

Bulletin

of the Worldwide Church of God



VOLUME 4, NUMBER 15

PAGES 185-192

AUGUST 14, 1973

General News and Comments

MAIL SUMMARIES

PASADENA, CALIFORNIA

August 10, 1973

The total mail count for July was 246,762 letters. This made July the second lowest month of the year with May being the lowest. Even though July was a low month this year, it was higher than all but two months (November and December) of last year. This year's mail for July was 44.7% higher than July of 1972.

The *non-indexed* mail, or the mail derived from our media activity, for the month appears below:

Mail Category	Amount
Herbert W. Armstrong (Radio)	17,737
PLAIN TRUTH	7,357
Ambassador College (T.V.)	16,881
A C. Press (Advertising)	6,094
Booklet Tear-Out Coupons	20,637
Total for July	68,706

Some reflections on the above figures show that July was the lowest month of the year for non-indexed mail. June, the next lowest month, had 79,230. All the other months of 1973 had over 100,000 letters in this category.

Secondly, this was the first month of 1973 in which the TV mail was lower than the radio mail.

LONDON, ENGLAND

August 1, 1973

CIRCULATION OF THE PLAIN TRUTH MAGAZINE: In the month of July, 427,000 English-language copies of the PLAIN TRUTH were mailed out from

Bricket Wood. A total of 124,000 copies were sent to the United Kingdom and Irish Republic; 31,500 to Europe; and 3,000 to the Middle Eastern countries. East and West Africa received 64,700 magazines; South Africa 96,200; India 86,600 and the West Indies 21,000. In addition 70,000 copies of the German language PLAIN TRUTH were mailed; 65,500 of the French edition; and 25,500 of the Dutch edition.

This month's newsstand distribution totalled 198,100 copies of *The PLAIN TRUTH*. The distribution took place in 13 countries and in four language editions — English, French, German and Dutch.

TOTAL MAIL RESPONSES: We received over 41,000 letters and cards from readers during July. This figure was greatly helped by 9,500 newsstand readers requesting a full year's subscription. In addition, 6,200 people have been added to the mailing list for trial and full subscriptions.

LETTER COMMENTS

THE HIGH COST OF LIVING

We are receiving a number of letters reflecting the problems being caused by the increase in the cost of living. Here is what some of the letters say.

What Am I to Do?

"By the tone of the prophecies, it is obvious that this country has no intention of repenting, and therefore all that was written will come to pass. Even now, threats of food shortages plague this country. Despite the increase in acreage allotment this year, it appears that due to flooding productivity might even be lower than last year. There is no doubt in my mind that you are correct or that the events prophesied will come to pass.

"But what am I to do? I am willing to listen and
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RECENT CAMPAIGNS

Charles Hunting has now returned to Bricket Wood via Pasadena after completing a successful two-night campaign in Regina, Saskatchewan, Canada at the recently completed Saskatchewan Centre of the Arts. Both nights brought a total attendance of 1700, with 900 attending Saturday night, July 21, and 800 attending Sunday night, July 22. Of this total slightly under half were local church members and members who drove from Saskatoon, Prince Albert and several other church areas. A total of over 850 new persons attended both nights.

While in Regina, Charles Bryce (local minister in Edmonton) reported that over 30 new persons had attended church the very first Sabbath following Mr. Portune's campaign in that city. He expects the number to increase each Sabbath, as he is receiving several telephone calls and requests for visits. Dean Wilson also reports 221 letters and requests for literature from the Edmonton campaign.

The Vancouver office has already received 27 requests for literature from the Regina campaign. They have also received 56 requests from Prince George. A total of 634 requests for literature have come from Mr. Garner Ted Armstrong's Winnipeg campaign and 975 from Vancouver.

to follow instructions, but even then I don't know what is expected of me. Should I move out of the city? Should I store up gasoline? Should I store up grain? It is obvious that all these things will be dearer than gold or silver in a few years. The rest of the warnings are perfectly clear to me.

"Would you please tell me what I must do? Should I stay where I am and not store up these things even though I know without a doubt that is what is to happen? What are we to do? How do we believe and trust in God? His warning is for us now, but what are we to do about it? Are you making preparations for your church?"

Arnold W.,
Los Gatos, California

Prepare for Crash?

"In *The Wall Street Journal* there was an article about the U. S. in a terrible crash. In your opinion should we take measures to liquidate property, etc. and buy U. S. treasury bills or silver?"

Genemarie G.,
Hillsborough, California

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Ministerial

Bulletin

of the Worldwide Church of God

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Book Review

The Social Animal, by Elliot Aronson, Viking Press, New York, 324 pages, 1972, \$7.95

In academic circles, interest in sociology and psychology has increased dramatically over the past decade. Students are being turned away by the thousands from majoring in such subjects, so private institutions — as exemplified by the Transactional Analysis movement described here four weeks ago — are springing up to meet the public's new found desire to explore "inner space." Academia responded in turn to this demand by marrying sociology and psychology to create a "new science" called, obviously, Social Psychology.

Although social psychology began in the late 1930s under Kurt Lewin, it was not widely disciplined and taught until the late 1960s. Much of the body of evidence in this young field has been conducted within the last decade. Elliot Aronson, Director of Social Psychology at the University of Texas at Austin, has written a "quasi-textbook" for this unpublicized subject, a readable summary of these recent studies in social psychology.

Aronson's first and last chapters are, respectively, a simple and technical explanation of the methods and purposes of social psychology. The middle seven chapters explain the studies regarding seven basic areas of the field: Justification, Aggression, Prejudice, Attraction, Mass Communication, and Personal Communication.

Rather than extrapolating principles from the

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Church Administration

DAVID L. ANTION

Greetings from Mt. Pocono, Pennsylvania!

Bomb threats, beautiful weather, burglary and good fellowship, have characterized this Regional Conference tour. I'll explain.

We left on July 31st for Cincinnati, Ohio. From there we went to Burr Oaks Lodge south of Gainesville, Ohio where we held the Cincinnati Regional Conference. It was at that conference where we had the bomb threats.

There was a strike against the management of the lodge by certain of its employees. We were told that it involved some kind of disagreement. However, it did involve the Cincinnati region and the ministry there. We were told on our first night — after the first day of conferences — that we had to vacate the building immediately. This was 11:00 p.m. All the ministers, assistants and wives left the building and went into the parking lot. We were there from approximately 11:00 p.m. until 1:00 a.m., at which time we were notified that it was safe to return to the building.

The very next night during the dance following the banquet, police officers came back and asked us to vacate the building once more. Again we went into the parking lot, fellowshiped for about two hours, and then returned to our rooms at approximately 1:00 a.m.

This was an unexpected and most profitable period of fellowship with the ministers of the Cincinnati region. We had some really fine "bull sessions" while out in the parking lot. I certainly did enjoy the sessions, but it was the hour that I objected to!

We returned to Cincinnati after the final meeting, and had church services with approximately eight area churches which came to Cincinnati that Sabbath. Around 3300 people were in attendance. It was the first chance I had to speak to the Cincinnati area churches in over three years, and it certainly was good to see so many familiar faces in my former district.

Washington Region Conference

From Cincinnati we flew to Mt. Pocono, Pennsylvania. We are now conducting the Washington Area Regional Conference here with excellent weather and more fine fellowship. The whole

Washington region is together here in Mt. Pocono at our festival site, using the administration building for our meetings. This is by far our largest region with more manpower than in any other region. When I say more manpower, I don't mean more manpower per church necessarily, but the greatest number of ministers.

Home Burglary

Since we have been here in the Washington region we called back to Pasadena and found that our home had been broken into and burglarized. It happened over the weekend and was discovered on Monday. Our stereo and speakers, several pictures from the wall and the chess set were stolen. Our college security department and the police are waiting for us to return home so we can determine what else is missing.

Of course this news is somewhat disturbing to us as I'm sure a number of you who have had similar experiences can understand. We are just thankful that there was no major damage done to the house, nor major inconveniences brought about by this break in.

A Potpourri of News

As you know, Mr. Herbert Armstrong and Mr. Ted Armstrong are in South America. Mr. Armstrong described the trip's purpose as one which will allow him and Mr. Ted Armstrong to spend more time together while in more of a relaxed atmosphere.

I notice in the news very disturbing reports showing that the United States is losing quite a bit of its grain because of exports. A recent article in *The Wall Street Journal* explains that the accelerating exports "are threatening to clean out U.S. grain, portending short supplies and even higher food prices for months to come."

One miller says, "We are on the verge of a panic." However, the article goes on to explain that the government feels optimistic.

I understand that the head of the Farm Bureau has asked President Nixon to halt exports of grain foods, and predicts that there will be a shortage of bread by next June if the exporting of grains and wheat is not halted now.

Of course, all of this will directly affect our brethren in the United States and it will definitely affect their personal finances. We understand that prices on food items will be 21 percent higher by the end of 1973 than they were in 1972. There seems to be no way to adequately keep up with this escalating, galloping inflation.

Purpose of the Regional Conferences

This current conference is the last one of the year. It completes our participation in all of the eight Regional Conferences this year.

Again I would like to say how pleased we are to have had members of the Department of Theology participate with us in these conference discussions. They have added a vital dimension to our Regional Conferences and our future planning.

Though I have done so before, I would like to mention once again the purposes for these conferences. We hold the Regional Conferences 1) to promote unity in the field among our ministers nationwide. 2) To be inspirational and encouraging to our ministers — to give them a "shot in the arm," to revitalize them in their work of serving the people. 3) To be educational — to bring them educational materials that will continue to upgrade and improve the quality of their services to God's people. And 4) to provide fellowship among our ministers on a social basis — to have some fun and recreation and a memorable time to help draw the ministry closer together in unity, to increase mutual respect and honor one toward another.

We are very thankful for the opportunity to have these Regional Conferences. Personally, my wife and I are very gratified and pleased to have been able to attend all the Regional Conferences this year. We have really enjoyed visiting with, counseling with, meeting in social and official fellowship with God's ministers nationwide. It was our first chance to meet many of you who are reading this column every other week.

I am just sorry that all of our staff at Headquarters — Gary Arvidson, Jim Young, Ted Herlofson and Les Stocker, as well as the other workers like John Anderson, our secretaries and our staff services department — could not have the opportunity to fellowship with all the ministers in the field. However, I want to say on their behalf that they are working daily to make things easier and to help you in your job. In that way they are a very vital part of our Church Administration Division.

If, while on a vacation you are traveling through Pasadena, or if you are traveling through to another location, please feel free to stop by and meet some of these very fine people. I would also like to extend a cordial welcome to you to my office anytime you are in town and I will try to spend as much time with you as I possibly can.

"Weightier Matters of the Law"

Jesus Christ said there are "weightier matters of the law" such as "judgment, mercy and faith"

(Matt. 23:23). I feel it is very important for all of us to recognize that there are matters of the law which are "weightier" — that should be rated more in our estimation of importance than other matters of the law. Of course, Jesus teaches that we should not break even one of the "least" of the commandments, nor should we teach men to break the "least" of the commandments. If we do, He said we will be called one of the "least in the kingdom of heaven" (Matt. 5:19).

Even here — in this vital scripture — Jesus is making plain that certain commandments are not as important as other commandments. Certain matters of the law do not rate as high in priority as other certain "weightier matters of the law."

It is very essential for us to understand this if we are to properly educate God's people as to what is important. It is necessary for us to understand, in the light of Christ's condemnation of the Pharisees who were not able to distinguish between the tithe of mint and cummin and anise and the weightier matters of the law which included judgment, mercy and faith.

This same principle is true in child rearing. If you spank a child as hard and reprove him as much for spilling milk as you do for lying, then what you are doing is teaching him that one is as important as the other. We must be educating not only our children, but all of God's people as to the importance and purposes of God's laws and His commandments. Thus, to make as much to do over a pair of flared trousers as we would over a breach of the Sabbath commandment is a great distortion of God's purposes, His true judgments, and His overall plan.

Here at the Washington Conference, Ken Westby gave a very fine lecture on this "weightier matters of the law" subject in the light of some statements I had made to the Regional Directors. He mentioned how almost anything that we make finite can be related to great principles and purposes of life. For instance, we can say that cleanliness is definitely a part of God's character. We could show that God instituted washings and ablutions in the Old Testament and that God wanted His people to be clean. We can show that filthiness is contrary to God — contrary to God's character.

Therefore, since God wants us to be clean, we can ask the question, "Is brushing your teeth daily a good habit?" The answer, of course, would be "yes." It is right and good to brush your teeth. No one wants his mouth to get dirty, his teeth stained and ugly looking. We can even equate this with the law of loving our neighbor, as we do in advocating the prevention of halitosis. So, since it is

right and good and God wants us to be clean, it is important that we should brush our teeth.

Taking it a step further, the neglect of the brushing of our teeth would constitute a "violation" of the principle of cleanliness. Which "violation" could then be construed as "sin." So the extracting or applying of this principle could lead to giving an "ironclad" rule that Church members who neglect brushing their teeth every day are breaking God's physical laws and violating spiritual principles, thereby going contrary to God's own character. Thus, we might even conclude that people who neglect to brush their teeth cannot be in the Kingdom of God!

This may sound ludicrous and a way-out exaggeration, but it helps to illustrate what can happen. A rule like that in the Church could become a great burden on our people. Guilt feelings would arise in brethren who, tired and worn out at the end of the day, fall into bed without brushing their teeth. They get up the next morning wondering if they must repent of not brushing their teeth the night before. This could become very detrimental to the conscience of God's people.

As ministers, we must guard against putting the same kind of emphasis on relatively *minor issues* that we would on the major underlying great principles of the Ten Commandments — love toward God and love toward neighbor. We must make sure that we don't react from the pulpit as violently against "not brushing teeth" as we would against overt transgressions of God's Ten Commandments — lying, adultery, stealing, Sabbath breaking, etc. For if we do, we will surely confuse our brethren as to what God's plan really is, the purpose of and what really are the "weightier matters of the law."

If any of you have questions along this line that you would like to ask which could be answered in the Bulletin, please direct them to your Regional Director to be forwarded to me. We will be glad to expound on this principle further if you would like to see it expanded.

The Ministry and You

"Counseling is advising an individual to the extent that an attempt is made to help him to understand his problem so that he may carry out a plan for its solution. It is a process which stimulates the individual's ability for self-direction" (*Human Factor in Management*, Schuyler D. Hoflett).

That statement contains quite a bit of good advice. When expounded further, we can see some very valuable principles relating to counseling. I'd like to read to you from the *Manual on Naval*

Leadership (called to my attention by Gary Pavlo in the Washington region), and give several principles on counseling which were presented at the current conference. I feel that they are right down the line and very applicable to our ministry.

"The function of counsel is to help men to help themselves. True counseling does not consist of telling people what to do. It is a process of assisting the man to analyze his own problem, of supplying or directing him to needed information so that he can think intelligently about his situation, and of considering together possible solutions. After this is done, the man is in a position to work out a solution or a constructive program of action that he accepts as his own" (*Naval Leadership*, p. 192).

The manual goes on to say that the counselor must be a good listener. He must be able to understand the person's problem to effectively help him to gather the data and information which will help him in arriving at a proper and right decision.

The one point brought out that is very important for us to consider here is that "the counselor should recognize his own limitations." That is, he must recognize when he is counseling in an area in which he does not have the facts or is unqualified to give advice. If that is the case, he must make that known to the person he is counseling. It is neither wisdom nor help to give advice in an area with which one is unfamiliar or does not have the facts. This does not lead to respect, loyalty or the desire to return to the counselor. In fact, it can cause untold problems!

It means that any of us who give counsel ought to know our limitations. We also ought to know *where* the person can go to obtain the information and data he needs to make a wise decision.

Frankly, much of our counseling is outside the realm of direct scriptural understanding. Sometimes we are asked questions of a legal or business nature. In those cases we must recognize the limitations of our knowledge and experience. We should not hesitate to direct the person's attention to the necessary information and advice from those who are experts in that field.

Of course, this is only common sense and I know we do realize it. I am trying to be overly simple in the illustration. However, sometimes it is difficult for a counselor to recognize his limitations. We may think we know something and go on to state our limited knowledge as though it were complete. It is wisdom to know where our knowledge is incomplete, and it is humility to state it.

From Mt. Pocono, Pennsylvania, our best wishes and love and success in your continued ministry for God. □

Foreign Educational Service

LESLIE L. McCULLOUGH

We have just returned from a very profitable and successful trip to the South African-Rhodesian offices and the offices in Europe. I reported in the last Bulletin that the offices in South Africa and Rhodesia are coming along very well, and I'm also pleased to report that I found the same true of the offices in Düsseldorf and Geneva.

This past week Dennis Luker and Gene Hughes from Australia have been visiting Headquarters discussing their coming move to the Gold Coast and the production of the Asian PLAIN TRUTH. Colin Adair will be coming next week for further meetings on future plans for the Philippines and the Asian PLAIN TRUTH. Colin reports that he can no longer receive shipments of magazines in the Philippines from Australia without a heavy tax being levied. Thus it is imperative that in the future we either print the PLAIN TRUTH in Singapore for Asia or send it from Headquarters. We are presently looking into the possibility of a reduced PLAIN TRUTH edition for Asia that would help cut our heavy expenses in this area.

Due to what we believe is possible legislation from the United States Government on currency restrictions, and due to the present finances of the Work, we are having to step up our goal of the Foreign Work becoming self-sufficient. We are now doing intensive planning toward that goal. Up to this point the United States has been very liberal in allowing dollars to flow out of its borders, but with the weakness of the dollar in the world and the lack of desire for dollars by most financially stable countries, some feel it probable that restrictions could come. This problem has thus intensified our goal for self-sufficiency.

It was very good to be able to visit the ministers and office employees in the European and South African offices, and it certainly is encouraging to us to see the continued progress that is being made in the Work. And so until next time, "auf Wiedersehen." □

BOOK REVIEW

(Continued from page 186)

book into a review of their application within the Church, I will merely recommend the book on its own merits as a *tool* you can use in the all-important area of human behavior. Along this line, there are many other tools available to those interested in keeping abreast of the latest developments. Here are just three of the best magazines in the field, in the order of their worth. One minister listed these as his three favorite secular magazines, so I hope I'm not alone in saying they're also my own favorites.

1) *Human Behavior* (\$14 yearly, published by the Manson Western Corp., 12031 Wilshire Blvd., Los Angeles, California 90025). Founded in 1972, *Human Behavior* is a journalistic condensation of the most valuable current studies in the various fields of human behavior. Over 50 such short articles appear each month under 20 or more subject headings. In addition there are three long-feature articles of five to ten pages each, and a concise movie review and book review section.

2) *Intellectual Digest* (\$10 yearly, published by Communications/Research/Machines Inc., Del Mar, California 92014). Founded in 1970 by Martin Goldman and some refugee journalists from Look magazine, "I.D." quickly shot up to 500,000 circulation by tapping the growing "egghead market," or educators with ecumenical interests. Don't let its pretentious title turn you off — it's merely *Reader's Digest* in spades, a series of tightly edited reprints from selected esoteric journals, set off by great graphics (*a la* Look). It features two book selections, an interview or two, and three "newsletters" (on sociology, science, and ecology).

3) *Psychology Today* (also \$10 and published by C/R/M Inc.). Founded in 1967, the "P.T." of this world is the granddaddy of popular magazines devoted to human behavior. It brought quick millions to its "whiz kid" publishers, Nick Charney and John Veronis, who promptly lost those millions when they tampered with *The Saturday Review*. *Psychology Today* is often weak and irrelevant, but when they're hot they're tops! In general, their graphics are imaginative but overdone, their subjects are controversial but thought-provoking, and their con-

(Continued on next page)

Editor's Note

Mr. Ted Armstrong has been with his father in South America this past week and was not able to prepare a letter for this Bulletin. We're looking forward to hearing from Ted in the next Bulletin.

— Jon Hill

Indianapolis, Indiana received from viewers of the TV specials recently aired in that city. We are including several more of these letters in the remaining space in this Bulletin.

"Thank you for the Specials you had with Garner Ted Armstrong last week. They were super. Would it be possible for you to have a *daily* broadcast by him? I would like it very much."

Mrs. Marguerita H.,
Zionsville, Indiana

"I am writing this short letter to let you know we watched our TV on your channel last Wednesday, Thursday and Friday nights at 7:30 p.m. to the programs on which Mr. Garner Ted Armstrong was talking. We enjoyed them very much and was wondering if it would be possible to have him on regularly at that prime time, or just have him on again, please. Thank you very much for such good programs. We just need more of those kind of things. He is a wonderful speaker!"

Mr. & Mrs. Earl L.,
Mulberry, Indiana

"I just want to let you know that I really appreciated the Garner Ted Armstrong Special last Wednesday, Thursday and Friday. I have listened to him on radio for eight years, and it is certainly my favorite radio program. I understand what we hear on radio is the sound portion of a daily television program. I highly recommend this program; it is educational, character building, and it is recapturing true values. Thank you for showing the broadcast."

Fred D.,
Bloomington, Indiana

"I enjoyed Garner Ted Armstrong from Ambassador College so much. Please have him on T.V. all the time."

Vivian W. H.,
Yorktown, Indiana

"We want to express our appreciation to your station for showing the three Garner Ted Armstrong Specials July 11, 12 and 13th. We were quite impressed by them. They were truly the most 'socially redeeming' programs we've ever seen on Channel 4. It would be wonderful if your station would carry the World Tomorrow telecast either daily or weekly. Many of our friends were impressed as we were with the quality and content of the programs. Thank you again."

Mr. & Mrs. Floyd C.,
Kokomo, Indiana

"I want to congratulate your station WTTV Channel 4 for the Garner Ted Armstrong Specials of 11, 12 and 13 of July. Wishing and praying you can handle some more Specials. They were enjoyed by several of my friends and relatives. We're looking forward if it's God's will for more."

Mrs. Dorothea K.,
New Castle, Indiana

"In regard to the 'Garner Ted Armstrong' program, we (my family) think a show like this is recommended very highly. People need to hear more of him. He puts out a good lesson, which people need, and the booklets are free. We say — keep open time for this program, so we can learn the truth. Maybe others like it, too — we hope so."

M. C. & Family,
Danville, Indiana

"Let me thank you for showing Garner Ted Armstrong's television show Wednesday evening. That is the only religious show I've seen on television that makes any sense. Not so much religion, I guess, but just telling it like it is. I would say I heard more on that one-hour show than I've heard on all the religious shows on TV. And, I might add, I understood what was said, which seems to be a very hard thing to do with most of these types of shows. I don't make it a point to watch religious shows, but if you carry this show I'll sure watch it."

Lloyd E.,
Anderson, Indiana

"Concerning your July 11, 12 and 13 T.V. Specials of Ambassador College and Mr. Garner Ted Armstrong. The shows were very inspiring and we enjoyed them very much! We would very much like to see this show become a regular! We would appreciate anything you can do."

Mr. & Mrs. Michael I.,
Anderson, Indiana

"This is to commend you upon your presentation of the Ambassador College programs of 11, 12, 13 July 1973 on which Garner Ted Armstrong was featured. Never before have I listened to any program on the air that told more truth with such dynamic authority and wisdom. Persons with average intelligence could understand, if they listened to what was said. We really need more of this type of educational program. Please give us more very soon."

Emily P. B.,
McCordsville, Indiana