we'll tell you more about what we have been doing this year and some plans for 1975.

— Benjamin R. Chapman

# OPEN FORUM

## AN INSPIRING EXAMPLE FOR THE BRETHREN

I would like to give an example of what one man was able to do to help the Work.

This man was, financially, an average member who was saving money aside for the fall holy day offerings. But as the cost of living continued to rise, he found himself dipping into his holy day savings more and more. This frustrated the man because he realized the Work, in these times of inflation, needed his offering now more than ever. He could have remained frustrated and pessimistic. Instead, he got to his knees and asked God to please enable him to increase, somehow, his holy day offering.

Shortly thereafter, the man was approached by his neighbor who asked him to do a small job. It lasted only a couple of hours, and the man was paid \$70.00. Consequently, he was able to substantially increase his offerings.

This action had several benefits. It gave the man greater zeal to give more to the Work, and it gave him greater faith. But even more than this, it gave him a new awareness of his — *and God's* — part in the Work.

Remember where it says, "Not by might, nor by power, but by my spirit"? (Zech. 4:6.) I wonder what would happen if all of us encouraged the people we serve to look to God the way this man did?

— N. Gene Griffin

Chattanooga, Tennessee

## CAN CHARACTER BE LEGISLATED?

Is it true that character can't be legislated?

Judging by the fruits of many of those who left the Worldwide Church of God, it is obvious that real obedience to God's law is no longer looked upon as paramount.

Those who believe it necessary to *keep the commandments*, are (and will continue to be) branded as "legalists". Those who wish to *obey* God are sometimes even accused of *frustrating the "grace" of God* — of trying to *"earn" their salvation*. But is this true? Are we trying to *earn* our salvation simply because we realize the importance of *obedience* to Almighty God?

### *Setting the Record Straight*

It is time we got this matter straight. Let none of us (especially us ministers) buy the Devil's lie —

that we are frustrating the "grace" of God by *obeying* God's laws.

True, we believe that one of the "conditions" which God requires a Christian to fulfill is that of "doing His will" — "keeping the commandments" (Matt. 19:16-19, I John 2:4, 5:3). But even though God *commands obedience* (which must be *voluntary* on our part), yet this obedience does *not* earn salvation for us.

"Grace" means something which is "freely given". And it is by the *grace of God* that we are: 1) *forgiven* and 2) through the power of the Spirit of God we are given the strength, wisdom and understanding by which we can obey God.

Never forget that God does not bestow His "grace" on those who refuse to *obey* Him. And those who do obey Him do not in any way earn or deserve His grace — His free gift.

### *Lawlessness Prophesied*

Have even former ministers of the Church of God begun to fulfill a scripture in Jude? "Beloved, when I gave all diligence to write unto you of the *common salvation*, it was needful for me to write unto you, and exhort you that ye should *earnestly contend for the faith* which was once delivered unto the saints. For there are certain men crept in unawares, who were before of old ordained to this condemnation, ungodly men, *turning the GRACE* of our God into *LASCIVIOUSNESS*, and denying the only Lord God, and our Lord Jesus Christ" (Jude 3, 4).

What did Jude mean when he prophesied that these deceivers would turn "the *grace* of our God into *lasciviousness*"?

The Greek word translated as "lasciviousness" is *aselgeia*. What does this word mean? "ASELGEIA . . . denotes excess, licentiousness, absence of restraint, indecency, wantonness" (*An Expository Dictionary of New Testament Words*, by W. E. Vine).

Dr. Strong says that the meaning of *aselgeia* is uncertain, but it apparently means: *a* (is a negative, meaning not) *selges* (*continent*) — thus it would mean *not continent, incontinent, licentious or unrestrained*. (See *Strong's Exhaustive Concordance*).

What Jude prophesied was that men would *arise* who would turn against lawful restraint — *against* the law of God. The same ones who would *cast off*

all restraint (the law serves as a legitimate restraint to all of us) would also point the finger at us commandment keepers — accusing us of trying to “earn” our salvation.

### Legislating Character

Is it true, then, that even God can't legislate character? Yes, it is. *No one can legislate character!*

But is it also true that one cannot develop righteous, godly character — without legislation — without laws? This is also true.

Why is this so? Laws (legislation) cannot impart character. Even knowledge of the law of God can't bequeath character. The law of God is a *spiritual looking glass* (James 1:23-25) which shows the dirt (sin) on our character; but it takes the blood of Christ (His grace) to eradicate that stain on our character.

Also, the law of God is a *light* which illuminates our path — showing us the way so we will not go stumbling through life, breaking the laws of God and suffering the terrible consequences. “For the commandment is a lamp; and the law is light; and reproofs of instruction are the way of life” (Prov. 6:23).

Can you now see why it is that even God can't legislate character? Making, legislating, passing or enunciating laws cannot make free moral agents obey those laws. The laws of God merely shine the *light* so that any *pitfalls* can be seen — but you, having the power of choice, can either obey or disobey those laws and reap the rewards or penalties.

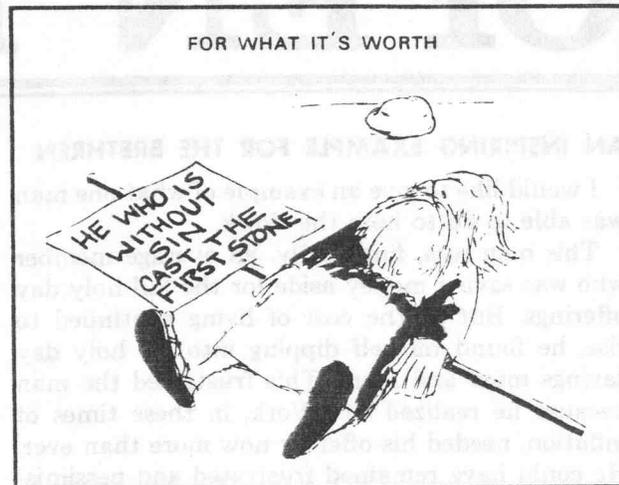
### Not Ten Suggestions

Is it now clear why God gave us “ten commandments” and not “ten suggestions”? One of the main differences between the Old and the New Covenants is that in the New Covenant the Holy Spirit will write the laws of God in our hearts — not just on slabs of stone. “I will put *my laws* into their *mind*, and write them in their *hearts*” (Heb. 8:10).

So if anyone ever tells you: “You can't legislate character,” then you should answer: “True, but neither can character be developed without legislation (laws).”

*If perfect, godly character can be developed without laws — then will someone please tell me how this can be done?*

Is it true that “He is governed best who is governed least”? Yes, this is true, but we need to rightly understand it. A man or nation who has the right laws or principles written in his (or their) heart(s) so that he automatically does the right



thing, is allowing those laws to govern his life.

But the person who doesn't have those same laws (“Thou shalt not murder, steal, lie,” etc.) written in his heart, had better have them written on something (stone, paper, etc.) so he will at least see them from time to time, and will thereby be reminded not to break them and reap the resultant penalty.

### Ministers Aren't Policemen

God certainly never intended that we ministers enforce the law of God. Our duty is primarily to *teach* it, and to admonish those who break it; but we must let God do any actual *policing* and any *judging* so far as the person's final reward or punishment. God does not intend that we enforce proper sabbath keeping, tithing, faith or other areas of the Christian's life.

Though ministers are intended to *teach the law*, not to enforce it, there are, however, instances where they must deal with members who are flagrantly breaking the law of God — i.e., the fornicator in I Corinthians 5 — lest others *follow* them in their open sins.

Remember, “You can't legislate character!” But God knows how badly all of us need *legislation* (His law) written in our hearts in order for God to mold His character in us. We ministers and laymen alike need David's attitude: “*O how love I thy law*” (Psa. 119:97)!

— Raymond F. McNair  
Senior Editor  
Pasadena

### RESPONSE TO BOOK REVIEW

(Editor's note: The following letter, forwarded to the editor by Mr. Ron Dart, was sent to him by one of our Bulletin readers in response to the review of the new book, *Open Marriage*, which

appeared in the August 27 issue. The writer has granted permission to reproduce her letter.)

I greatly appreciate the blessing of being able to read the *Bulletin* from Headquarters. The last issue of August 27, 1974 was very encouraging and inspiring.

In reading the "Book Review" by Mr. Gary Alexander, I thought I'd purchase a copy and see if it would be good to glean some examples to be a better wife. You see, I'd *like* to have the opportunity to be a wife in this life — if God permits.

Lacking a few months, I have lived alone for 18 years — 16 of those years I've been a member of God's Church; for 9 years I've been a receptionist and secretary of God's Church; know and worked with many of God's ministers through those years; and reared two children (and made many mistakes); *and* have sinned since becoming a member of God's Church (not willingly or premeditatedly, but when I acknowledged my sins and cried out for repentance, God gave it to me). I have so very much to be thankful for!

Since reading (or partially reading) — I got *full* of the book, I couldn't take any more — I prayed, Oh, Father please *deliver me* from an "Open Marriage"!

In my estimation of this book it:

1) Does away with the fact that God says "...and they twain shall become one flesh". In God's way of figuring  $1 + 1 = 1$ , *not* 2, in a *Godly* marriage.

2) It does away with God's covenant concerning marriage and encourages married couples to "*rewrite* their marriage contract". (As they see fit).

3) It encourages women to be "free" from the "bondage" of their husbands.

I could go on and on but I don't feel it's necessary. If the opposite of an "Open Marriage" is a "Closed Marriage," then if God is willing He can give me a "Closed Marriage," *enclosed tightly* with His pure holy righteous laws regulating a Godly marriage!

I'll keep on studying *True Womanhood, Why Marriage, Your Marriage Can Be Happy*, etc. I'm going to hold fast to what I have been taught for 16 years in God's Church from His ministers!

The understanding of marriage is a spiritual matter and I do not feel that just because an unconverted man and woman team have studied Anthropology for years and researched 111 other books and came up with "Open Marriage," that I can come to a *deeper understanding* of a Godly marriage. I say HOGWASH!!

— Beulah Dykes  
Big Sandy, Texas

## LEARNING TO RESPECT EACH OTHER

For the last few years there has existed an underlying (and sometimes not so "underlying") current of division and lack of understanding between many ministers of the United States and Canada. Derogatory comments and generalizations have occasionally been made on both sides of the fence.

As of now I think some individuals on both sides of the border are aware of the situation and are trying to change their own attitudes, but some are not. For those in the latter category perhaps an ancient Chinese proverb will help:

Properly ascertain that intellectual faculties are fully engaged prior to opening orifice at base of proboscis [translation: Be sure mind is engaged before putting mouth in gear.]

Seriously, some in the U.S. have stereotyped Canadian ministers as self-righteous, inexperienced kids, out of contact with the progress and problems of HQ, and extolling the virtues of living in Canada in every other sentence.

Likewise, I have heard some Canadians insinuate their American peers are liberalistic spiritual nincompoops who have allowed the recent problems in the Church to develop unchecked.

There may be an element of truth in various stereotypes, but that doesn't justify generalizing a very few individuals' problems into being characteristic of the entire group. This type of reasoning is irresponsible, juvenile and unprofessional.

Let's put away these childish things and respect each other by understanding the unique problems and challenges faced by each group. Peace!

— Arch Bradley  
Pasco, Washington

## SUGGESTED THEOLOGICAL READING

In the forum on "Continuing Your Theological Education" during the May conference, many were asking for information about some more or less conservative scholars in the theological world.

Two men who are having quite an impact among Evangelicals are George Eldon Ladd and John R. W. Stott. Both are rigorous scholars and prolific writers. Their works have had, and are continuing to have, an extensive reading audience. I felt that a review of their major works might be helpful in two ways: 1) by answering the question of evangelicals on your P.M. visits, and 2) by gleaning from them a breadth of understanding which will assist you in continuing your theological education.

Ladd and Stott are what I would term "practical scholars". They tend to deal with subjects that have immediate, practical value in the daily task of ministering to the needs of a congregation.

George Eldon Ladd is Professor of New Testament Exegesis and Theology at Fuller Theological Seminary in Pasadena, California. He is the author of numerous works: *A New Testament Theology*; *The New Testament and Criticism*; *The Pattern of New Testament Truth*; *A Commentary on the Book of Revelation*; *The Presence of the Future*; *Jesus and the Kingdom*; *The Gospel of the Kingdom*; and *Crucial Questions About the Kingdom of God*.

You will find the last five books listed especially interesting and useful. Dr. Ladd is a confirmed premillennialist, believing that the Kingdom of God will literally be set up on this earth following the return of the Messiah. His exegesis of Revelation 20 is one of the most incisive available. Summing up the chapter, he says:

The history of interpretation would suggest that any interpretation of Revelation 20 other than the natural one arises not from inductive exegetical studies, but from theological presuppositions of an anti-millenarian character. The first anti-millenarians disparaged the natural interpretation of Revelation, not for exegetical reasons because they thought the book did not teach a millennium, *but for theological reasons because they did not like millennial doctrine. . . .* the man who refuses to find an intermediary stage between the two ages in Revelation 20 approaches the text with preconceived ideas, and gains from it neither the exact sense nor the value. (*Crucial Questions About the Kingdom of God*, pp. 149-150.)

If you only have time to read one or two of his works, you will find *The Gospel of the Kingdom* (Eerdmans, 140 pages) to be the most concise summary of all his research in this area. And *Crucial questions About the Kingdom of God* (Eerdmans, 182 pages) would prove to be a valuable supplemental sourcebook to have on your shelf.

John R. W. Stott is an English scholar who has a wide reading audience in both Britain and the U. S. The strength of his appeal lies in his lucid and practical exegetical approach to the Bible. He has authored: *Understanding the Bible*; *Basic Introduction to the New Testament*; *Basic Christianity*; *The Message of Galatians*; *Commentary On the Epistles of John* (part of the Tyndale Commentary Series); *Men Made New — An Exposition of Romans 5-8*; *Christ the Controversialist*;

*One People*; and *The Preacher's Portrait*.

You will find three of his books especially useful: *Understanding the Bible*; *One People*; and *The Preacher's Portrait*.

*Understanding the Bible* (Regal Books Division, G/L Publications, Glendale, Ca. 91209, 254 pages) is an excellent short course in how to study the Bible. At the end of each chapter Stott has included a reading bibliography of the best supplemental works on subjects like the geography of the Bible, etc. Those subjects are generally dry, but Stott's strength as a writer is such that he is even able to make a subject like geography come alive for the reader.

*One People* (I.V.P., 92 pages) and *The Preacher's Portrait* (Eerdmans, 124 pages) are expository word studies dealing with "... the preacher's portrait, a portrait painted by the hand of God Himself on the broad canvas of the New Testament." Stott deals with the basic concepts used to define the task of the preacher — those of stewardship, heralding, witnessing, love and gentleness, serving, assembling, and fellowshiping. I feel these two collections of word-studies will be tremendously inspiring to you in the daily task of serving God's people.

— Olin Degge  
Instructor in Behavioral  
Studies, A. C., Pasadena

## LETTER COMMENTS

(Continued from page 544)

through *The PLAIN TRUTH* and *The GOOD NEWS* magazines, etc., etc. With all of us praying for our Pastor Armstrong and son Garner Ted Armstrong, everything will turn out all right. With God everything is possible. So keep up the good work and more power to you and your staff. Keep those wheels rolling.

— Miss Katherine B. Kinney  
St. Louis, Missouri

### Letter Was Exciting

Just reread your exciting letter about your airplane trip. It must have given you all a scare, not knowing whether you could accomplish your important trips you had scheduled, but as always with God's help and faith in Him it always works out. My prayers are always with you both and your staff to keep you well and to be accepted wherever you go in this important Work.

— Ella McCain,  
Sacramento, California

(Continued on page 566)

# Ministerial Education & Training

Greetings from the MET Staff!

Here is a condensed version of a lecture from the Pastoral Administration section of our Advanced Pastoral Training course at Headquarters. It analyzes some basic principles of leadership and government which are helpful to know in analyzing the different elements we use in our ministry.

## THE CHEMISTRY OF LEADERSHIP & GOVERNMENT

Can rulership be reduced to a formula? Is the chemistry of government subject to analysis? It does not at first seem so when all the diversified factors of rulership are considered. How can the excitement in a leader's eye or sincerity of his voice be analyzed and reduced to a formula? It seems impossible and a shame to try and make an equation out of his smile.

The precisions of chemistry seem foreign to the arts of government. The mechanics of science seem fatal to the spontaneity and the charm of leadership; like oil and water — impossible to mix. Yet without analysis there is no understanding and without understanding there can be little skill or mastery of an art.

### Simple analysis

Most things will yield to analysis and have simple composite parts.

For example, all the hopes and fears and drama contained in a volume of Shakespeare's complete works will have all been expressed in combinations of the simple 26 letter formula A-B-C-D etc.

God has simplified the gigantic and complex field of relationships into ten commandments. These distill into two and then into one and can be expressed in the four letter formula L-O-V-E.

When Zubin Mehta's baton inspires the Los Angeles Philharmonic to fill the Dorothy Chandler Pavilion with the millions of beautiful sounds that make up Dvorak's Carnival overture, we have to remember it all comes from just seven notes or parts thereof. This gigantic cultural entity of complex sound can be simplified into a formula and expressed in combinations of Do-Re-Me-Fa-So-La-Ti-Do.

This conversion of beautiful sound into musical

algebra does not ruin the music but makes its creation and mastery possible.

It is the same with government. It can be analyzed down into its very few basic elements and those elements arranged into their very few possible compounds. Once we do this we will be able to clearly understand and articulately practice the dangerous but vital chemistry of government!

### The Elements

It is claimed that people are governed through three main elements: the expectation of reward, the fear of disadvantage, and charisma (charisma in this context meaning "the qualities of an individual or an institution that evoke the voluntary allegiance, dedication and loyalty of others").

We need to be sure this analysis has biblical backing and ask if God uses any of these principles in governing us.

Does God hold out any expectation of reward? Yes, the blessings of obedience, the promise of sonship and the hope of eternal life to name a few.

Does He use the principle of fear of disadvantage? Yes, all the way from cursing the basket and store to the lake of fire if necessary.

Does God evoke our allegiance and loyalty by His qualities of personality and character — the principle of charisma? Yes — to the point of loving Him with all of the heart and mind and soul and strength.

Since these three basic principles of government are used by God we must conclude that they are right principles. For the sake of brevity we will refer to them in the abbreviated forms of REWARD, LOVE and FEAR. Since we have the three elements we are now in position to begin the chemistry of government.

### Caution Before Chemistry

However, let us pause for a moment before we start and note that in ordinary chemistry it is possible to achieve drastically differing effects from compounds or separations of only two elements. For example, take the elementary chemistry of water. It can be dryly put on paper as H<sub>2</sub>O and then split by electrolysis into (H) and (O). People drown in water, yet the oxygen extracted from it is the breath of life. Water puts out fire, yet the hydrogen extracted from it is highly inflammable and the oxygen is the life of combustion. These drastically differing effects and phenomena are all produced by the chemical separation or combination of only two elements.

In the chemistry of government we have three elements capable of seven such combinations or separations. Their effects are equally differing and some of them as highly explosive.

### The Compounds

In the chemistry of government the elements of reward, love and fear can be used in seven possible compounds or separations. These are:

Reward on its own

Love on its own

Fear on its own

Love and fear together

Reward and fear together

Love and reward together

Reward, love and fear in combination

There is only one combination that is correct and in the right balance it produces good fruits. The others are deficient or dangerous mixtures, injurious to the governed and highly explosive to the user.

Let us begin the experiments and look at the effects of the chemistry on those governing and on the governed.

### The Chemistry of Reward

What is the result of a government policy based entirely on reward — on the expectation of benefits?

There are such policies in operation. For example, the shattered character of the spoiled brat is produced by a policy of government based entirely on reward: rewarded to be quiet, to go to bed, to go to school, bribed into reluctant cooperation. Given a decade and the onset of puberty, the brat changes to delinquent and the effects of this policy are turned on those responsible for it. Pregnant daughters without husbands and mindless drug-addicted sons turn parents' hair prematurely grey and inject nightmares into their lives.

This is a fearful chemistry disastrous to the governed and injurious to those governed by it.

### The Chemistry of "Love" or Charisma

Since true love involves concern and discipline "love" is in quotation marks. What we are really examining now are the effects of government policy based solely on *magnetism* or charisma.

The "wolf" is a typical example of this policy. He controls by attraction and then he selfishly exploits. When the exploited wakes up in shock, vengeance is the watch word and wolves must sleep lightly or sleep long. Males have no monopoly on this policy. It is the stock and trade of the harlot and the whore — be they people or institutions.

This chemistry of government is disastrous and its bitter tastes get the "woman" devoured by the beast.

### The Chemistry of Fear

Fear is a strong elementary emotion and to govern by it alone is to govern from a powder keg or

from the top of an active volcano. At first it seems to be successful chemistry. Apparently everyone is subdued, deferent and respectful. Under the surface, wounds and grievances ferment and disaffection rumbles and builds. If no one defuses the bomb, the magazine goes off in flashing explosions and the fatal lava erupts from the mountain. This chemistry of scorpions and whips changed the peace of Solomon's Empire into clamouring civil war. Rehoboam lost ten tribes and barely escaped in his chariot.

The same crowds that shouted "Vive il Duce" spat on his corpse as it hung by the ankles from a roof coping in Piazza Soreto, Milan.

The fires of fear the Führer played with licked back to consume him in the chancellery gardens. Of all the chemistries of government this one is the most dangerous and volatile and for public safety ought to be labelled "danger — highly explosive."

### The Chemistry of Charisma and Fear

In this second stage of the chemistry of government we are now dealing with compounds of at least two elements. These produce much better effects than the disastrous government policies based on single elements alone.

What are the results of a policy based on charisma and fear?

Let's take a look at the historical example of Britain. The people are attracted by the crown and their affections linked to the royalty. The boasts of heraldry and the pomp of power evoke strong emotional connections. At the same time the government intervenes with a heavy hand to punish transgression and creates a fear to offend. This creates an enduring and quite stable government. However, the shortcomings of monarchy, constitutional or otherwise, are very clearly pointed out by the *Prophet Samuel* in the eighth chapter of his first book.

"This will be the manner of the king that shall reign over you: He will take your sons and appoint them for himself. . . [He] will set them to ear his ground, and to reap his harvest. . . And he will take your daughters to be confectionaries, and to be cooks, and to be bakers. And he will take *your fields* and your *vineyards* and your oliveyards, EVEN THE BEST OF THEM, and give them to his servants. And he will take the tenth of your seed, and of your vineyards, and give to his officers, and to his servants. And he will take your manservants, and your maidservants, and your goodliest young men, and your asses, and put them to his work . . . and ye shall be his servants. And ye shall cry out in that day because of your king which ye

have chosen you; and the Eternal will not hear you in that day."

The grave defect in the monarchial system is that it holds out no expectation of reward to the governed. In fact the standard of living is systematically reduced as the rulers steal away everything that belongs to the people. The governed are robbed and reduced to a vast serving class for the convenience and benefit of the rulers who are wallowing in wealth and usually corruption. Given enough time the diminishing returns of this policy become evident. Other lands of opportunity hold out real expectation of reward. There is a *mass exodus* as people leave for America, Canada, Australia, South Africa, Argentina and other points of the globe to start or to participate in civilizations of their own.

### The Chemistry of Reward and Fear

The business system might serve as an example of government policy based on expectation of reward and fear of disadvantage. Unlimited reward is held out for hard work and the main fear becomes vocational demotion or financial loss. This system produces great material prosperity, but creates little loyalty or allegiance to a cause. Since the main principle it promotes is self interest, when material acquisition and self interest reign supreme all spiritual values are shattered and moral and legal standards ruined.

Moses warned that uncontrolled materialistic tides would wash away spiritual and moral values. In the eighth chapter of the book of Deuteronomy he said: "When thou hast eaten and art full, then thou shalt bless the Lord thy God for the good land which he hath given thee. . . . Lest when thou hast eaten and art full and have built goodly houses and dwelt therein; and when thy herds and thy flocks multiply, and thy silver and thy gold is multiplied and *all that thou hast is multiplied* then thine heart be lifted up, and thou forget the Lord thy God."

This is what eventually happens. Connections with the true God are severed and mammon is enshrined in His place.

### The Chemistry of Charisma and Reward

Does a policy of government based on Charisma and reward tempt vain minds to insurrection?

This was the type of relationship King David had with his sons. We know he loved his children very much and as Princes of the realm they certainly did not lack reward. However, fatherly discipline must have been hard to administer over the skirts of so many mothers. That David really loved Absalom there is no doubt. And after his

son's bloody insurrection against him, David cried out in strong emotion: "Oh my son Absalom! my son, my son Absalom. Would God that I had died for you! Oh Absalom my son, my son."

The love, the charisma, the reward were all there. But did the lack of fear of punishment allow disrespectful streaks in an ungrateful mind already weakened by vanity, to harden into an incurable and fatal rebellion?

The same man and traits that Absalom so despised seemed to have the opposite effect on stable minds, like Jonathan's, whose "soul was knit with the soul of David." Vain Absalom regarded his father so lightly, yet David's men risked their lives just to bring him a drink of water. The love and charisma of his government seemed to create the right affections and binding loyalties in the majority of the people — but *they* probably felt his discipline too!

A policy of government based on charisma and reward has its very good aspects. But it also seems to contain an essential deficiency, which is tempting to weak minds.

### The Chemistry of Love, Fear and Reward

Seeing all these wrong effects contrasts the need for a right policy.

A look at family government — God's government and the Christian's — shows the correct chemistry of love, fear and reward in action.

In what balance or ratio should these elements be combined? How much fear in relationship to how much reward in ratio to how much love?

Usually, the fear of disadvantage comes into a child's mind only in ratio to his thoughts of transgression. He does not go through life continually terrified. Expectation of reward might grow with an advancing Holyday or mount with the approaching Feast, but it does not continually fill a child's mind. The great governing agent, the real spiritual force that inspires and unites and controls him, is the love of his parents.

*Love* is the most important governing agent always present in largest proportions in right government.

This is why God is so concerned with it. Of the increase of His government there is to be no end. His rulership has to produce the right fruits of peace and unity forever. Love is the way of life and government He desperately wants humans to learn. It so concerns Him that He sends Elijah to hearten and put love into the family relationship. For if it should perish, a useless earth would be smitten with the curse of utter destruction.

Clearly, the wrong chemistry of government reaches to the same dimensions for the human

race as nuclear cosmocide; and the right chemistry leads to a happy home, a united Church, and a peaceful world tomorrow for a thousand years.

We hope these principles might help us to measure and analyze the elements of leadership and government we use in our ministry and relationships.

Sometimes we can get by temporarily by using one or two of the elements. However, a broad based approach using all three elements in the right balance is best.

If an exposure to those principles trigger more scriptural and historical examples, we would appreciate hearing from you about them.

— M.E.T. Staff

## LETTER COMMENTS

(Continued from page 462)

### "He Shall Stand Before Kings"

It is hard to escape the plain conclusion that your life is a living example of Proverbs 22:29: "Do you see a man diligent in His (God's) business? He shall stand before kings, he shall not stand before obscure men."

Nor is it lost on us that the Gospel is to go at this time to all the world as a witness to the nations; and that the Greek word for "witness" can and often is translated in the Bible as "testimony"; and that your carrying of this Gospel to the nations involves those very important testimonial dinners — "witness" dinners.

— Stanley Barton  
San Diego, California

### Grateful to God for Intervention

Thank you for your letter of September 19, 1974. I am very grateful to God for His quick intervention in causing the pilot to make a split-second decision that was right; sparing the lives of all aboard the plane. My immediate thought is: how important it is for all of us to pay our respects to our God and ask for the protection of His ministers.

Another thought keeps pace with my prayers for your good health and vigor in continuing meeting with the heads of governments around the world, and that is that the G-2 remain with you until the Work is done! Many of us have discussed the necessity of the plane for the Work. It is an extremely important "calling card" and must in itself be highly regarded among the Gentile nations. Our hope is that it be NOT sold because

any delay (even five seconds!) is much too long for those who are starving physically and spiritually for the return of Jesus Christ.

— Alfred J. Peterson  
Seattle, Washington

### Be of Good Courage

Would just like to send you this note to thank you for your example of dedication and loyalty to God and those of us in His Church. Because of your consistency in serving God with your entire life, some of us may at times take that leadership for granted. But we shouldn't. You are human and it requires diligent effort for any human to stay close to God.

As a single person trying to make a go of it alone in this world of instability and uncertainty, I especially appreciate the security that a "strong arm" can provide. Of course, it is God who is our Rock, yet I am thankful that He has and is using human instruments to maintain the chain of command in His government. Thank you for sticking with it as our physical example.

Surely God is encouraged when He looks down to see His end-time warning being trumpeted out by you and your son, Garner Ted; even as He was pleased with the prophets and apostles when they went forth to warn the nations and peoples of their times. Please continue to press on and be of good courage in leading this Work in the difficult days ahead. We are praying for you.

— Joan Tovsen,  
Anchorage, Alaska

### "Me Too"

Certainly nothing can be added to the letters you have already received in support of you except to say "me too." After reading your letters and watching the newspapers, it is becoming clearer day by day that the world is in a tailspin. However, it is so easy to be an Israelite at the Red Sea forgetting God and all He has done for us just yesterday. In Jeremiah God really pins us to the wall and tells us exactly our attitude. Thankfully we now have the Holy Spirit to jerk us back on the road.

Please write us as often as possible. The letters give our faith a shot in the arm. The whole Church buzzes with excitement every time a new one arrives. God hears the prayers for you and you are surrounded by loyalty.

— C. B. Johnson, Jr.,  
Houston, Texas

## Herbert W. Armstrong UPDATE

**Dateline Tel Aviv, November 6  
by Stanley R. Rader**

Tonight at a dinner in honor of Mr. Herbert Armstrong, hosted by the Minister of Tourism, Moshe Kol, some 110 people from all walks of political, cultural, and educational life, as well as ambassadors from 16 different countries, heard Minister Kol, the Vice-Mayor of Tel Aviv, and Professor Benjamin Mazar, former President of Hebrew University and Director of the Israel Exploration Society, extol the worldwide efforts of Mr. Herbert W. Armstrong, Ambassador College, and all of its representatives in an everlasting effort to bring about better understanding between peoples everywhere and to build bridges between nations that will never be broken.

However, Mr. Herbert W. Armstrong was unable to attend this dinner, as he became suddenly ill shortly after being received by the President of Israel, Ephraim Katzir, and after paying a short visit to Professor Mazar at the expedition at the Temple Mount. Although we had assumed that he would recover in time to attend the dinner in his honor, by six o'clock it was apparent that he would be unable to do so, and he asked that the dinner go on as scheduled.

It was an outstanding success, despite the fact that Mr. Armstrong was unable to attend, because it was apparent that some of the things that were said by the important dignitaries there might not have been said if he had been present.

Ambassadors from the following countries were present: Great Britain, Denmark, Belgium, Netherlands, Italy, Austria, Rumania, Turkey, Japan, the Philippines, Australia, South Africa, Chile, Bolivia, Brazil, and the Dominican Republic, and prominent members of the Knesset, representing the various parties in Israel. There were our many friends from the university, including archaeologists from both Hebrew University and the University of Tel Aviv. There was the Vice-Mayor of Tel Aviv who is currently the acting mayor, three newspaper publishers of the three leading Hebrew newspapers in the community (the English paper that we hear about in Jerusalem is not that important, since it is a small paper with a small circulation).

Everyone at the main table was particularly

interested in discussing with me Mr. Armstrong's multi-faceted contacts with the Arab world, and what the nature of our conversations were in those areas, and therefore, that word was spread throughout the community, and Minister Kol mentioned that Mr. Armstrong last week on Wednesday had a comparable dinner in Cairo — which of course impressed the audience. It is interesting that since Mr. Armstrong was not present, and was consequently so extolled in the presence of so many distinguished guests, the diplomatic grapevine was almost literally set afire regarding Mr. Armstrong and his ideas and efforts for world cooperation — a reputation which will immeasurably facilitate his capacity to fulfill the Great Commission in the years ahead.

When I was called upon to speak by Minister Kol, he prefaced my introduction by indicating that I would give Mr. Armstrong's address. I, of course, immediately corrected him, stating that I would never, never, under any circumstances, deprive such a distinguished audience of hearing Mr. Armstrong himself and having the opportunity to share his beliefs, even if I had been so presumptuous as to attempt to deliver what would have been his remarks. However, despite the wonderful comments that had been made by those who preceded me, it was possible to fill in the gaps. I stressed some of the specified projects that we had engaged in over the years, in addition to those that were presently being carried on in Israel, and stressed the scope of our worldwide effort, including the use of printed materials and radio and television on a scale heretofore unknown. I was able to point out that wherever Mr. Armstrong visits, and wherever the representatives of the College find themselves, they do establish important contacts of a lasting nature, and we are hopeful that Mr. Armstrong will be able to return to Israel soon and to have another occasion to share his beliefs with such a distinguished audience as he has been able to in some of the other places in the world during the past year.

I closed by advising the audience that after meeting with President Katzir earlier in the day, Mr. Armstrong had entered into a discussion about the food crisis in the world, and pointed out that for many years, as with respect to other important issues such as the oil and energy crisis and the ecological problems of the universe, in his publications and in other forums he had been stressing the coming food crisis and the potential famine which would confront mankind. He advised the President that earlier in the year he

had been visited at Ambassador College by the renowned Israeli physicist, Dr. Ne'eman, who is also President of the University of Tel Aviv. Dr. Ne'eman had proposed to him an opportunity to participate on some level or in some manner with the university in conjunction with their research project that had been under study for some time at the university, which, if successful, would develop new strains of grain which would greatly enhance the world's supply of food. Although Mr. Armstrong rather forcefully stated at that time and on several subsequent occasions that such a project would be beyond the financial resources of Ambassador College, it might not be beyond the realm of possibility for some of Ambassador College's very good friends, and consequently, during our recent visit to Israel in September with three of Mr. Armstrong's Japanese Diet member sons, the matter was taken up at a preliminary level

and some keen interest was manifested by the Japanese congressmen, who feel that their government should take a more pronounced and independent stand in the Middle East in order to protect what they feel are Japan's growing vested interests in the area. Consequently, an effort will be made in 1975 by Mr. Armstrong and Ambassador College to bring about a cooperative program between Israel and the University of Tel Aviv on the one hand, and the Japanese government and whatever agency would be appropriate on the other, to implement the research program and even perhaps to involve some of the Arab population in what is now called the "occupied territory" or the West Bank, as the Japanese are also interested in working with those people as well.

As of this moment, which is 12:30 a.m. on Thursday morning, Mr. Armstrong seems to have improved substantially.

would never have been an...  
 dignify such a distinguished...  
 Mr. Armstrong himself, and...  
 nity to share his beliefs, even...  
 presentments as to attempt to...  
 have been his remarks. Howev...  
 deft comments that had been...  
 who preceded me, it was possi...  
 I entered some of the questi...  
 had opened in over the year...  
 that were presently being...  
 stressed the scope of our...  
 including the use of printed...  
 and relations on a scale betw...  
 was able to point out that...  
 strong views, and whether...  
 the College had the...  
 important contacts of a...  
 noted that Mr. Armstrong...  
 to Israel soon and to have...  
 share his beliefs with such...  
 audience as he has been...  
 other places in the world...  
 year.

I closed by advising the...  
 meeting with President...  
 Mr. Armstrong had entered...  
 about the food crisis in...  
 that for many years, as...  
 important issues such as...  
 and the ecological...  
 publications and in...  
 stressing the coming...  
 famine which world...  
 advised the President...

It was an outstanding...  
 that Mr. Armstrong was...  
 it was apparent that...  
 said by the important...  
 have been said if he...  
 Ambassadors from...  
 present Great Britain...  
 volume (Ch. Austin...  
 the Philippines, Australia...  
 Bolivia, Haiti, and...  
 prominent members...  
 the various parties...  
 extends from the...  
 origins from both...  
 University of Tel Aviv...  
 of Tel Aviv who is...  
 major newspaper...  
 Hebrew newspaper...  
 English paper...  
 not that important...  
 small circulation.

Discussion at the...  
 particularly