

# The Bulletin



of the Worldwide Church of God and Ambassador College

VOLUME 2, NUMBER 17

PAGES 655-686

DECEMBER 17, 1974

## News Briefs

Highlights of news from division reports in this issue

### ACADEMIC (Page 667)

Michael Germano has asked Jon Hill to summarize activities in the Theology Department. Among items of special interest covered by Mr. Hill are the "silent major" in Theology; the Master of Divinity Program; a proposed Correspondence Course Program offering Theology classes to anyone willing to pay the fee; and an overview of the department's purposes and goals. Ron Dart then delivers some very relevant food for thought concerning the purpose for Ambassador Colleges, showing that perhaps we have misunderstood what the "gold" at A.C. really is and who the diggers are.

### CHURCH ADMINISTRATION (Page 665)

Since Wayne Cole is in England this week, Dennis Pyle takes his space to discuss the following items: Vacation time; some whys and wherefores of the new monthly report form; "pocket conferences" which will be conducted in various areas of the U.S. from time to time; a request for contributions to the MET column; smoothing out of lines of communication; CAD's desire for open and forthright communication from the field.

### DATA PROCESSING (Page 670)

Ben Chapman reports on the Direct Mail program for the first quarter of fiscal 1974/75. Results of letters mailed during this period are included.

### FINANCIAL AFFAIRS (Page 665)

Frank Brown discusses the various options available to us with regard to selling the Press in

Pasadena, showing some of the complexities of making a decision of this magnitude. Most adjustments in the budget have been made, but a watchful eye is being kept on the income to spot any possible problems, thus enabling us to make any further budgetary adjustments as necessary. Continued problems with the Third Account and information about the new Healthcare Benefits Plan are the final items covered by Mr. Brown in this issue.

### INTERNATIONAL DIVISION (Page 673)

Les McCullough briefly discusses current activities in several overseas offices regarding plans for publishing various language editions of the new *Plain Truth*. Featured is an interesting report from Stuart Powell on progress in the Scandinavian branch of God's Work.

### MAIL PROCESSING (Page 656)

According to Richard Rice, December's mail is off to a good start, showing an increase over this time last month. Included is an interesting breakdown by category of the mail received during November. A *very encouraging* report discusses in some detail the response to the letter offering CC graduates the opportunity to attend local Bible Studies. The letter comments scheduled for this issue are being held over until the next Bulletin due to lack of space in this edition.

### PERSONAL APPEARANCES (Page 671)

Sherwin McMichael explains why the Portland campaign was one of the most important single personal appearances thus far. Also included are recent campaign statistics from Bricket Wood, as well as results from the most recent U.S., Canadian, French and German personal appearance campaigns.

# Mail Processing

## Mail Activity

December's mail is off to a good start. Our mail count through the 6th gives us 58,759 letters for the month, which is a 3.5% increase over last month at this same date. Our accumulated total for the year has now risen to 2,713,846 letters — an average of about 56,000 letters per week.

Returns continue to come in to Mr. Ted Armstrong's PT gift subscription letter. As of December 17 we had processed 24,803 letters, 65.9% containing contributions for someone else's subscription, \$8.97 being the average contribution per letter.

## November Recap

November was a very good month for mail to God's Work. The following is a general summary of November mail showing the proportionate number of responses to our various media:

Radio	7,663	3.1
Television	9,751	3.9
Plain Truth	2,472	1.0
Good News	986	0.4
Advertising & Booklets	3,508	1.4
Booklet Literature Cards	5,950	2.4
Direct Mail Letters	142,145	57.3
Member & Co-worker Mail	50,934	20.5
Correspondence Course	3,138	1.3
WATS Line Requests	8,225	3.3
Fair Booth Coupons	4,812	2.0
Miscellaneous	8,478	3.4
<b>TOTAL</b>	<b>248,062</b>	<b>100.0</b>

## Response to Bible Study Offer

Our Personal Correspondence Section in MPC has been keeping a close tabulation on returns from our letter offering graduates of the Correspondence Course the opportunity to attend our regular local Church Bible Studies. A total of 52,185 letters with return cards were sent out during mid-November; by the end of November the PC survey had tabulated fairly substantial returns for several Church areas on the west coast and as far east as New Orleans and Lakeland, Florida. This preliminary tabulation showed a range of from 11 requests to attend Bible Study in one Church area to 41 requests in another! Well over 120 Church congregations have received requests

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in the 1-9 response range and possibly every Church area in the nation will have at least a dozen responses!

A number of returned cards have asked if interested friends and family members could attend our Bible Studies, so actual attendance of potential PMs could be in excess of the number of cards PC is forwarding to the ministers!

As of December 9, a total of 3,448 responses have come in for a 6.6% return on our mailing. Of this number 8.2% contained donations averaging \$28.02 per letter. Most of this represents tithes and offerings from co-workers and donors. Only 5% of the donations came from "regular" subscribers.

An *important point* to note is the *sincerity* and *quality* of response being received from this Bible Study offer. Only 1% of the people responding have not listed their phone number and/ or asked the minister to write. This shows an eagerness on their part to have contact with the Church. Also, a random survey of 1,267 returned cards shows that more than 60% of the people are already donating either as co-workers or donors! These factors are very encouraging and should point toward quality PMs attending our Bible Studies. One man wrote,

(Continued on page 682)

# WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS  
PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG  
PRESIDENT and PASTOR

December 17, 1974

OFFICE OF  
GARNER TED ARMSTRONG  
Vice President

To all ministers and key supervisory personnel:

Greetings in Jesus' name!

I just returned from Portland, Oregon, following what all concerned felt was our most successful campaign to date! We had "standing room only," a packed house both nights in a 3,500-seat auditorium -- one of the most beautiful and acoustically perfect I have been privileged to use in all our campaigns. All of our television crew felt we got a very powerful "TV special" for upcoming months.

At the barest minimum, I'm sure we have at least one full-hour special and another half-hour special, depending upon the need to edit out certain portions of my Friday night sermon which may have related more specifically to the Pacific Northwest and "dated" conditions which might not be current by a few months hence.

At any rate, the audiences seemed to be unusually enthusiastic and responsive -- and our welcome in the area was exceptionally so.

Most of you will have opportunity to see at least one of the telecasts I did with the local business leaders. I managed two Thursday morning prior to the campaign, by utilizing the studios of Channel 12 in Portland. One was a panel discussion with civic leaders; the other, a discussion concerning the electronic media with three of the leading news directors in the area.

Immediately upon arriving back, I wanted to check to see what were the responses to my latest Plain Truth list letter (going to the entirety of the Plain Truth list, including "regulars"). Richard Rice's report indicated that the accumulative total for December 16 was 23,634 letters, with 15,607 containing an average of \$8.93 per person.

So far the gift subscriptions requested have run at more than double the rate of cancellations -- and the percentage of response is nearing two percent of the total mailing list as I write.

This means that we have already received over 7,000 responses

with money from regulars, and over 5,000 responses with money from donors.

Actually, Richard's note to me stated that there were still over 7,000 unprocessed letters, which brought the total response to more than 36,200 letters through December 16.

The mid-December co-worker letter I sent out to the entirety of the member, co-worker and donor list was just beginning to come in upon my return from Portland, and it showed an average donation of \$53.00 for each member, \$30.00 for each co-worker, and \$11.00 for each donor. So far, we have received 21,369 responses to that letter -- and the mail was still coming in at a good rate upon my return.

Hopefully then, the twin impact of these two letters, plus the regular continual tithes and offerings of our faithful members, will help us with our somewhat gloomy income picture.

The running year for the period December 15, 1973, through December 13, 1974, showed a -1.8 percent in contributions and a -1.6 percent in total income, when you averaged it out, including property, holy day offerings and all other income.

The year-to-date percentage of change was not quite so bad, standing at -0.8 percent as of the report I received on December 17.

I would certainly be elated if we somehow could end 1974 with a PLUS instead of a minus, or just barely breaking even, but we shall have to wait and see.

I hope all of you have been enjoying the Bulletin as much as a fairly large number who wrote to tell me how much they appreciated my last letter (concerning priorities), and many other comments, most especially concerning the "Open Forum" section of the Bulletin.

Fellows, I think that we are all seeing that being completely communicative and open in our exchange of ideas and information is the best way by far! Simply thinking certain thoughts and developing certain ideas and "sitting on them" for months and months at a time can lead to some very unhealthy attitudes -- and we simply must not let this happen in the ministry!

I just talked to Robert Kuhn from London this morning, and he told me of the very successful series of meetings conducted by the team I sent over (Herman Hoeh, Wayne Cole, Bob Kuhn, and Art Ferdig)! I was very much encouraged and cheered over the news -- and want to express my deepest appreciation to all of you men in England for the wonderful spirit and enthusiasm which was displayed. It is a warm and satisfying feeling to know and understand that we are all truly brethren dwelling together in unity and knowing that we can clear out the dark corners and cobwebbed areas of our thinking with give-and-take conversation and mutual

sharing of ideas and concepts!

After all, it is God's Holy Spirit which does unite and bind us together -- no matter what physical, mental or personality differences or difficulties we may have -- and I was truly elated and do rejoice to hear of the most excellent outcome of this whole series of meetings in Bricket Wood concerning some of our recent doctrinal changes, and I wanted to plainly and publicly say so!

I know all of our fellows in England and around the world are enthusiastically looking forward to the upcoming tabloid editions of the Plain Truth, and I certainly hope all of you are taking to heart SERIOUSLY my most earnest request for a continual stream of information! Please DON'T "wait for something important to happen" before you decide to write about some specific issue which may inspire you.

What "gripes" you every day? What disturbs you in certain attitudes you find in society? What about problems your own children or your wife face every single day in this world? What perplexing situations do you find occurring in your own local area, whether with regard to crime, racism, pollution, the economy, or the simple problems of human nature? What are some ideas which are stimulated by the opinion pages of your own local newspaper? Do you react to in-depth editorial-type articles in the U.S. News & World Report, Time, Newsweek, foreign publications and your daily newspaper? If you find yourself "sounding off" in your automobile to your wife or over a beer in the evening to friends, or even to the Church brethren out of the pulpit, what about putting those thoughts down in writing, or even on a tape cassette, and firing them in to us here at Headquarters, so we can let over three or four million other people share them with you?

Being one of the world's worst procrastinators when it comes to writing (believe it or not!), I know how TOUGH it is to get started on an article. I am a terrible writer in one particular way: I seem to have to be "inspired"! But sometimes that inspiration comes in the form of shame at missing deadlines and the knowledge that if I don't get the article in, it simply will not be in this month's issue!

So I confess! I probably am no different than most of the rest of you when it comes to the oftentimes thankless task of slog-ging my way through a difficult article which may require a fair amount of research and a great deal of time. Writing is one of the most difficult things I do!

So please don't think I am saying this as one who blithely "dashes off" a few thousand words with a careless toss of the tape recorder -- I do no such thing!

But we do, seriously, need ALL of our best talents to pitch in, put their shoulders to the wheel, and help us make the Plain Truth the greatest publication on the face of the earth.

Incidentally, I saw a report just today that the Christian Science Monitor is going TABLOID because of soaring printing costs! In addition, many big-city newspapers, including the Los Angeles Times, are going to reduce the SIZE of their pages and reduce the NUMBER of their pages!

Again, every time I look at publications all around the world having to drastically re-evaluate their programs, and even change their formats, I am thankful to the Eternal God that we have the kind of government in God's Church which can alleviate the problems and avoid them BEFORE they arise and not continually fight the helter-skelter "Monday morning hindsight" game of striving to catch up and solve problems AFTER they explode in your face.

Even though the budget picture is gloomy, we ARE living within a balanced budget because of our most urgent budgetary surgery.

I know you all realize how deeply I feel that our brethren are doing just about all they can! However, fellows, YOU are an absolute kingpin in helping insure our brethren are kept continually aware of the needs of the Work! The more you talk about the over-all thrust of the Work from Headquarters; television, radio, the Plain Truth, our booklets, and most especially Mr. Armstrong's trips and meetings overseas, plus our campaigns -- the more you can keep your brethren stimulated, enthusiastic, vigorously excited and inspired by the progress of the Work; the more their hearts and their substance will be dedicated to it!

It was a "first" for me to write that co-worker and member letter. I'm sure you all realize that. However, even though it may be "embarrassing" to me as a person to give the "Macedonian call" to the brethren for help because I am not accustomed to it and have oftentimes felt it may be like "crying wolf" if all we say almost EVERY month is that we are "in a last-ditch, desperate situation," the financial situation simply FORCED me to write the letter as I did.

I hope and pray it has the right results and that all of you will back it up and mention even from your pulpits the need for the brethren to really seriously study the contents of letters such as that, and take them to their knees in a private place of prayer, and literally pour out their hearts to God that He will continue to ADD more co-workers and donors to share the ever-increasing load.

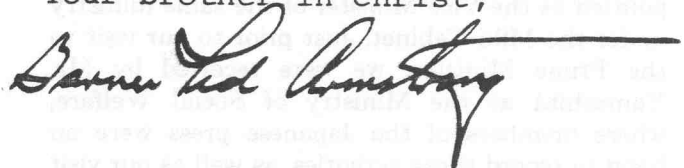
Mr. Armstrong got back in town at 4:00 A.M. this morning -- I haven't seen him yet as I write this -- and I believe he expects to be in town for some little time in the immediate future. As soon as I can give you any updates on his upcoming trips or plans, I will certainly do so in the pages of the Bulletin.

Everything else seems to be going quite well here at Headquarters; Dr. Hoeh has already returned from England; Wayne Cole is expected back momentarily; the other two men should be back

within about three or four more days.

It seems impossible 1974 is almost over! If you had asked me whether I thought I would be sitting in an administration building in Pasadena dictating this letter to all the ministry, following the incredible and unbelievable and hectic times of the past few years, and still looking at world conditions seemingly imminently shaping up toward another conflict in the Middle East which would bring about a total Arab oil embargo against all of Europe and Japan; or that I would be looking forward to doing a series of campaigns in the year of 1975 -- and if you had told me this back in the early 1960s, I would have thought you were crazy! None of us could have remotely realized in the late '50s and early '60s that our Work could seemingly "drag on" clear on into the mid 1970s! But it has! We're still here. There is still a GREAT task to be done! I certainly would not want to make any predictions about what 1975 can bring -- but I feel far more comfortable by simply relying on the promises of God that He "will do nothing, but He revealth His secret unto His servants the prophets," and the most important promise of all, "that all things work together for good to them that love God, to them who are the called according to His purpose."

Your brother in Christ,



## Herbert W. Armstrong UPDATE

**Dateline Tokyo, December 11, 1974**

Today we have just returned from the official residence and office of Prime Minister Miki, who Monday evening succeeded Prime Minister Tanaka as the leader of the new Japanese government. Mr. Armstrong was the first visitor from abroad to be received by Mr. Miki as Prime Minister, and since he is tomorrow meeting the press for the first time as Prime Minister, Mr. Armstrong would be the first publisher to have met Japan's new Prime Minister.

Mr. Armstrong and I, as well as Mr. Gotoh, were accompanied by Mr. Yamashita, one of Mr. Armstrong's eight Japanese Diet member sons, who has been the Vice Minister for Social Welfare under the Tanaka Cabinet, and who will be reappointed as the Vice Minister of the same ministry under the Miki Cabinet. Just prior to our visit to the Prime Minister, we were received by Mr. Yamashita at the Ministry of Social Welfare, where members of the Japanese press were on hand to record those activities, as well as our visit to the Prime Minister.

Since our arrival in Tokyo last Friday, Mr. Yamashita had been making an effort to get Mr. Armstrong together with Mr. Miki prior to his taking office officially, but press of political affairs did not make that possible, although a tentative appointment for last Saturday afternoon at 4:00 o'clock had been set and subsequently cancelled.

Mr. Miki was very warm and was delighted to meet Mr. Armstrong whom he had heard so much about from both Mr. Sato and Mr. Tanaka, his immediate predecessors in office, as well as the many Congressmen who are members of the same political party. The Prime Minister specifically thanked Mr. Armstrong for all of his assistance and efforts on behalf of the Japanese government, the Japanese people, as well as the Liberal Democratic Party (the LDP), over the past five years. He took the opportunity to congratulate Mr. Armstrong personally on his decoration from the Emperor, and inquired about the progress and activities of the Japanese students who are presently at Ambassador College, two of whom are being sponsored by the Ministry of Education. Mr. Armstrong was delighted to advise the Prime Minister that Mr. Yamashita's daughter, who is a

graduate of Tokyo University, would be arriving shortly in Pasadena to commence studies for at least one semester, if not more, at the Pasadena campus, and Mr. Armstrong was very proud to point out to the Prime Minister that Mr. Suzuki, who is a representative of one of the leading Japanese newspapers, and who was actually covering the conference, was also a recent graduate of Ambassador College. The Prime Minister apologized for having to limit the meeting to a short period of time, but, having just taken office late Monday night and having just spent his first day in his new post yesterday, it just was impossible to spend as much time with Mr. Armstrong as he would have otherwise liked to. He, of course, left the door open for a subsequent visit, and Mr. Gotoh and I have already met with the Secretary of the Cabinet and also the chief aides to Mr. Miki with that purpose in mind.

Prior to our arrival in Tokyo, we spent one week in Israel, where we were very happy to be able to spend some considerable time not only with our many Israeli friends, but with Mark Armstrong, who had just arrived in Tel Aviv to take up his new duties in Israel as one of our representatives there. Consequently, it was terribly nice to be able to introduce all of our many friends to Mark, and we are all very certain that he will make a valuable contribution to the Work in that new post, and our Israeli friends are delighted with his being assigned there.

During our visit we met at length with Minister Moshe Kol; the First Minister of the Japanese Embassy, Mr. Matsufuji; Mr. Avnon, the former Israeli Ambassador to the Philippines; Ambassador Ronn, the new Israeli Permanent Representative to the United Nations at Geneva and until just recently Israeli Ambassador to Japan; Professor Mazar and Dr. Aviram from the Temple Mount Dig in Jerusalem; and others. Plans were made for the arrival of our students again this summer in connection with the archaeological activities, as well as the International Cultural Center for Youth, and tentative plans were made for Mr. Armstrong's next testimonial dinner in Israel for March or April, 1975. You will recall that Mr. Armstrong was unable to speak on the evening of his last scheduled dinner, and those who were in attendance are waiting eagerly to hear from him, as well as others who now are even more aware of Mr. Armstrong, Ambassador College, the Worldwide Church of God and its activities worldwide.

I also had the opportunity to spend some time with Moshe Dayan, who was the former Minister



of Defense for the State of Israel and, of course, the renowned hero of the 1967 Six-Day War. He had arrived by chance at the Hilton Hotel, and, since he is a very dear friend and sometime protégé of Professor Mazar, I had the opportunity to meet him, although Mr. Armstrong was unable to do so as he had already retired for the evening.

It is very interesting to note that the activities surrounding the excavations at the Temple Mount have been the recent subject of a UNESCO vote in Paris. Israel, as a result of that vote, was excluded from UNESCO's regional groups and barred from receiving UNESCO aid, but Israel receives a mere \$28,000.00 a year for cultural and educational projects, whereas UNESCO provides millions for similar projects in other Middle Eastern areas, including the saving of temples, schools for Palestinian refugees, regional science centers and a host of other programs in the Middle East to combat illiteracy, to conduct scientific and communications experiments and to support scholars and scholarships.

These latter important programs are now imperiled everywhere, because the Senate Foreign Relations Committee of the United States Senate has just approved an amendment to the foreign aid bill that would cut off a planned \$16,000,000.00 contribution to UNESCO unless the series of anti-Israel resolutions is repealed. The United States, by the way, provides 29% of the total budget for all UNESCO activities.

In addition, since the UNESCO vote, many of the leading philosophers, playwrights and scholars in the world from many countries have announced that they will no longer lend their talents to UNESCO. Such individuals include Nobel laureates in the arts and sciences, who have in the past provided the inspiration and cultural fiber for the UNESCO organization.

We, of course, at Ambassador College, are not politically oriented or politically involved, and have always been friends to all nations and all peoples, and we are welcomed everywhere we go and for everything that we do, helping to create better understanding amongst peoples everywhere and doing so without any ulterior motive, political or otherwise. We will, of course, continue to work as we have always in the past in all worthwhile and meaningful relevant programs of an academic, cultural, educational and/or spiritual nature, and we are confident that our good friends everywhere will understand that where the Great Commission takes us, we will continue to go, and wherever doors open for us, we will continue to walk through, and we will continue to help the people

of every country, whatever its form of government and whatever political party or political ideology is in power — we will help those people by bringing them the announcement and by working with them, as we have in the past, in those programs or activities with meaning and relevancy and importance to the nation and the people involved, and which program and/or activity is consistent with the Great Commission and, of course, is within the limits of our financial capacity. We do not intend to become politically oriented or politically motivated either in the United States or in other parts of the world. I comment on the UNESCO vote because the excavations are once again in the public eye, and some of you may not be aware of all of the background. There is much more that I could write about the entire history and activities of UNESCO, itself, but space does not permit it at this time. If any of you have specific questions, however, that you would like to ask about UNESCO, I would be very happy to respond personally upon request. My own personal opinion is that of many — that UNESCO was never intended to be a political organization, nor was it intended to be politically motivated or dominated, but had, at its foundation, educational, cultural and humanitarian goals that all peoples everywhere could endorse fully in good conscience, regardless of their race, color or creed, and I would hope that in the future those fundamental foundational policies or purposes will be firmly reestablished, restated and fulfilled.

Last evening in Tokyo Mr. Armstrong hosted a small dinner in honor of Mr. Bunsei Sato, Mr. Kobayashi, Mr. Yamaguchi and Mr. Yamashita, four of his Japanese Congressmen sons, as well as Mrs. Yamashita and Miss Yamashita, as well as some other Japanese friends. On this occasion Mr. Armstrong was introduced to his first Japanese daughter, who, coincidentally, has the same name as Yamaguchi but is unrelated to our Mr. Yamaguchi. Mrs. Yamaguchi, however, has just been elected to the House of Councilors, which is the counterpart of our Senate in the United States, although it does not have as much power under the Japanese form of government. However, Mrs. Yamaguchi's constituency is national, and it is interesting to note that former Prime Minister Sato's son, aged 36, was just recently elected to the same House of Councilors. Mrs. Yamaguchi is a star of stage, screen and television, and for six years has had one of the most popular television shows in Japan. Her husband, by coincidence, is First Minister in the Japanese Embassy in Brussels. It is very interesting the way we continue to

develop providentially ties between one nation and another, sometimes new ties and sometimes ties that strengthen or reinforce or extend our previous relationships. Mrs. Yamaguchi also speaks Chinese fluently, having been born in Peking. In addition, she speaks English fluently, which makes our conversations with our other Japanese Diet members even more easy, as it relieves Mr. Gotoh of the need to translate exclusively.

Today Mr. Armstrong will receive in his suite His Imperial Highness, Prince Mikasa, and sometime during the day we will visit the new Japanese Minister of Foreign Affairs, Mr. Kiichi Miyazawa. Tomorrow evening we will be guests at a publisher's party that is being given to announce the publication of a new book by Bunsei Sato dealing with his role in the JAL 747 that was hijacked several years ago by terrorists who ultimately destroyed the plane in Egypt after intermediate stops in the Middle East. At the time, Mr. Sato was Vice Minister of Transportation, and, as a consequence, was dealing with air transportation as well. When the hijacking was announced, he immediately took charge, and shortly thereafter the aircraft landed in Dubai on the Persian Gulf. Mr. Sato immediately flew to Dubai and entered into negotiations with the terrorists and, in fact, offered himself as a hostage in exchange for the passengers. The offer was refused by the PLO terrorists, but Mr. Sato's efforts were recognized not only by the Japanese government, but by all responsible people everywhere, and when Mr. Armstrong and I accompanied Mr. Sato and other Japanese to the Middle East last January, one of our warmest welcomes was in Dubai, as Mr. Armstrong has previously reported.

This has been a very fruitful four-week trip, that began as a one-week effort as a follow-up to Mr. Armstrong's Manila Campaign last spring. As we had previously reported, the follow-up appearance in The Philippines was very successful and very inspiring to Mr. Armstrong, and that, I believe, has already been reported to the brethren and the ministers in a previous edition of the *Bulletin* and/or the *Worldwide News*. Extensive photographs, video tapes and audio tapes were made available in connection with all of the activities during that week.

After leaving Manila, however, we stopped in Bangkok and made preliminary plans for a return visit which took place last week. We arrived in Bangkok from Israel on Monday, the second of December, and on Wednesday we were received by the Prime Minister, Mr. Sanya. As you will recall,

the Prime Minister had received Mr. Armstrong last spring, again immediately after his Manila Campaign. We were looking forward to this visit, because the Prime Minister would be leaving office in several months as he is not running for public office under the new constitution that has recently been adopted in Thailand. There are national elections being held on January 26, 1975, and since the constitution provides for a parliamentary system, the new Prime Minister will have to be a member of the National Assembly, and the new Prime Minister probably will emerge from the party that has the majority or the preponderance of the strength as a result of that election. Mr. Armstrong extended an invitation to the Prime Minister to visit Ambassador College in Pasadena at the earliest opportunity after he leaves office.

We were accompanied to the Prime Minister's home by Professor Kasem Suwanagul, who is the Chief Administrative Assistant to the Minister of State Universities. (Instead of there being one Minister of Education, as in some countries, there is a Minister of State Universities and a Minister of Secondary Schools.) I had been received earlier that day by the Minister, himself, who has evinced a great interest in Ambassador College and Mr. Armstrong, as well as Mr. Armstrong's forthcoming personal appearance or campaign in Bangkok, which is now scheduled for early March. We were accompanied also by three outstanding student leaders from the universities, all of whom have been discussed in national magazines around the world and who have been given great credit by the foreign press, as well as by the Prime Minister himself, for turning the former military government out of office. Two of these students have already accepted invitations to visit Ambassador College in Pasadena and in Texas, and both have already volunteered to help personally make Mr. Armstrong's campaign in Bangkok a success.

Plans have been made for Mr. Armstrong to also address the student bodies at the two major universities in Bangkok, and a testimonial dinner has been planned on the 15th of January, 1975, which will introduce Mr. Armstrong and the Work to a great number of national and civic leaders, as well as members of the ambassadorial corps.

We are now looking forward to returning as quickly as possible to Pasadena. Mr. Armstrong and I have just been comparing our notes in our respective diaries, and since the 29th of September we have been home only for some seven days during the week of November 11, and he is looking forward eagerly to preaching again in God's House at Pasadena. Since we must then push off again on

January 8, it will not give us too much time in Pasadena, but, having been away so long, even that limited amount of time will be much appreciated by all.

— Stanley R. Rader

## Financial Affairs

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Since my last report, many things have transpired in the financial area. We are presently actively pursuing the sale of the Press. As part of the consideration, of course, we are exercising several options that are available to us in making a decision of this magnitude: 1) The complete sale of the equipment, freeing up the floor space for other internal use in the organization, and the placing of our printing on the outside; 2) the possibility of leasing the floor space to a printer who would be desirous of buying the equipment, bidding for our printing needs and possibly hiring our employees.

Both of these options are rather complex in nature, particularly the option to sell to a printer who would establish a printing firm in our facilities. With the national economy continuing on the downward swing, we find many companies in a cash-poor position, consequently, the complexities of deciding how we want to sell the Press are very much dependent upon the cash position of the bidders. Our main consideration, of course, is to provide the best financial arrangement for the Work, keeping in mind that the decision for selling the Press is based on two factors — flexibility of publishing and economic consideration. Some may not be aware that we cannot print the newspaper-style *Plain Truth* on our present equipment, and furthermore, with rising printing costs, we cannot produce the *Plain Truth* at the same low cost of a commercial printer operating on volume business.

I am happy to report that we have many prospective buyers who are showing considerable interest in either equipment or the complete complex. Of course, we might lose a few when we start talking about real dollars, but right now it is very encouraging to see the tremendous response we have received. We are looking for a possible decision of some kind by the end of the year. As events develop, we will report them to you.

The income, unfortunately, has continued to drop in spite of our efforts to curb this problem. Most of our budget adjustments have now been made, and we are watching the income continuously in order to spot in advance a possible problem before it occurs, thereby enabling us to make

any further budgetary adjustments as necessary.

Third Account, fellows, continues to be one of our major problem areas in that the expenditure level continues to exceed the income. There has been a continuous decline in Third Account funds. We certainly must rely on you for your help in solving this problem and appreciate your efforts in this area. In our conversations with Wayne Cole and his staff, we have been very encouraged by the tremendous response from you men in the field in coming up with various ideas on how you can cut costs and still not affect or impair in any way the job you have to do. We in the Financial Affairs area certainly appreciate this and encourage you with a hearty "thank you" to continue the good work. We have to remember that it is a team effort — and we all have to do our part.

I am presently in Big Sandy discussing College and Festival matters with Ron Dart and Bill McDowell. We are assessing our needs in both of these areas and are in the process of evaluating current feast site sale possibilities and ways in which we can balance Second Account budgets.

For your information, I thought it would be good at this time to update you on the new Healthcare Benefits Plan that goes into effect January 1, 1975. We have been advised that the coverage we are offering in this plan is excellent. The Work is absorbing the full cost of the plan for all full-time employees, and employees have the option to enroll their dependents at a cost far below the normal cost for similar coverage on an individual basis. A key personnel meeting is being held this week to finalize details, and you will be hearing more about the new Healthcare Plan shortly.

That's all for now, fellows. We need your prayers and the prayers of God's people for the Work. And, please remember us — we certainly are remembering you.

— Frank Brown

## Church Administration

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Greetings Fellow Ministers: Mr. Wayne Cole is in Bricket Wood at the present time so we will take his space for this issue to cover an item or two for your information.

### Vacation Time

We want to remind each of you to be specific concerning the dates of your vacation time.

Recent problems have come up regarding accidents, deaths, and the relationship between workmen's compensation (in which we are self-insured) and vacations. Please use the new ministerial report form and the allotted category to report vacation time. As mentioned, be specific with the dates you give us otherwise it could potentially involve legal problems and a financial drain on the Church.

I'd like to mention some things about the new monthly report form since it's in mind. You have it in your hand "out of the clear blue," but I'd like to assure you that it has been in process for *months*. It has been kicked around, dis-"cussed", edited and finally born. All of the pastors in for class have given their suggestions and criticisms on it. I don't know how each of you feels about it, but I personally am pleased to see us doing more things in unity *nationally*. We are one body and one organization and I feel like the common things we do *administratively* contribute to that unity. Hopefully we won't be changing this procedure, but if we see we should at some time in the future, we'll do so. Mr. Ted Armstrong has said repeatedly that FLEXIBILITY is the key and what we do in C.A.D. is done with that in mind. Progress is being willing to change when something becomes outmoded and needs to be changed for the sake of improvement.

### Pocket Conferences

Mr. Ted Armstrong has given Mr. Cole and ourselves the go-ahead (so long as economically possible) to conduct pocket conferences across the United States throughout the winter. We plan for those conferences to be about three days in length. During that time Mr. Cole will update you on plans, approaches, changes within C.A.D. and the Church. We can discuss the administration of doctrinal changes, growth of Church areas, ordinations, etc., and have some good social contact at the same time. (Fact is, that's where Paul currently is — conducting a pocket conference in New Orleans.) We will let you all know of the dates and places in advance.

### M.E.T.

In conjunction with the Department of Learning Resources, we are producing a slide show covering the basic goals and purposes of the M.E.T. program. We plan to show it at our Senior Pastor Training School in Texas in January.

One of the basic concepts brought out in the show is that education is not a one-way pipe line but a healthy, reciprocating flow of ideas and

information. Therefore we would like to invite you to present something in article form for the M.E.T. section of the *Bulletin*.

Most of us have studies and papers we have written and filed away forever, perhaps lacking an outlet for publication. We believe many of those papers have information, concepts and ideas that would benefit other fellow ministers. So, we would like to encourage you to take them out, brush them up and send them in.

The material should be of a similar nature to what we have been seeing in the M.E.T. section. Deep theological papers, personal opinions and discussion would fit into other sections of the *Bulletin*.

We have really appreciated your comments and suggestions for M.E.T. programs and would now really appreciate several concrete contributions.

### Communications

If I can speak for Paul and Burk (who are out of town at the present) and myself, we appreciate serving you in our administrative responsibilities. We've recently made some changes regarding our functional roles in C.A.D. and assumed more attention AREA wise. We feel this will smooth out communication lines and eliminate the passing of questions and decisions through two or three parties before you get your answers.

Feel free to communicate with us. In a society fracturing around us this is no time for "kidding ourselves" and "pulling punches." Don't hold back any you have for us. If you're frustrated with something we've done or *not* done, see how Christian we are — tell us about it! We mean that! You won't have your ears pinned back, be blackballed or "noted." We act in the belief that we have plenty of things we can be corrected on — and it's certainly not going to hurt us if you point some of them out. At least we can improve. We are going to operate that way with you — cards flat on the table and no withheld communication.

I can't help but say that I think most of you know us well. Most of us were close friends at some point throughout our college and ministerial careers and we here still view you as friends. You're trying to do a job (in a very complicated environment) and so are we. To *not* be honest, open, forthright and loving with each other is to deny the name we all carry — ministers. Feel free to be open with us (and as we all ask of God, when asking His correction) tell it like it is — *mercifully!*

That's all I'll offer at the moment. Administratively we have many irons in the fire. Sometimes we feel like the guy who climbed the tree to

hat jerk the wildcat out — his partner querying if he needed help to hold him — “Noooo, but I could sure use some help turning him loose!” The number of things that need to be done administratively are *many* — but we feel like we’re making progress. Whenever it doesn’t seem that way to you — don’t be afraid to prod us, but remember we sometimes feel like we have a wildcat by the tail.

— Dennis Pyle  
Western Coordinator.

## BIRTHS

**Tom and Louana Tullis (Iowa City, Iowa):** My wife and I are pleased to announce the birth of our first son and second child. *Scott Edward* must have been anxious to enter the world since he arrived about one month early at 11:42 p.m. on November 17 (which happened to be dad’s birthdate also). Scott tipped the scales at a mighty 5 lbs., 10 oz. and was 20 inches long. My wife, Louana, was blessed with a short and uncomplicated labor of just over 5 hours. Everyone is home now and doing okay.

## Academic

### PASADENA

#### DEPARTMENT OF THEOLOGY

Dr. Germano has asked me to give a brief summary to bring you all up to date with the goings on in the department. Before I was appointed head of the department a great deal of energy and effort from the multi-talented staff had already been invested for the double purpose of maintaining the core program of theology, that has always been the essence of Ambassador, at the same time that it was reorganizing to better suit the requirements for accreditation.

Since this reorientation our number of student applicants for Ambassador has nearly doubled. The responses of the great majority has been enthusiastic and supportive despite the fact that a sorehead or two has been heard to say, “I wouldn’t send my kid to Ambassador in Pasadena!”

Although we do not offer a major in Theology (most institutions of biblical learning and ministerial education are post graduate) we none-the-less still continue to demand a “silent major” in Theology *requiring* of each student, male or female, 25 semester hours. The Theology Department in concert with the Curriculum Committee of Ambassador College is giving serious thought and study toward *requiring* fewer hours of this

core program — while at the same time maintaining all present classes on an elective basis — to be put into operation by the fall of 1976 when our Master of Divinity Program (the buzz word for that is M.Div.) comes on line. Of course all those who have registered for a Theology major prior to this fall will be continued on that program through graduation.

The Master of Divinity Planning Committee will spend extensive time both in putting together an academic program which will be fully acceptable as well as getting the complete input of the field ministry worldwide. The committee is headed by Mr. David Antion and Dr. Charles Dorothy and the members are: Gunar Freibergs, Art Mokarow, Lester Grabbe, and Keith Crouch.

We are presently in the throes of putting together a solid summer program to include full-credit courses for the basic Theology requirements for any students wishing to pursue summer study.

Presently, at the *study stage only*, is a proposed Correspondence Course Program which would offer by cassette tape and printed matter the basic Theology classes to anyone willing to pay the fee. The standard unit cost will be \$38 unless inflation drives it higher by the time the program becomes a reality. This Correspondence Program would be offered in three basic ways: 1) For straight credit applicable toward fulfilling of an Ambassador College degree; 2) for transferable credit but non-degree and; 3) audit or extended class units with a certificate issued for each class completed in recognition of that completion but NOT for credit. This is a very ambitious program which will take a great deal of study and effort to get it off the ground, so don’t expect anything right away and remember that it is presently at the *study stage only*. Mrs. Lacour, who is Director of Continuing Education, and Dr. Walther, who is Director of Libraries, are coordinating this program with the Theology Department. Any of your comments would certainly be welcome at this foundational juncture.

Our entire department maintains the highest of Ambassador integrity in teaching, in its entirety, every word of the Bible. We teach love of God’s laws, mercy, judgment — the *principles* of Christian living — methods of scholarship. We put into the students’ hands a plethora of factual information as well as recommending a broad-based bibliography for further individual study.

We do not teach or list 65 do’s and don’ts in reference to Sabbath keeping, life style, dress, prayer life or any other sphere of life. We teach principles of character — we do not legislate rules

or police action. We do not baby-sit, teach sand-pile manners, kindergarten regulations, or even high school rules.

The responsibility for maintaining Ambassador values and handbook rules is in the hands of the Dean of Students office.

We teach the Kingdom of God — we do not administer it. We teach the spirit of the law — we do not administer the letter. We teach the way of life and the recapturing of true values.

College is an adult transaction relationship which an Ambassador finds as its end product not only an academically educated individual, but one capable of *self-discipline* who has developed through character.

We prove God's existence, staunchly proclaim and support all the basic tenets of the Worldwide Church of God, recommend the pursuit of prayer and Bible study and the principles of Christian living, we hold fast to the faith once delivered, we pray and are growing in grace and knowledge *with* God's Church.

We sincerely appreciate your support which has been so widely offered and certainly desire that all of you who receive this publication continue that support as vocally as possible because in *unity* there is strength. We have a highly qualified staff who are *more* dedicated than has been possible in the past because their time is in most cases wholly dedicated to the classes they teach, not having to wear 4 or 5 administrative hats only teaching as a sideline. Most of all we deeply appreciate the harmony we enjoy with the Church Administration and Editorial Teams so that we can all progress as a unified whole.

— David Jon Hill

## BIG SANDY

Greetings from Big Sandy. I thought I would use my space in the *Bulletin* this time to discuss with you a more long-range problem of the college in relation to the Church. As most of you know, Mr. Armstrong did not originally see Ambassador College as a "ministerial training school." He did see the need for an educated ministry, but realizing that a man must be *called* to the ministry, he wanted to create an educational environment in which young people might be prepared for all walks of life. He foresaw that out of this group of young people at Ambassador College, God would call only a very *few* to the ministry.

However, the explosive growth of the Work in the 1950s and 60s shot that concept to "smithereens." The need for manpower in the ministry,

foreign offices, press complex, data processing, etc., sucked up every graduate of the college like a giant vacuum cleaner. As a consequence, during those years we hired every graduate of Ambassador College into the Work. The only exceptions were those few who were totally unsuited to any job we had.

Over the past few years, a combination of circumstances has changed all that. We have ordained many more local elders in various church congregations who have never been to Ambassador College. Also, we are now turning out more graduates than ever before. The growth in membership in local churches has leveled off somewhat, and our financial capacity to absorb all the graduates has dissipated.

Accordingly, we have backed into Mr. Armstrong's original concept of the college — an educational institution from which only a very few would be called to the ministry. The problem is that this begins to create something of a morale problem for the student body and for young people who are applying for Ambassador College from the Church in general. When we survey the young people who are applying for Ambassador, we find that way over 50 percent of the men applying readily admit that they want to be in the ministry! I'm sure that fully 75 percent of our applicants come to college because they want to be "in the Work" in one way or another. Needless to say, there is some discouragement when they see their chances for being used in the Work diminishing day by day.

Does this mean, then, that we don't need Ambassador College? Or does it mean that we need a much smaller Ambassador College to train people for the ministry? There are some very large problems with that. First and foremost is that it is utterly impossible for the admissions committee of Ambassador College to know which of the young people who are applying God might call to the ministry and which he will not. We have proven to our dismay over the years that you don't do it merely by accepting the top academic students coming out of high school. We have also learned that some of the most unpromising young men turn out to be very effective when they find their way into the field. I could give you names to illustrate, but perhaps I'd better not.

Also, I have a growing impression that any such attempt would create a kind of "spiritual snobbery" or "caste system" among the young people in the Church. Unless you have talked to young people in the Church about their impressions of Ambassador College, it may be hard for you to understand why I say this.

Frankly one of the best things that has happened to Ambassador College in recent years is coming to the place where the Work cannot hire all of our graduates. I'm not at all sure that we should allow *any* college graduates to go directly into the ministry upon graduation any more. For one thing, in spite of all our protestations to the contrary, there is still a stigma attached to a young person who graduates from Ambassador College and is not employed in the Work. My wife discovered this the other day in having a chat with one of the girls who recently transferred here from Bricket Wood. She was talking about a man she was interested in, but dominant in her thoughts was that whatever happened, she wanted to be married to a man who was "in the Work." By that she clearly meant *on the payroll*. My wife tried to explain to her that you could be in the Work without being on the payroll, but with very little success.

I feel that if we rarely put a man directly into the ministry upon graduation, we would help remove the stigma from fully 75 percent of our graduating classes. We then could move people into the full-time ministry at a later date who have already proved themselves to be successful in the local church area. By "successful" I mean being able to hold down a steady job, set a good example in the local congregation, be of help to the people around him, and establish himself as a leader among God's people.

Of course there is one potential fly in the ointment which would prevent such a plan from working — the local minister. The whole thrust at Ambassador College these days is for the development of initiative in young people. Unfortunately, there are still a few people who look upon initiative with suspicion and consider such a young man vain, presumptuous, and self-exalting. As a result, initiative is pretty well smashed because few young people have the toughness of mind to continue being resourceful when that resourcefulness is not rewarded.

I really don't know how it happened, and attach no blame to anyone, but we went through a period of time in Ambassador a few years ago when virtually *all* initiative was taken out of the students' hands. I remember when we literally yanked control of the Ambassador clubs out of the hands of the students and placed it in the hands of a "club director." The reason? Because the clubs were making mistakes. Students occasionally complained about being "clubbed to death" — i.e., too many club activities such as volley ball tourna-

ments, basketball competitions, nights out on the town, field trips, etc., etc. What the counsellors *should* have told these people who were complaining was to go back in club and convince the rest of the club to cut back on some of those activities.

At one time, Ambassador Club was a *beautiful* laboratory for learning how to persuade other people to your point of view. It was a tremendous learning experience, because there were ample opportunities for making mistakes and effective evaluators to point out those mistakes to you and help you along your way. For some reason, we got the idea that we should stop these young people from making mistakes in the first place and in the process took away from them one of the greatest learning opportunities they could ever have.

Unfortunately, I'm afraid a few of our men still labor under the impression that they should not allow the people around them to make mistakes and learn from them. Consequently, I'm afraid our current crop of graduates going back into the church areas may make some waves. We are trying to reward resourcefulness and initiative in college these days rather than squelch it, and we are putting more and more responsibility on the student for their own actions while holding them responsible for the people around them. As a consequence, they are deeply concerned about their fellow students, about the Church, and about service. In short, *they care*. This being the case, they are going to be sticking their nose into things and trying to help. Frankly, this holds out for the future of the Church enormous possibilities for the development of leadership and a deep well from which future ministers can be drawn.

Our analogy of Ambassador College being a gold mine leaves something to be desired. Not that it isn't a gold mine, but I think we misunderstood who the diggers are. I think Ambassador College is a gold mine for the Church. The young people who come here are the gold-bearing ore, and the faculty and administration of the college are the miners. But you gentlemen who are either the administrators for whom these young people will be working or the pastors of their churches, you are the refiners of that ore.

In a gold smelter or refinery, great pains are taken to see that no gold is lost — even the clothes of the men who work in the smelter are burned periodically so that any gold dust adhering to them is recovered.

We here at the college hope that you will take great care for the continuing development, growth and refinement of these young people for the sake

of the future growth of the Work and the Church.

I don't mean to be offensive in saying that I believe that some of our field ministers will squelch initiative on the part of young people. I know that most of you gentlemen do not do that. But I did want to share some ideas with you and help you to better understand our problems. If you have any ideas, let us hear from you.

— Ronald L. Dart

## Data Processing

Greetings again! I want to report to you the success of our Direct Mail program for the first quarter of the fiscal 74/75 year as we are quite happy with the results!

This analysis covers all our mailings made in July, August and September, except Mr. Herbert Armstrong's monthly co-worker/member letters and the monthly "Thank-you" letters to donors and co-workers. All the responses to these mailings are now in and tabulated.

One of our main concerns is the overall cost of the program versus the returns — measured by income received, number of booklets mailed out, and increased involvement by individuals in the Work. The first two measurements are very tangible while the latter is more difficult. To analyze cashflows, we have included all out-of-pocket costs of each mailing. This includes such items as cost of carrier envelopes, letters and/or brochures, response cards, return envelopes, postage to mail the package, any postage-paid charges on the return envelope; and fulfillment costs to send the advertized booklet, including the cost of the booklet itself (figured at \$34/1000), the wrapper or envelope, and the postage. In addition, we have added any outside labor costs if the package was mailed for us by a commercial mailing house. The only costs we have excluded are the regular salaries of our own employees and building/utilities overhead. Thus we feel we have a true out-of-pocket cost picture of the program.

### First Quarter Direct Mail Program

Two PT Renewal #1 letters were mailed in the quarter, totaling over 212,000 pieces. The response continues to be in the 40-45% range which has been true of this program since its inauguration. Donation analysis shows a 1.8% response and an average donation of \$5.40. Gross revenues were \$20,970 while total costs were \$13,693, for a positive cash flow of \$7,277. The "\$-Ratio" of revenues

to total costs was 1.53, meaning for every dollar spent \$1.53 was returned. Over 79,000 copies of "Personal Finance" were mailed out in response to these mailings.

Only one PT Renewal #2 letter was mailed at a cost of \$3,301 and brought only a 21% response (but very typical for a Renewal #2), an unusually low 0.8% donation response with an average \$4.83. We didn't break even on this mailing since revenues were only \$2,408. However, we did mail out 10,913 copies of *Modern Romans*, the booklet advertized in the letter. The \$-Ratio was only 0.73. Renewal #2 has usually paid for itself, and we feel it's necessary to give subscribers that extra, second opportunity to renew their PT subscriptions.

Only one campaign mailing was sent containing a P.S. advertizing the booklet *What Is a Real Christian?* A return envelope was included but no response device. The \$-Ratio was a whopping 17.13, but we must conclude that members and co-workers used the coded return envelopes to send in their normal tithes and offerings. A few donors were undoubtedly inspired to send in an offering too. The mailing did go to over 17,000 regulars, donors, co-workers and members while the response was only 221 letters containing an average \$53.49 each! That high of a donation average can only be accounted for as explained above. We do plan to analyze further this mailing to confirm our conclusions. Also, beginning sometime in 1975 campaign mailings will regularly advertize a booklet and contain a response device and return envelope. Procedures will be changed too so that analysis by status (regular, donor, etc.) can be readily made. In this way we'll know what response to chalk up to the campaign letter directly and how much response is due to members and co-workers randomly using the return envelope.

Mr. Herbert W. Armstrong's July letter to all regulars has already been fully reported in *The Bulletin*, so I will only recap the fact that it produced over 31,000 new donors and had a \$-Ratio of 4.81. A very successful mailing.

Co-workers were promoted in three mailings advertizing the booklets *Personal Finance*, *What Is the True Gospel?* and *The Plain Truth About Childrearing*. The overall response was about 11%, and a total of over 9,000 booklets were mailed. Seven percent of the total 67,212 letter-recipients responded with donations averaging \$30.00. The \$-Ratio was 44.88. Co-worker mailings have always paid for themselves many times over, but, again, we must honestly conclude that the return envelopes are being primarily used to mail in regular



donations. However, we must not overlook the fact that the letter/envelope does serve as a prod and reminder to our co-workers. Their increased involvement through the donations and 9,000 booklets is of most importance too.

Three mailings to donors of the same three booklets were also made in the quarter. The overall response to the 294,324 letters sent was 11.4%, 39,535 booklets mailed, and 8,680 responses containing an average of \$7.97 received. The \$-Ratio was 5.02 and income from these mailings must be wholly attributed to them since donors generally do not send in *regular* offerings, but only do so when inspired or prodded by a letter.

Three Lit-Only mailings were sent out to promote the PT to new people on our files. Our only advertizement is for the PT so the fulfillment costs cover the cost of the special introductory PT, its mailing, and a few booklet requests. We don't include the year's PT subscription costs. Unfortunately the DM package consisted of a letter and a postage-paid postcard, so there was no monetary response at all (difficult to put money in a postcard!). The overall cost of the mailings was \$1,670 with \$0 return. All future Lit-Only mailings will contain a return envelope and regular response card (not postage-paid).

If Lit-only individuals do not respond to the first letter, a second letter is mailed to them about two months later. Eight percent of the 5,635 recipients became PT subscribers, but since this package also used a postage-paid postcard, there was no income to report.

One mailing was sent to 119,211 Correspondent Grads to promote the GN, and 9% responded to ask for booklets and/or the GN. A very small number — only 0.3% — sent donations, averaging \$32.21. The \$-Ratio was 1.54. Some further analysis of this mailing is being made to determine how many of each status (regular, donor, etc.) responded, but we tentatively conclude that the bulk of the revenues came from donors and co-workers since all members already receive the GN, as well as a good percentage of the co-workers and donors. Also first time donations from regulars is much smaller than \$32.21. Obviously, this mailing was not sent to CC Grads who already subscribed to the GN.

### Summary

Overall, 1,909,900 letters were mailed out in the three-month period. A total of 198,231 letters were received by MPC for a total response of 10.4%. An encouraging 170,043 pieces of lit were mailed as a direct result of this DM program. The donation

picture is quite rosy: 49,753 letters contained money — a 2.6% response — averaging \$10.24 for total revenues of \$509,630. The total cost to mail the letters was \$84,588 and to mail the fulfillment requests was another \$11,608 for a total cost of \$96,196. The cash flow was a *plus* \$413,434 for an overall \$-Ratio of 5.30. The fact that many new donors were made, thousands of booklets mailed out, new subscribers to the PT and GN made, and the income exceeding the expense by five times all prove the worth of the program.

As mentioned earlier the above analysis does not include Mr. Herbert Armstrong's monthly co-worker/member letters nor the monthly "thank-you" letters to donors and co-workers since the return envelopes are used primarily for regular tithe and/or offerings. We do not feel that the DM program can take credit for any of this income (except perhaps a tiny bit from donors who were inspired by the "Thank-you" letter to contribute again). Procedures are being adopted to separate the donor and co-worker "thank-you's" so separate analysis can be made.

We will not be able to report on the success of the second quarter — October, November, December — until well into February or March so as to allow ample time for all responses to come in. We do see from hand tallies and some donation studies that a similar or better response compared to the first quarter can be expected. We're especially hopeful for an excellent response to Mr. Ted Armstrong's December letter advertizing gift subscriptions to the PT and his letter to all donors, co-workers and members.

We should be reminding our congregations to pray for the success of these letters as the income is badly needed at this time. As we know, lots of regulars, donors and even some co-workers become deeply immeshed in the Christmas spirit and forget God's Work.

That's it for this time.

— Benjamin R. Chapman

## Personal Appearances

Greetings from Personal Appearances!

Wednesday (December 11) Mr. Armstrong will be on his way to Portland, Oregon. This campaign, which has been scheduled for several months, is heating up into *one of the most important single personal appearances* that we have done. In addition to speaking to an expected crowd of 3,500

each night, Portland is of extreme importance because it will be taped for the summer TV specials and because two pre-campaign panel discussions with local media and civic leaders will also be taped.

By using the campaign as a local "event," many avenues of publicity are immediately open to us. A man of Mr. Armstrong's stature and nationwide reputation as an evangelist and newscaster creates opportunities to contact local business leaders, "city fathers" and the leading media news people on a level simply unobtainable by the average person.

In Portland, Mr. Armstrong is scheduled to tape two one-half hour specials Thursday, December 12, at the Channel 12 KPTV studios. The two programs will focus on local, national and international affairs conducted in a round-table type discussion group consisting of three local radio/TV newsmen and three local business leaders respectively. The discussion groups for which Mr. Armstrong will be the moderator are made up as follows:

#### MEDIA:

KXL Radio News Director — John Salisberry  
KPTV News Director — Don Stellges  
KWJJ Radio News Director — Bob Chase

#### COMMUNITY LEADERS:

U.S. Bank President — Robert Mitchell  
City Council Commissioner — Francis Ivancie  
Pacific Power and Light President — Don Frisbie

So many times in the past representatives of the radio, TV and print media have sought us out to denigrate the Work in whatever way possible. Very few previous articles have been positive or honest.

In these interviews, Mr. Armstrong will be giving local leaders, many of whom are very frustrated at national and international developments, the opportunity to speak out and be heard by the public nationwide on our network of radio and television programs in an uncut, unedited, unaltered version of their opinions concerning these problems.

It's hard to know where this format could lead. However, coming into an election year and living at a time when gigantic problems of momentous portent are everywhere to be found, no doubt more and more local, national and perhaps inter-

national leaders will wish to be heard in such a forum.

Anyway, we're hoping for the best and next issue we'll fill you in on the results of this pre-campaign activity.

#### Statistical Update

In the last *Bulletin* we promised to publish a few of the most recent campaign statistics. Since then we have received an up-to-date, complete report from Bricket Wood concerning the British campaigns. Following is that report:

"To date in 1974, there have been 14 campaigns in the British Isles. These two-night programs have reached a total of nearly 5,000 new people. The following is a list of cities completing our program for 1974. Birmingham, Edinburgh, Glasgow, Bristol, London, Dublin, Belfast, Manchester, Liverpool, Leeds, Northampton, Swiss Cottage, Wembley and Ealing."

"The follow-up Bible Study results for the most recent of these available is as follows: Liverpool — 164; Manchester — 154; Belfast — 64; Dublin — 62; London — 320; Leeds — 217."

Results from the most recent U.S., Canadian, French and German campaigns are as follows:

City	1st nite total/new	2nd nite total/new	follow-up Bible Study
Paris	750/550	720/550	51
Martinique	620/496	630/500	30
Columbus	975/550	1075/676	77
Berlin	245/196	292/241	108
Miami	664/368	676/399	81
Birmingham	823/330	914/517	25
Edmonton	1304/400	1100/415	23

To go back a little bit further as far as campaign results are concerned, I thought I'd include the following memo from *Harold Rhodes*, pastor in Houston.

"Howdy! Thought I'd jot these figures down for your information that I had mentioned to you at the Feast in Big Sandy.

"Since January 1, 1974, we've had 58 baptisms in the Houston church area. Forty-four of these have occurred since the campaign. At least 17 of these people were either partially or totally influenced as a result of the campaign. In some cases we had people who had been "hanging around" for years and the campaign spurred them on to do something about it.

"One interesting fact remains. From January 1, 1974, through March 31st of this year we averaged 5 baptisms per month. Since April 1st through

August 31st we've averaged 8 baptisms per month. I'm sure the 1974 Personal Appearance Campaign in Houston had a major share in making this a reality and we're looking forward to the results of the 1975 campaign when Mr. Ted Armstrong will be here."

Thank you, Harold — we're looking forward to the campaign in Houston, October 17-18, 1975, as well!

Harold's comments seem to mirror the results in city after city where we've held campaigns — after about a year's period of time. No question that the need and the potential is there. Perhaps, with God's continued support and even more effort on our part, results over the next year in numerous cities will even improve.

We've had some encouraging reports concerning *local funding* in a number of the congregations in the U.S. and in Canada; next issue we'll let you know what some of the local pastors and their congregations are doing about raising money locally for their upcoming campaigns.

— Sherwin McMichael

## International Division

Greetings from the International Division. Things are moving smoothly in the International Work and we are beginning to make the adjustment necessary with the budget cuts that were taken. Presently we are working with the overseas offices and their new *Plain Truth* circulation plans. The Philippines will be able to produce through local income a 40,000 subscription list which is half their current circulation, but the important thing is they're going to be able to do it with their own local income. Bob Fahey is now in England discussing changeover with Art Ferdig and new plans for the *Plain Truth* that will be printed in South Africa. Art is then going to Germany to discuss with Frank Schnee the German *Plain Truth* and its future. Presently, Dibar Apatian is in Paris making arrangements for the production of the PT in the French language.

For the rest of the *Bulletin* I'd like to include a report from Stuart Powell on the Scandinavian branch of God's Work that I think you'll find most interesting.

### THE WORK IN SCANDINAVIA

At the very top of Europe, flowing out into the Barents Sea, is a river bearing the Norwegian

name "*Grense Jacobselv*". This river acts as the boundary between the Scandinavian Israelitish nations of Europe and the U.S.S.R. Not surprisingly, when translated into English, the name means "Jacob's Border River"! No one knows how long the river has borne this name, but it certainly goes back well over a thousand years. Interestingly enough, this particular border between Norway and Russia was only established at this location following World War II.

The five Scandinavian nations — usually considered to be the tribes of Benjamin, Naphtali and Issachar — are large in land area, but small in population! About 22½ million people are scattered over half a million square miles of territory — one and a quarter million square miles if you include Danish-owned Greenland (although I must admit we've never received a visit request from there yet!). This makes our area of responsibility about one third the size of the U.S.A.!

Having duly tried to impress you with these statistics about the size of the operations, let's now come down to earth with a bump (quite painful since much of Scandinavia seems to consist of solid rock with trees growing out of it! You should see a building site after the topsoil(?) — a couple of shovels full — has been cleared off it!) and admit we only have one full-time employee in the Scandinavian Work and that the numbers God is calling are relatively few — *so far!* With no radio programme or T.V. we only have newsstand P.T.'s to reach the people and produce growth at the moment. And yet that growth is gradually coming about, as later figures show. We in the Scandinavian Department really *do* know what Christ meant when He spoke of a "*small, scattered flock*"!

In order to reach and feed this flock the traveling involved, sometimes by air, but increasingly recently by car and ferry, is very expensive in time and money. A typical visiting tour by road will include about 2,000 miles of driving — and remember the roads and driving conditions are not exactly what you might expect to find on a freeway or motorway! I've been very thankful for the laminated glass windscreen on several occasions when rocks and stones have been flying about — also for the comprehensive lighting equipment on the car, as driving on headlights is the order of the day *and* night! Along with the road mileage go perhaps 3 or 4 overnight boat crossings, often in the middle of a storm. Crossing the Skagerak, the Kattegat and the North Sea, certain of Paul's words have come to mind: "... thrice I suffered shipwreck, a night and a day

I have been in the deep; in journeyings often, in perils of waters . . . in perils in the sea . . . in weariness and painfulness, in watchings often, in hunger and thirst, in fastings often . . ." Those last words especially sound like the best description of *mal de mer* I've heard in a long time! Hopefully, with sufficient experience, "the law in my members" (stomach) will come to terms with the "law of my mind" (paradoxically I love the sea!)

Included with visiting members (now 31 and up 50% since 1973) and prospectives will be the regular monthly Bible studies in Denmark, Oslo and Stockholm. These are attended by about 70 people. In order to make the limited income available to Scandinavia go further, meetings are often held in the homes of members (Rom. 16:5) or sometimes in my hotel room.

Attendances are slowly increasing. Interest and enthusiasm for God's Work is high. When you only have the opportunity of this type of spiritual food once a month, you don't take it for granted. One retired Swede in his 70s has 2 overnight sea crossings from the island of Gothland in the Baltic to attend the study in Stockholm — others have come there from Finland. They are always eager for the latest news of the Work and desperately want to be shown how to play their part in helping to reach Scandinavia with God's message.

After hearing of the most recent financial belt-tightening, Scandinavian members and attending PMs agreed the news about having to become self-supporting was the best thing that could have happened. They now know it is up to them to go before God on their knees as never before so He will supply the necessary indigenous income to continue the Work in these countries.

Richard Sprotte (office manager and ministerial assistant), Diedrik Zernichow (unpaid newsstand representative and deacon) and I were extremely encouraged following the recent meeting with Mr. McCullough at Bricket Wood. Since my salary doesn't come out of Scandinavian income (most of my time is still involved in pastoring the Norwich and Chelmsford churches in East Anglia, England), it appears that our indigenous income (increased by 51% over 1973) will enable us to continue all the P.T. subscriptions (18,000 monthly — an increase of 24%), newsstand PTs (9,000), English & Danish language CCs (1,400 and 2,000 respectively — together up 38%) and all English and Danish language booklets we send out to Denmark, Norway, Sweden, Finland, Iceland, the Færø Islands and Greenland.

In order to encourage the mailing list to greater participation, we hope to establish mailing addresses in Denmark, Norway and Sweden

within a couple of months. Allied to banking facilities in each country, we feel this could dramatically increase the income and the present co-worker list of 87 (it's up 38% over 1973).

Other goals and plans discussed with Mr. McCullough still include the establishment of an office in Oslo or close to Aarhus (Denmark's second largest city) where rent-free accommodations has been offered. This, of course, would depend on our capability to pay the expenses involved. We feel it would be a very real benefit to have Richard Sprotte based in Scandinavia so advantage could be taken of postal savings we hope would follow and especially the opportunity to have more regular Bible studies for members and PMs.

*The Worldwide News* recently carried a report of the F.O.T. in Sanderstølen, Norway with about 140 attending. The only other occasion when all members can come together is at the four-day Spring Festival now being planned for 1975.

Tentative plans have also been made for campaigns to be held in Copenhagen, Oslo and Stockholm late in 1975. My personal feeling about the future of God's Work in the Scandinavian countries is one of great optimism and excitement. With many hundreds due to graduate from the CC in the next 2 months, we could be on the verge of a big breakthrough! With their very high standard of living (Norway is roughly 40% higher than Britain, for example) and with the Scandinavians' traditional generosity in giving I feel we are very soon going to see indigenous income able to take care of all expenses in getting out the Gospel of Christ to this area. There are so many good PMs nearing baptism and such a high percentage of the PT list studying the CC (3,500 out of 18,000) that I feel God is at the point of giving great growth — if we can supply the "labourers" to work with the harvest.

Although only a "small fish" in the large pond of the International Division of God's Worldwide Work at present, we hope you'll all join with the scattered flock over here in praying that God will give the strength and open the doors to enable us to provide much needed food and a strong witness to five spiritually starving nations.

— Stuart M. Powell

## CORRECTION

We regret the following errors regarding 1974 FOT ordinations which appeared in the last issue. Greg Johnson, Fran Ricchi, Larry Van Zant, John Bartholomew, and Owen Willis were ordained *Local Elders*, not *Preaching Elders*.

— Editor

# Guide to the Use of Bible Study Aids

by Lester L. Grabbe

**I**N TWO previous articles we have already discussed commentaries and aids to getting at the original Greek and Hebrew of the Bible. This article considers other books which can assist in gaining a deeper understanding of God's Word.

The Bible was not written in a vacuum. It did not fall in a hermetically sealed package from heaven. Neither ancient Israel nor the early Church lived out their histories in air-conditioned, bacteria-free, sterile plastic capsules cut off from the rest of the world.

The environment of the Old Testament was the Mediterranean world of the ancient Near East. The New Testament grew up in Hellenistic Palestine, a part of the Roman Empire and the larger Hellenistic world. Each set of peoples — and their respective literatures — were influenced by their surroundings and imbibed of the contemporary culture. Just as the Worldwide Church of God is at home in a 20th century world, so were the writers of the Bible a part of the society of their time.

Once we understand this, we see why a knowledge of *the background of the Bible* and the cultures in which it arose is absolutely *vital* to a proper understanding of it. There are many sources which can give us this valuable background.

This article will not generally repeat information found in the two previous articles. For guidance to sources of information on the Greek and Hebrew texts, see the first article in this series. Lexicons and concordances are listed there. Commentaries receive treatment in the second article. Terms such as "liberal," "conservative," and "educated layman" are discussed in the commentary as well and will not be redefined here.

## Dictionaries

### Multi-volume

**at** *Interpreter's Dictionary of the Bible*, 4 vols., \$45. This is the most complete and up-to-date set in English. A supplementary volume is already

planned to come out in a couple of years. As well as containing good articles by various internationally known scholars, it usually lists helpful bibliographical material at the end of each article. It is well worth the investment.

*Hasting's Dictionary of the Bible*, 5 vols., \$30. Although about 75 years old now, Hasting's still has much useful information. If you can afford it — or especially if you can find a cheap used edition — it is a good supplement to the IDB just listed. The HDB occasionally even gives a fuller treatment of a particular subject than IDB, especially when little advance has been made in knowledge of the subject during the intervening years.

### One-volume

*New Bible Dictionary*, \$13. This is probably the best single-volume dictionary. Conservative. Bibliographies at the end of most entries. Many different scholars.

*Hasting's One Volume Bible Dictionary*, ed. Grant and Rowley, \$17.50. Moderate. Up to date but lacks bibliographical material.

*Unger's Bible Dictionary*, \$12.00. Conservative. One man effort which gives it certain weaknesses. Shouldn't be your first choice or the only one you use. If you use it, be sure to compare it with others.

*Encyclopaedia Biblica*, out of print. This is about the same age as the HDB mentioned earlier. Originally issued in four volumes, it was later printed as one. Much useful information if you can find an old copy. Liberal scholarship on the whole.

## Introductions

Bible introductions are very useful for giving background information about the text, geography, history, and extra-biblical literature to help you understand the Bible. Many of you are already familiar with some older introductions such as the Angus-Green handbook and *Halley's Bible Handbook*. But they are old, out of date and sometimes very inaccurate and unscholarly. (Hal-

ley's quality is so poor, it is hardly fit to grace the shelf of an Ambassador College graduate!) Most modern introductions cover only one of the Testaments. Since most of them have very similar titles (*Introduction to...*), I will list them by author only.

#### Old Testament

*R. K. Harrison*, \$13. This is the best conservative introduction. It is pretty good on the whole, though having some deficiencies since Harrison is a younger scholar and doesn't have the experience of some. It is well worth the money and would give a lot of good information for Bible studies.

*Otto Eissfeldt*, \$11.00. This is one of the best liberal introductions and gives copious bibliographical material. Eissfeldt was one of those "giants" among scholars that don't happen along everyday. If you can discipline yourself to wade through his discussion, you will come up with a lot of meaty knowledge. If nothing else, it will show how much there is in your Old Testament that you still don't know!

*Georg Fohrer*, \$9.50. Liberal, though thinner than Eissfeldt and not quite his match for scholarship. Good bibliographical material. It would be good to use this to temper Harrison (if you don't feel up to Eissfeldt).

#### New Testament

*Donald Guthrie*, \$12.00. Good, solid, readable, conservative introduction. It should find a place beside Harrison on your shelf (its quality actually seems above that of Harrison). Pretty good bibliographical information, though scattered through each chapter rather than given systematically.

*W. G. Kuemmel*, \$7.50. Standard liberal introduction. Good bibliographical information. Not as readable as Guthrie, but not bad. Storehouse of information in convenient form.

*Robert Grant*, \$4.00. (paperback). Moderate. Quite readable, though not as much information as the two just listed above.

#### Harmonies

Two major sections of the Bible which have parallel accounts are the Old Testament books of Samuel, Kings and Chronicles and the Gospels in the New Testament.

*W. D. Crockett*, *A Harmony of the Books of Samuel, Kings, and Chronicles*, \$5.00. This uses the text of the Revised Version of 1884 (very similar to the KJV). His footnotes tell you why he places certain things in a certain order. Very useful for studying the history of Israel in the monarchy.

*Synopsis of the Four Gospels*, ed. Kurt Aland,

\$13.50 if ordered directly from the American Bible Society. The best available harmony and well worth the money. A harmony of the Greek text is on the left-hand page and a parallel harmony in modern English on the right (RSV text with readings from other English translations). Not just the corresponding sections, but even corresponding sentences and phrases are carefully delineated. The problem with most English harmonies (such as Robertson's) is that they show only parallel blocks of material. This may distort the actual picture. But when the specific sections and even short phrases are placed side by side, the overall picture becomes much sharper.

*Frank J. Goodwin*, *A Harmony of the Life of St. Paul*, \$4.00. This is an attempt to present a chronological account of Paul's life by harmonizing the Acts of the Apostles with selections from the Pauline Epistles. It is useful for studying the epistles, though the dates are not always accurate, and the general scholarship is out of date. It does not have the full text of Paul's letters and omits Hebrews entirely.

#### Geography

The geography of Palestine and the Mediterranean world is too often neglected. You miss a great deal if you read about events in the Bible without knowing where they took place or what the geographical setting was. There are many good geographies and atlases. I will mention only one inexpensive atlas plus two other works.

*Oxford Bible Atlas*, ed. H. G. May, \$2.50 (paperback). This is a good overall atlas at a reasonable price. There is a wealth of maps of the whole Mediterranean world plus helpful discussion of the historical geography.

*G. A. Smith*, *Historical Geography of the Holy Land...*, \$7.50 (the paperback edition is unfortunately out of print). Although slightly outdated at a few points, it is still one of the most usable works around. Its main lack is maps since it has only a few pages of line-drawing maps at the back. It also covers only Palestine.

*Y. Aharoni*, *The Land of the Bible: A Historical Geography*, \$8.00. This is the most up-to-date historical geography. It covers the land and its history from prehistoric times to Ezra and Nehemiah.

#### Archaeology

This is a whole field of study in itself. Only a couple of the books more suited to the educated layman will be given here.

*G. E. Wright*, *Biblical Archaeology*, \$12.50 (abridged paperback edition for \$2.25). A readable

introductory work by a well-known American archaeologist. It has some material on the New Testament, though mostly confined to the Old.

W. F. Albright, *Archaeology of Palestine*, \$5.50 (paperback). A good, inexpensive, useful introduction to the archaeology of Palestine before and during Israelite times.

A. Negev ed. *Archaeological Encyclopaedia of the Holy Land*, \$16. This may be a bit expensive for those wanting only a brief discussion of archaeology. But it has a wealth of information especially for the Old Testament and is well worth the price for those who are more serious about the subject. It is listed by topic rather than being in narrative style.

Jack Finegan, *The Archeology of the New Testament: The Life of Jesus and the Beginning of the Early Church*, \$20. A rather expensive, but exceptionally useful introduction to the archaeology of Jerusalem, Palestine and areas relating to early New Testament Church history.

### Background Books

There are many books which cover the general background of the history, literature, or useful background material to one or the other of the Testaments.

*The Cambridge Bible Commentary* has a number of introductory and background-type volumes in its series. These are all available in paperback and usually cost less than \$5 each. Here are some other items:

#### Old Testament

M. Noth, *Old Testament World*, \$9.00. This book by a leading German Old Testament scholar has good introductory material on the geography, archaeology, history and text of the Old Testament.

*Ancient Near East: An Anthology of Texts and Pictures*, ed. J. Pritchard, \$4.00 (paperback). This gives in translation the most important documents of the Ancient Near East which bear on the Old Testament. For example, the Assyrian records which mention Israelite kings are given.

*Documents from Old Testament Times*, ed. D. W. Thomas, \$2.00 (paperback). Similar to the work just listed, it sometimes gives a better background explanation than Pritchard. Either one is helpful. The two together supplement one another.

#### New Testament

F. F. Bruce, *New Testament History*, \$4.00 (paperback). This is a very readable volume by a

leading conservative British scholar. It gives the background history leading up to the New Testament, then gives the New Testament material in historical form supplemented with a great deal of extra-biblical material.

*New Testament Background: Selected Documents*, ed. C. K. Barrett, \$2.25 (paperback). A translation of the major extra-biblical literature which throws light on the New Testament. Each document has a brief introduction and usually a discussion of any problem which the document helps to solve.

E. Schuerer, *Jewish People in the Time of Jesus*. This work has been out of print for a long time. Recently extracts have been published in two paperbacked volumes by Schocken Books, one on the history for \$2.50 and one on the literature for \$4.50. But just this year the first volume of a new edition (edited by G. Vermes) has come out (cost for vol. 1 is \$25). While designed primarily for the scholar, anyone who wants accurate information on the history and literature of the Jews in Jesus' day can find it here. You may be able to find the old edition in some libraries and many will, of course, be acquiring the new edition.

A. Edersheim, *Life and Times of Jesus the Messiah*, \$10.00. While this is not too expensive and has much useful information, you should be very careful with it. Not only was Edersheim not always the best of scholars, but as a converted Jew he often let his pro-Christian missionary zeal distort his description and evaluation of Judaism and the Jewish literature. He should be checked against someone like Schuerer if possible.

### Bibliographical Guides

As is obvious by now, I have only scratched the surface in describing useful books for a better understanding of the Bible. Many of you may want further guidance about particular books you run across. Others may have interests in areas not touched on here or want to go beyond what I have listed. This is where a knowledge of bibliographical guides can be of help.

F. W. Danker, *Multipurpose Tools for Bible Study*, \$6.25. This is a thorough but inexpensive guide to books for help in Bible study. It will probably have most of what you will ever need and then some. At times he may evaluate some works differently than others would. But on the whole he is very useful and well worth the money.

D. M. Scholer, *A Basic Bibliographic Guide for New Testament Exegesis*, \$2.25 (paperback). This gives a slightly larger listing than Danker, at least  
(Continued on page 682)

# OPEN FORUM

## THANKS FOR THE BULLETIN

Greetings from Australia! Have just finished reading the November 20 *Bulletin* and it has motivated me to write and express my thanks and gratitude to the Managing Editor, and all those who contribute to make it the fantastic publication that it is. I was so inspired by all the news and information in the latest issue that I just had to write and let you know how I felt.

Now that I am nearly 8,000 miles away from Headquarters I really appreciate the *Bulletin* and eagerly look forward to each copy. When I worked in C.A.D. at Headquarters from 1969 to 1972 I kind of took things for granted as far as being in on the latest news — but no more! Now I am “all ears,” always looking forward to the next issue of the *Bulletin*.

Your comments in a recent *Bulletin* and also Mr. Wayne Cole's have motivated me to get busy and start *contributing* to the *Bulletin* myself. I very much appreciate and profit from the comments and contributions of many of the other ministers, so I want to begin *giving* to and not always just receiving from the *Bulletin*.

So far my excuse for not contributing is, “I have been too busy”. And that is an *excuse*. The real problem is that I haven't taken the time and disciplined myself to do it. I would like to see more men in the International Division contribute to the *Bulletin* so that it can and will be a really *international Bulletin* for all ministers and key supervisory personnel worldwide.

So thanks again for the efforts of all of you at Headquarters in producing the *Bulletin*. I hope this memo can be a start in doing my part to help make it a continual success.

— Dennis Luker  
Regional Director  
Burleigh Heads,  
Queensland, Australia

## LACKING MOTIVATION?

When I hear that some ministers lack the motivation to “preach the Word” and give “meat in due season”, I think to myself: They must not be in an area where several members have left the Church. I lack many things in my preaching and I used to lack in motivation for preaching the strong meat of God's Word. But this motivation is not a

problem since coming to Nebraska where many had already left the Church and many others were on the fence! It was time to try to “save a soul from death” (James 5:19-20)! It was time to “defend the faith”! Not that the “faith” is weak and defenseless. It defends itself when you explain and prove it!

In fact, I think of it as taking the *offence* — to positively prove that this is God's true Church (and the Church is nowhere described as being perfect), that *most* of what we have taught is correct, how the Church is *growing*, how we need to be changing and growing as members, etc. I've been motivated as never before to prove we have the right gospel, the right commission as “watchmen,” the right form of government, the right identity of Israel and the “Beast”, what are the old and new covenants, what is real love, etc.

So to those who are blessed to be in areas where very few have left the Church, I say don't wait to close the barn door until after the horse is out. To some who had left the Church, I asked: “How could you have proved the doctrines of this Church from the Bible and now doubt them all?” The usual reply was: “I never really proved them.” Then I said: “That's your trouble! If you had proved them, you wouldn't have gotten confused!”

So let's help the members *prove* the Truth of the Bible *before* the wolves of deception come along. *Every* season needs this kind of meat!

— Don Hooser

Grand Island & North Platte, Nebraska

## WHY DO SOME HAVE QUESTIONS ABOUT THE CHURCH?

Why are you a minister in the Worldwide Church of God? When did you prove to yourself that this is the one and only true church? If you have done this then you should have no problems or hangups about the Church. But there are those who DO HAVE PROBLEMS, AND SOME HAVE GONE OUT — they failed to prove this one very basic point!

Did circumstances, maybe beyond your control, originally bring you in contact with the church? Maybe you liked some of the physical things you saw. Ministers living in nice homes, driving new cars, and certain expenses furnished, etc.

I am reminded of a Methodist minister years ago explaining why he was a Methodist. The rea-



son he gave has always stood out in my mind. He thought they had somewhat nicer facilities and HIS financial future, salary-wise, WOULD BE BETTER.

When the Apostle Paul was called, Jesus said, "I will show him how great things he must suffer for my name's sake" (Acts 9:16). If we have not entered upon our ministry realizing that this fully applies to us, then we will eventually be in trouble as some already have been.

Why do you do the things you are doing from day to day, helping and serving people, anointing the sick, etc.? Is it because you are *paid* to do a job? Would you be doing it, as Paul did, if there was no check coming in payment for your work?

If you know and know that you know you are in God's Church, then it behooves you to consider and live by the following:

"Now may I who am myself an elder say a word to you my fellow elders? I speak as one who actually saw Christ suffer, and as one who will share with you the glories that are to be unfolded to us. I urge you then to see that YOUR 'Flock of God' is properly fed and cared for. Accept the responsibility of looking after them willingly and not because you feel you can't get out of it, doing your work not for WHAT YOU CAN MAKE, but because you are really concerned for their well being. You should aim not at being 'LITTLE TIN GODS' but as examples of CHRISTIAN LIVING in the eyes of the flock committed to your charge. And then, when the chief shepherd reveals himself, you will receive that crown of glory which cannot fade" (I Peter 5:1-4 — N.T. in Modern English by Phillips).

— Norvel Pyle  
Big Sandy, Texas

### AVOID THIS DOCTRINAL PITFALL

From time to time we all have *brainstorms* — ideas which flash into our minds which we, at least at the time, may feel are inspired.

And, true, some of these "brilliant ideas" may be flashes of divine inspiration directly from heaven.

Or, they may be inspired by the adversary. Do you realize that Satan can put thoughts into our minds which we may then even conclude come from God?

Notice a biblical account of this very thing happening to one of the apostles: "From that time forth began Jesus to shew unto his disciples, how that he must go unto Jerusalem, and suffer many things of the elders and chief priests and scribes, and be killed, and be raised again the third day" (Matt. 16:21).

How would the disciples receive this inspired teaching directly from Jesus? "Then Peter took him, and began to rebuke him, saying, Be it far from thee, Lord: this shall not be unto thee" (v. 22).

Where did Peter's idea or his inspiration come from — God or Satan? "But he [Christ] turned, and said unto Peter, Get thee behind me, *Satan*: thou art an offence unto me: for thou savourest [mindest] not the things that be of God, but those that be of men" (v. 23).

Yes, Satan can inject thoughts into our minds. He broadcasts evil thoughts constantly.

It is, therefore, possible for us to "pick up" or receive some of Satan's ideas, his thoughts, his suggestions — and yet not even realize their real origin.

So when we think we have received some brilliant (new) inspiration, we must learn to "try the spirits" and to "prove all things" or else we might be deceived.

Brilliant "flashes" can come from God, but some of our "brainstorms" will be put in our minds by Satan, not God. Therefore, we must beware at all times, always weighing, testing, proving any "brilliant new ideas" to see if they truly are of God.

But our "great ideas" may be inspired neither by God nor by Satan. They may be the natural product of our own minds — as we think over, interweave and draw deductions from certain facts or information which have been fed into our minds over our life span.

Since ideas can come from all *three* of these sources, it behooves each of us to carefully test these "brainstorms" to ascertain their true origin.

### Seeking Wise Counsel

Numerous proverbs reveal the importance of seeking "wise counsel."

Truly, we need to seek a multitude of counsel — getting ideas from all sides or facets of an issue before we make a decision. President Ford reportedly seeks wise counsel before making any top-level decisions.

Several times over the past years of my converted life, I have had what I thought was a "brilliant idea" pop into my mind. After doing some independent thinking about it, I would then go to Mr. Armstrong or various other ministers, and tell them what was on my mind. In some instances they were clearly able to show me why my idea was not scriptural and was not, therefore, sound. I believe I have always been able to discard such "cherished ideas" rather than obstinately clinging to them.

### ***A Real Danger***

But over the past years I have counselled with numerous persons who had received a "brilliant idea," but found it difficult, if not impossible, to lay aside such.

Why could they not give up their cherished belief?

In most instances there was a pattern which led to their deeply-held views which they found so hard to get rid of. In each such instance, the person received a "flash" of an idea, and then he began to think about it, mulling it over in his mind, and perhaps he even did much praying about it.

But . . . either he did not seek any counsel from others at all or else he went to those who were *not qualified* to give him wise counsel. To seek counsel and advice from those who are not qualified to give it is often *worse* than shunning all counsel.

This individual would then build up a whole framework of ideas and arguments to support his conclusions. (The Flat Earth Society people actually believe they have "proof" the earth is flat after all!)

The longer such a one seeks to prove his "idea," seeking ways to bolster it, the more difficult it will be to get such an erroneous idea from his mind.

What steps does a "heretick" take which leads him to his unshakable, but erroneous, conclusion? (See Titus 3:10, II Tim. 2:23-26.) He first just *conceives* the erroneous idea, then after nurturing it for some months he finally actually gives *birth* to a fallacious doctrine.

Now after he has carried this embryonic idea for a period of many months — having nurtured and fed it in the womb of his thinking — and after he has actually given birth to his new doctrine, then it will be awfully hard for him to let someone knock in the head (with the truth) his brain child.

Once he has given birth to such a "doctrinal monstrosity" he will find it most difficult to lay a hand on it or to let anyone else touch it. It may be a *grotesquely deformed monstrosity of a doctrinal baby* in the eyes of others — but not in his eyes, for he is the one who gave birth to it.

His doctrinal baby may need drastic *surgery* before it can become a "viable doctrinal baby," but it will be most painful for him to let anyone touch it — perhaps for even so much as a superficial "doctrinal circumcision."

It is best, therefore, when one first conceives an idea to have a check up to see if he is carrying a "doctrinal monstrosity" and if so then it should be *aborted* long before it is born.

### ***Mounting a White Horse***

Once an individual mounts his "white horse" — once he has sat down firmly astride his doctrinal white steed — it will be difficult for anyone to dismount him. For this reason, it is best not to mount that doctrinal white horse until one has sought wise counsel to see if this is really the horse which he should mount and ride.

For once a person has mounted his "white horse" he is very likely to go charging right out of God's Church and — if he is not very careful — right into *oblivion* and eventual perdition.

So if you get a "brainstorm," seek wise counsel with your fellow ministers, especially those in authority over the ministry here at H.Q., long before the idea which you have conceived has grown to such monstrous proportions that it may be painful to have it slain.

Far better never to let erroneous doctrinal ideas ever take root, for once they put their roots down deeply, it will be difficult if not impossible to uproot them.

— Raymond F. McNair  
Senior Editor, Pasadena

### **THE CHURCH SHOULD SET THE STANDARD**

If there's any single characteristic which typifies our present society it's "trendiness". Trends and vogues come and go with incredible rapidity. Madison avenue is having a perpetual field day creating new vogues and burying old ones. Just when you think you've finally found the balance in interpreting a current trend you find you are out of style. This is true in clothing styles, hair, beards, mustaches, music, cultural activities, language usage, etc. A teenager in the Church once told me that whenever we adults think we have the current language terminology (used by teenagers) figured out we're actually a year or so out of date! What we think is "in" is really "out".

Just when society is beginning to abandon mustaches and muttonchops we are liable to adopt them. As the world's skirt lengths are going down — ours are going up! Some of our women are only now beginning to catch up to the hairdos of the early 70's. Many are still wearing 60s hairdos. You even see some men in their 30s and 40s who still wear ducktails and flattops!

It's all very frustrating. Mr. Armstrong has often said we should not be at the vanguard of all new trends — nor should we be perpetually behind the times and out of style. I agree. I wish there were no such thing as "trends". I wish we didn't have to wear suits and ties because "it's the custom". I wish we were free to express our individual

tastes in clothing, life style, music, etc. But we're really not. As Christians, we must be all things to all men. We must not look like freaks and oddballs. We cannot allow ourselves to be an isolated clique of peculiar people. We must present a balanced, "normal" example to the world with which we must interface.

On the other hand, I don't think we must succumb to every trend that comes along. We can be "blown about with every wind of vogue" if we are not careful. As Christians we are to be a light to society — a city that is set upon a hill. We are to be seen, and hopefully admired, by all. Like Israel of old, the Church is to be a model of God's way of life. We should be an example of balance and good taste within the cultural milieu of our times.

As such, I believe God's people must generally set the standards rather than imitate them! I think society should generally imitate us — not vice versa. Of course they are not likely to do so, are they? Yet, there are times — such as at the annual festivals — where God's people stand out in society. We are easily spotted as "strangers alongside" in such situations. It is at times like that when we must be conscious of our mannerisms, dress and appearance, decorum, etc. We should not look "religious" in the negative sense of the term — yet we should not be "mod" in a blatantly bizarre way either! We should at least make an attempt to *understand* current trends in music and culture while retaining a firm respect for those standards which we know to be exemplary in this area. We cannot force our standards of dress, taste and culture upon the world — but we can certainly set the right kind of example and hope that others will be attracted to it!

— Brian Knowles  
GN Managing Editor  
Pasadena

### SHOULD EX-ALCOHOLICS TAKE (PASSOVER) WINE?

Recently I have had the tremendous opportunity to baptize a person who had been waging a war — and successfully so — for many years. After many years of giving in to a particular weakness, that person had gone so low into the depths of degradation that there was nowhere else to go — but up. And up she did go, with the help of that world-famous institution (plus determination and prayer) called Alcoholics Anonymous.

As we all know, alcoholism is an illness that has troubled many families and ruined many lives. It has caused many to go the route of the habitual drunk — more out of touch with reality than a part of it. Some have, however, through sheer

determination, or the threat of death, managed to overcome the tremendous urge to drink, thus making it possible to live a normal, useful life once again.

There are some ex-alcoholics in God's Church today. Somehow God, in His mercy, has seen fit to call such individuals, realizing that somewhere within the makeup of that person resides the potential to become His son. With the Holy Spirit within, and through constant use of that Spirit, we know that such a person stands clean in the sight of our Father who has called us all out from similar, if not the same circumstances.

This, however, raises a very interesting question. Come Passover time we are admonished to examine ourselves before partaking of the symbols of the body and blood of Christ. Symbolically speaking, this is a means of showing the need that Christians have of Christ as Savior — our acceptance of Him as such — and the willingness on our part to do those things pleasing in His sight that we might be the recipients of His blessings, and ultimately, His glory.

The Question now is: Should an ex-alcoholic partake of the symbol (wine) of the blood of Christ if he believes in his heart that one drink, no matter how little, would set him off on the road to alcoholism again? Those of us who are not wrestling with the problem might be quick to say "it'll be alright — God can pull him through." Sure, we are aware of the fact that nothing is impossible with God. We may even know one or more alcoholics who have in the past taken Passover without any repercussions whatsoever. The question also is: Does God make demands on such a fellow — especially where his faith is small? I have read of documented cases where people have been addicted to alcohol, never having tasted alcohol previously, simply because a doctor prescribed a tonic to overcome the symptoms of a cold. A person's metabolism, I understand, is a major factor in such cases. Should a person, having overcome such a problem be *required* to partake of even a small amount of alcohol which for him could mean instant reversion (so he may think)?

I am of the personal opinion that God has ways of getting around the technical aspects of this problem, and getting right to the heart and core of the matter — the attitude! Where there is understanding, willingness, and a proper attitude — God has ways of overcoming circumstances. Once the principle is explained to the person, the decision nevertheless is the person's to make. It would be interesting to know what your thoughts [our readers'] are on the matter.

— Carlos E. Perkins  
Chicago, Illinois

## FOR WHAT IT'S WORTH

WALL STREET JOURNAL



"It's not enough anymore just to be a guru.  
You have to be a guru with a gimmick."

## ACTUALLY OVERHEARD

I anointed a young boy — around 4 years old — and God healed him of the problem. This gave me a special place in his heart apparently, because next time I saw him in church I came striding in — coat open, briefcase firmly gripped in right hand — I threw him a friendly "Hi fella", and he replied, with a big smile of appreciation, "Hi God!"

Bob Millman

Kamloops, British Columbia, Canada

The following occurred at the time a new church was being formed. One family (both baptized members) was living right on the border line between the new church and the old church they had been attending. When asked if it made any difference or if they had any preference between the morning (older church), and the afternoon (new church) the woman replied that she would just as soon go in the morning to get it over with!

— Hugh Wilson

New Orleans, West

## BIBLE STUDY AIDS

(Continued from page 677)

in some areas. But it covers only the New Testament and sometimes gives only brief annotations. You could use it to supplement Danker, but may find it difficult to use on its own.

*Essential Books for a Pastor's Library*, published by the faculty of Union Theological Seminary, \$3.00. While *their* idea of essential books may not be your idea, the guidance given in this book is quite helpful. Each work is accompanied by a brief annotation. This will allow you to decide the value of the book. It's useful by itself and a good supplement to Danker. □

## MAIL PROCESSING

(Continued from page 656)

"Thanks very much for the opportunity to be in contact with someone from the true Church of God. I've longed for this chance for a number of years. I've listened to, and heard you on the radio for over thirty years. Also read the *Plain Truth* magazine for almost as long."

A point that can be of help to the ministry: The two or three digit numerals immediately following the index number on each card can tell you at a glance those who are contributors to the Work. A "21" status is a *co-worker* and a "41" status is a *donor*. This may be a helpful indicator of the requestor's interest and involvement.

## The Lighter Side

Our WATS Line operators get some interesting callers at times. The following comments were actually received recently:

- WATS: "Would you also like to receive our booklet, "Is There A Real Hell Fire?"
- Caller: "I sure as hell would!"
- Caller: "I would like as many copies as possible of the book *Modern Dating*. Send them to Spiff Cool and the Keen Jets."
- WATS: "What radio station did you hear us on?"
- Caller: "Lord, help!"
- Caller: "Just a moment, my wife has chosen this particular moment to fight with the dog..."
- Caller: "Why does the *Plain Truth* have different covers if it is just one magazine?"
- Caller: "This is David C. (address)... I have to hurry because this is a long distance call and the sooner I get off, the sooner I'll get my literature."
- Caller: "Hello? Are you the Real Jesus?"
- Caller: "Hello? Are you a recording?"
- Caller: "Hello? Is this the Missing Link?"

— Richard Rice

## Ministerial Education & Training

We trust by now you have all received the second set of the MET cassette tapes. As stated in the cover letter, we were able to eliminate *most* of the technical problems we were experiencing. Our third set will be mailed on or about the 15th and will, hopefully, be of top quality and without background noise. These have all been recorded with our new equipment.

In some few cases we have found that the duplicating equipment — consisting of several batteries of machines which dub 20 copies at once from our master — will somehow “miss” one of the tapes or somehow fail to duplicate the same quality. Nevertheless, if for any reason you receive a bad tape, simply return it to us and we will get a new one off to you immediately.

In regard to the upcoming Senior Pastor Conference & School in Big Sandy, it was decided in a meeting with Mr. Wayne Cole last week to reschedule the meetings for January 6 through 15.

Several last minute changes in Mr. Cole's travel schedule for the remainder of December would have made it impossible for him to attend the Texas meetings. Thus, we both felt it would be better to move the Conference to early January. Also, in talking over the arrangements with Mr. Kelly, it turns out this will be a more convenient time for all concerned there, as the Conference will now fall during the semester break. In addition, several were encountering difficulty making return air reservations on the weekend of the 21st due to the heavy Christmas traffic.

I was able to have a very profitable visit in the Pittsburgh area this past week, spending time with Messrs. Pruner, McNeil, French and Stephenson. Field visits such as this not only provide opportunities to conduct training sessions with the church pastors and their leading men — which we were able to do — but also provide much helpful and current feedback to Pasadena and CAD on the current needs of the ministry.

Finally, we would like to present, in article form, some of the complementary material which accompanies the lecture on *The Nature of People*, which was featured in the previous cassette program. This lecture — used in our classes and seminars — has proved to be one of the most

stimulating and always provokes a good deal of thought and class discussion. We felt the written lecture material — in addition to the taped lecture — would be valuable for your own reference as well as serving as an outline for any training classes you may be holding in your area.

— Art Mokarow

## THE NATURE OF PEOPLE — THE PSYCHOLOGICAL APPROACH

### Dominant Personal Drives

Recent information has been categorized revealing insight into the nature of human make-up and what has been termed man's “hierarchy of needs.” This information will be valuable in understanding the dominant drives the Creator put in people, including each and everyone of us, and how they vary as people arrive at different ages in life. This is a fascinating study as to why some people mature at different phases in their lives.

Psychologists and sociologists recognize FIVE BASIC DRIVES or motivations men and women experience. Each one is experienced in varying degrees and at different ages.

1) **BIOLOGICAL NEEDS:** These include food, drink, clothing, shelter. These are basic to human survival. At times of intense privation these drives turn virtually animalistic. All other needs or drives submerge under the bestial desire to survive. This carnal drive is the basest level man can sink to in times of famine and starvation. Man, made in the image of God, can and will turn to cannibalism if his environment forces him to extremes.

This animal-like existence is the highest caliber of human development ever achieved by much of humanity. Poverty, near starvation and mere brutish survival has drained entire generations and races of their energy and ingenuity. What a horrible waste of the God-like human mind.

This is why Jesus Christ taught in the Gospel for us to “take no [anxious] thought, saying what shall we eat? or what shall we drink? or where-withal shall we be clothed? (For after all these things do the Gentiles seek.)” We should not be shackled to the mere pursuit of these necessities — life was meant to be lived beyond — to seek greater fulfillment.

However, we should remember this. The degree of such faith and obedience will vary greatly from one person to another.

People who tend to be limited to biological necessities make up the lower economic strata and are generally the unskilled of the working force —

usually make under \$7,000 a year and often living in the northern industrial cities. These are the least educated and the least skilled.

2) **SAFETY AND SECURITY DRIVES:** These drives do not for the most part concern the affluent of the Western world — especially in the United States of America. However, they can become predominant in times of emergency. The average person with a good job and a decent bank account does not worry much about his future security. But when war comes, severe sickness, crime or theft or possible economic depression, then these drives for safety and security become all-consuming. Such disaster can result in panic.

What characterizes the man who because of influences of his background has become excessively dominated by his drive for security and safety?

Such people rarely rise above average success in life or leadership. But why?

Notice the findings of psychological research. Extensive evaluation has categorized the following symptoms of a person who is overly security-conscious:

- 1 — His main goal is to stay out of trouble, to play it safe.
- 2 — His daily objective is to please, at all costs.
- 3 — He will sacrifice esteem, pride, friendship and even honesty as long as he can maintain his security.
- 4 — He doesn't like the new or the unfamiliar or any change. He never sticks his neck out. Reorganization means hitting the "panic button."
- 5 — He frantically conceals mistakes. He will pass the buck to avoid blame since this may endanger his security.
- 6 — He seeks to conserve what he has. He saves money and *fails to think about* additional pursuits beyond his own security.

Analysis has also shown that such people rarely reach satisfaction in life. In business they rarely reach top management. Such "security-dominated" people will appear faithful and anxious to please as long as their security is not threatened.

Often he is a "yes-man" to his superior and is fundamentally non-committal about life. Personality-wise he can tend to be boring and uninteresting. He seldom, if ever, brings forth creative ideas. Rarely does he become deeply excited about life. New endeavors beyond the status quo are viewed cautiously, even with contempt and suspicion. He needs constant assurance that he is secure and safe.

Now here is a paradox. Even though the

affluent American does not overly concern himself with his biological needs and security drive, *he does not progress much beyond those two needs.*

After his basic requirements of food, clothing, shelter and security are met, he virtually stops living. He becomes buffaloes by society and its complexity. Instead of being stimulated to attain finer psychological and spiritual (and even material) achievement, the majority feel repressed by our bewildering and confused space age "dream world." Our modern, highly mobile society with all its potential for true "freedom of expression" and "unlimited opportunity" — yes, the American dream — ironically breeds mediocrity and indolent, lethargic boredom. Amusements are canned. Sports and athletic involvement is vicarious. Education is superficial. Instead of a mature, energetic achiever, the average American citizen has become a psychological dwarf — an intellectual dropout.

We are talking about middle class America — her covered factory workers, skilled and semi-skilled laborers, small businessmen, blue and white collar workers with take-home checks around the \$10,000 figure.

Most people we deal with fall into this category. This is how even the Apostle Paul describes the people whom God has decided to call (I Cor. 1). The last three of the basic five needs (motivations) of people are mused on and desired, but only a minority of people consciously do anything to achieve their fulfillment.

A gnawing does exist. A craving for prestige, sociableness and self-development — the third, fourth and fifth basic motivations. But most have no *plan* of attack toward their achievement. The "rat race" siphons most of their energies. Escapism consumes their leisure time. This is a sad commentary on human development — but it's all too often the case.

Let's now investigate the three remaining human drives.

3) **PRESTIGE OR RECOGNITION DRIVE:** The need for prestige, recognition and esteem is almost boundless. Personal satisfaction of a job well done and recognition for it is essential for a balanced psychological makeup. Few people, however, are satisfied with what they have achieved. Most people cower from any overt display for such prestige. Yet the ache is there — for all of us.

Prestige is the impelling quality we associate with a hero — a Patton, a Churchill, or a James Bond. The drive to be the "star," class president, team captain are obvious symptoms. Yet if this

drive for recognition and esteem is predominant, it can spell trouble.

Let's now look again at some of the symptoms uncovered by research into management motivation which point to a strong prestige drive:

- 1 — Such a person is sensitive to compliments — and criticism.
- 2 — He dislikes "unenthusiastic" and withdrawn personalities. He gravitates to warm and effervescent people who show admiration and respect, usually for him.
- 3 — He enjoys titles, big desks, an unusual rug, and, speaking candidly, the "big shot" image.
- 4 — He wants everyone to agree with him.
- 5 — A title means more than pay received.

On the commendable side, such a person is a self-starter. He gets things done. He seeks responsibility. When he has a job he will fight hard to make things go right.

However, there is a bad side as well. The burning desire to be the "star" will often take precedence over an understanding of the true requirements of leadership.

Why is this?

Management research has established the following weaknesses in a prestige-dominated person. He is basically not a "member of the team." Giving credit and recognition to others around him comes hard. Inspiring others to achieve is not an important consideration to him.

So, the passive just become more passive. The aggressive persist or just leave. Creating such a "despot image" promotes dependence rather than mature independence. The resultant prestige he receives is more out of fear than of genuine respect.

We need to realize that the prestige drive *affects us all!* It pervades, to varying degrees, all classes of society. Yet it tends to predominate in the upper classes. Those who have their survival needs securely provided, search for greater "fulfillment." Unless properly guided, however, such people will become carnally motivated for prestige and continue in their personal lives having grave weaknesses. This then will greatly hamper their personal success as well as any leadership potential.

Let us all evaluate ourselves accordingly!

4) **THE SOCIAL DRIVE:** This has to do with our belonging or "group needs." It is the powerful drive within us to feel a part of something — a team, a class, a club, a family.

This is all good. God has made us sociable creatures. Man was not created to live alone. We need

companionship whether we be hermit or socialite. And if we would all be honest, we *want* social fulfillment.

But problems may arise... what happens if social drives become too strong?

Again management research can help us. They point out three categories which result. Let's all take note, because to a degree these traits affect us all. They are:

- a) The Popularity Seeker.
- b) The Approval Seeker.
- c) The Authoritarian.

Let's briefly analyze each. What are some of the symptoms which tend to dominate a person allowing his social drives to get out of hand?

a) **The Popularity Seeker:** Here the primary concern is to be liked. Such a person usually exudes warmth, almost fawningly so. He will resent criticism. He finds it difficult to take a detached view of matters. The self-image is of major concern. In fact the self-image will tend to take precedence over the accomplishment of an assigned project. As a result decisions, suggestions, tend to be based more on popularity than practical worth.

Let us insert the fact here that this type of social drive — desire for popularity — differs from the Prestige Seeker in that the Popularity Seeker will endeavor to be liked even if he has to stay out of the limelight. The Prestige Seeker, conversely, is willing to be disliked in order to be in the limelight.

b) **The Approval Seeker:** This type of personality rarely achieves a truly successful life. In management he rarely advances. Seldom does he possess integrity. He desires and needs repeated approval from others for confidence — almost frantically so. He's the ideal "Milk-toast." Such a person needs clearly defined goals, jobs given to him to perform, followed by constant reassurance.

This is a very common type in modern society. Any of our church members who fall into this category — and many of them do — need our help to *grow* out of it.

c) **The Authoritarian:** This type of personality can be a great *asset* — or a very dangerous liability — depending on how he is managed. Note his strong points:

He is a *driver* — of himself and others. He has high standards. He "admires" discipline. Criticism doesn't bother him — neither does being ordered about on a moment's notice. It's all in the "power game" — and he loves every minute of it. One day, he feels, he too will be on top. This is very characteristic of people with many years of military

experience or those who overstress athletic achievement.

What, then, are the dangers?

Such a person tends to be suspicious — even hard-boiled. Management consultants warn that he will have little insight into people and their feelings. He equates considerate and patient people with time-wasters and weaklings. Motives are often mistaken. The “flexing of his muscles” is greatly enjoyed. The long-range effect of such an attitude and conduct, research reveals, hinders judgment and tears down people rather than building them up.

In such a system advancement is easy if you do everything his way. This, however, is at the cost of one’s personality. (A recent case of this resulted in the firing of the Secretary of the Interior — Walter Hickle — who “bucked” the White House system.) Since this type of person often possesses great skill and drive, he’ll stay around, but with the unfortunate reputation of being a “hatchet man.”

All of us in the ministry need to reflect on ourselves for a moment. How balanced are we? Could we be guilty of these extremes? Let’s be honest in our self-appraisal.

5) **THE SELF-DEVELOPMENT or GROWTH DRIVE:** This is the highest stage of psychological

and spiritual development we can attain. Yet few people in today’s society get this far. They have not had stimulating leadership in life — in the home, the school, the job — to grasp its attainment.

A success in life — a true leader — is the man or woman who is dominated, not by need for security, sociability or prestige, but by a desire “to grow, to develop, to expand” his personality and to “realize his growth potential as a person.” So states Frederick C. Dyer in his book *Executive’s Guide to Handling People*.

Why is this? Note these mature characteristics of a true leader:

- 1 — He has no need for putting up a “front.” Therefore he is not defensive.
- 2 — He is primarily serene and steady.
- 3 — He feels for people.

Each of the basic drives of man we have described will be affected at varying age levels. This affect can, for some people, produce immense emotional and psychological turmoil. It is certainly worth our careful study, as an awareness of what makes people “tick,” and will aid us greatly in our spiritual ministry to mature God’s people, and ourselves, by wise and understanding leadership.

— MET Staff

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