

# The Bulletin



of the Worldwide Church of God and Ambassador College

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## Editorial

# Cultural Milestone

**Editor's Note:** As we were preparing press copy for this issue of the Bulletin, the following outstanding editorial about AICF appeared in the Pasadena Star News. We thought you would all appreciate reading it. Also being reproduced, beginning on page 416, is another editorial and letters of support by the Mayor of Pasadena, the Chairman of PASADENA NOW!, the publisher of PASADENA magazine, and from the Israel Exploration Society in Jerusalem.

There is a growing awareness that something of vast importance to Pasadena is about to happen at the Ambassador Auditorium. Not too much attention was paid at first to the formation of the Ambassador International Cultural Foundation, an organization completely separate from the college and the supporting Worldwide Church of God.

In a statement of purpose, Robert Lawrence Kuhn and Stanley R. Rader, executive directors, said the finest cultural events to be found in the greater Los Angeles community would be presented at the Auditorium with the total proceeds of ticket sales going to support some of the area's leading charitable, humanitarian, educational and cultural organizations.

Some thought this might be too good to be true. But Dr. Wendell B. Sell, president of Hoffman Electronics in El Monte and head of United Way formed a committee to check into the matter — and found cause for rejoicing.

The committee was impressed first by the high quality of artists lined up for the 66 programs to be presented during the season starting in Septem-

ber and carrying through into next June — programs which include the maestro Vladimir Horowitz, who has not appeared on the West Coast since 1952.

Secondly, the committee was impressed by finding that United Way could sell a block of tickets and keep every cent. The Ambassador Foundation is paying all costs of the productions.

"I bought four tickets for myself to each of the events," Dr. Sell said. "We are selling the tickets all over the county and we hope to take in about \$100,000 — and that kind of donation is hard to come by these days. The donors have a tax write-off and can attend wonderful events in a most beautiful auditorium."

Funds to establish the foundation came through Herbert W. Armstrong, listed as founder and chairman. His son, Garner Ted Armstrong, is president.

"We are very gratified by the progress Pasadena is making as a cultural center and by the help the Ambassador Auditorium concert series will give to this," said Cole Williams, president of the Pasadena Symphony Orchestra, which has metropolitan status and will appear with Maria Callas at the Auditorium on Oct. 12.

Mortimer J. Matthews, mayor of Pasadena and one of the consultants to the Ambassador Foundation, said "I endorse this fine cultural music program which, we trust, will become a world-renowned tradition."

Mrs. LuVerne LaMotte, president of the Zonta Club, said "this is a marvelous opportunity — we have given up our customary annual money-raising

style show in favor of the concert series, hoping that it will raise our entire \$3000 to \$3500 service budget.

Mrs. Bernard Kotkin, president of the Coleman Chamber Music Association, said "we hope this concert series will help us with the support money we need as well as build interest in all music. It is a new idea which ought to rouse many people in Pasadena out of the rut into which they have fallen."

Donald R. Gibbons, president of the Pasadena Branch, Music Teachers Association of California, said ticket sales will increase their scholarship fund for the first time and provide funds for a new concert series at Harbeson Hall.

Rabbi Maurice Galpert of the Jewish Temple and the Jewish Center of Pasadena, said "the Ambassador Foundation is raising Pasadena to a new high of cultural expression and humanitarian purpose. We, as citizens of Pasadena, should be especially proud of the concert series and should do everything we can to help the Foundation's program succeed fully."

Businessmen see the concert series as of value to the whole area. Seeing the benefit, William King, vice president and manager of the San Gabriel Valley/West Corporate Center of the United California Bank, said his firm has become a founding member of the concert series.

"We are honored that Ambassador International Cultural Foundation has selected Pasadena to host one of the most significant musical events in the world," said John H. Biggar, Jr., chairman of Pasadena Now.

Surprising to some, Walter C. Reed, the city's revenue administrator, noted that "all this comes from an organization which is among the top 10 taxpayers in Pasadena — the Ambassador complex."

## Mail Processing

Our mail count continues to reflect the seasonal trend that people aren't inclined to write as often during the summer months. July ended with a mail count of 124,932 letters, bringing our yearly total to 1,280,180 letters received.

People do, however, use the telephone and Mr. Garner Ted Armstrong's one-hour Specials are continuing to bring in a strong response in the WATS area! At this writing final figures are not in, but our latest reports show that over 1,950 calls have been received in response to the Specials since June — and 194 people have been motivated to request a visit or to attend one of our local

*The*  
**Bulletin**

of the Worldwide Church of God and Ambassador College

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meetings! WATS ended the month of July with 48,986 registries from all sources.

### Recap

Below is a general summary of mail sources (plus the WATS line) showing performance for July:

Radio & Television	18,117	10.4%
Plain Truth	8,071	4.6%
Good News	1,095	0.6%
Advertising & Booklets	2,030	1.2%
Booklet Cards	2,938	1.7%
Direct Mail	32,629	18.8%
Member & Co-Worker Mail	52,130	29.0%
Correspondence Course	2,047	1.2%
Miscellaneous	5,875	3.4%
SUBTOTAL	124,932	
WATS Line	<u>48,986</u>	<u>28.2%</u>
TOTAL	173,918	100.0%

### New Booklets

An exciting development is occurring for us with regard to the newest booklet, *The Red Horse of Revelation — War!* 180,000 letters are being mailed to donors and co-workers announcing this

(Continued on page 426)

# WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS  
PASADENA, CALIFORNIA 91123

Herbert W. Armstrong  
President and Pastor

Garner Ted Armstrong  
Executive Vice-President

August 7, 1975

To all ministers and key supervisory personnel in God's Work:

GREETINGS!

It's good to be back in the United States again! I just returned from a quick trip to our Bricket Wood campus, with a stopover at our S.E.P. site on Loch Lomond, north of Glasgow, Scotland. We had very successful meetings concerning our feasibility study on Bricket Wood, and I want to report to all of you at this time what our tentative findings are.

We examined the idea of reopening the British campus with the following objectives: 1) no further monthly allocations beyond January 1, 1976; 2) utilization of the indigenous British income; 3) no serious effect of this activity upon the WORK in Britain!

We then carefully examined the entire Work throughout Britain as it stands NOW. We took a thorough look at the 1974-1975 budget (last year's picture), comparing it with the 1975-1976 budget (this year's picture).

The study included the details of the IMPACT of reopening the British campus, with a careful examination of the original plan (to close the campus and close the press) and comparing the advantages of each. We took a painstaking look at the future working CAPITAL picture in Britain.

Present at the meeting conducted on the campus were Messrs. Dart, McCullough, Brown, Hunting, Wright, Bicket and myself. We looked at mail income trends, the analysis of monthly income trends, and the statement of present cash position -- especially the overdraft situation in Britain.

First, from the purely financial aspects of the study, it appears that the reopening of the British campus as proposed would not only maintain the present deficit levels of our entire operation in Britain (use of an overdraft even beyond allowable limits supported presently only because of 2T and 3T balances which will soon be wiped out because of the Feast), but will increase that deficit over the months to come by creating a further drain on a fairly stringent budget.

We would have attempted to open the British campus with a select faculty from Britain with a minimum impact on manpower from CAD.

However, the reopening would have necessitated (obviously) certain personnel relocations and would have impacted CAD in Britain no matter how much we attempted to avoid it. We assumed a student body of around 120 students, utilizing all present existing facilities, and with no financial impact on Pasadena beyond January 1976.

First, let's take a look at the faculty and administration situation. To divert manpower into the teaching of classes and all of the related activities in the operation of the campus in Britain would have affected the Work in Britain extensively.

As you will see in Mr. Hunting's article elsewhere in this issue the WORK in Britain is very healthy and is growing steadily and is in the soundest position it has ever been in as we continue to utilize the one door which has been opened to us in Britain of newsstand distribution of the Plain Truth, with follow-up lectures and private studies.

Our monthly growth in church membership is steady and substantial. Formerly, when many of our ministers had to either fly or drive to nearby churches to conduct a Sabbath service and then hastily depart for some campus activity perhaps the very same night or the following day, the British churches were not receiving the kind of full-time care they needed.

Though we might strive to avoid a repetition of this, it will be inevitable to a certain degree.

There would have to be relocation of certain individuals, perhaps affecting the Pasadena and the Big Sandy campus as well, and possibly even our foreign offices.

Looking at it from the student level, perhaps many of us do not realize that education, even at Cambridge and Oxford, in England is FREE! We are hardly to be accused of "depriving the British people of an education" by our failure to reopen the academic complex of Ambassador College at Bricket Wood! Actually, the reverse is true!

For example, in the feasibility study, it would have to be assumed that our 120 students (only 40 of whom could have been employed on the campus itself with a resultant impact on cash flow) would have to match the tuition and student charges at both Pasadena and Big Sandy.

At the time of the closure of the Bricket Wood campus the average student was paying \$220 tuition, \$90 for books and supplies, \$260 for living expenses and \$90 for entertainment and miscellaneous. The total for two semesters amounted to \$660. These costs do NOT include student travel TO Bricket Wood, and so the total cost per student, calculated on the formula of dividing the costs of the purely academic aspects of the budget by 120 students would equal \$8177 per student to the WORK, with a balance due, per student, after fees of \$5497. The actual cost to each student would be over \$8000!

Even as it was operated in the past, the Bricket Wood campus, with its very low tuition costs and other fees, meant that the average British, Australian, South African, Canadian or other student was falling behind in somewhat serious debt throughout his entire college career.

As a case in point, say an average Australian student came to Ambassador College for three or four years. Even though working, he would be gradually falling in debt at that extremely LOWER figure of \$660 for two semesters, until at the end of the three or four year college career, he would probably owe the college in the vicinity of \$1000 or more.

If he were NOT absorbed into the Work -- and this is the increasing likelihood today -- he would presumably return to Australia and attempt to find gainful employment in an area where he might be of some service to the church or the Work at some future date. His average weekly wage would be in the neighborhood of \$100 per week! Looking at the high costs of food, housing, and other vital necessities in Australia, plus incredible tax burdens, it would be literally years (perhaps 10 years or more!) before that average Australian student could ever expect to pay back his indebtedness incurred during his brief college career!

It is unimaginable what the financial difficulties would be if that debt reflected something in the neighborhood of \$8000 as opposed to \$1000!

Our feasibility study showed, then, that in many ways it would be unfair to the students we would attract to the Bricket Wood campus!

Another factor in our thinking was the reaction of the broad majority of our international students presently on the Ambassador campuses in both Pasadena and Big Sandy. Through our work program in Big Sandy (a great boon to foreign students), we are able to provide far more employment and financial security than we would be if we reopened the Bricket Wood campus.

With our large incoming freshman classes, our exchange program, our summer schools underway, we are doing a very efficient job in opening Ambassador's doors to any and all truly deserving international students who desire an Ambassador education! It must not be assumed that any delay or even failure to reopen the Bricket Wood campus would in ANY way deprive any international students of either an education OR access directly to God's Work!

From the point of view of the physical plant, the buildings on the Bricket Wood campus are just now "peaking out" in their useability. That is, while most of them are in fine shape, there IS the immediate requirement to begin fairly extensive maintenance programs. (For example, the gymnasium/natatorium structure needs some fairly extensive work in the roof, which would cost in the neighborhood of \$30,000.)

On the one hand, then, the campus is at its very best possible condition for sale, should that materialize, but, on the other hand, it is precisely at that place where the maintenance and upkeep costs are going to INCREASE year by year.

But now, for the really important clincher:

IF we continue with the previous decision (close the campus and close the press in Britain), we will begin to see the WORK in Great Britain totally in the black, on its own financial feet, and gradually building up a SURPLUS to allow greater work to be done in the areas of newsstands, campaigns, and/or all other activities (should some wonderful miracle occur and the government open up broadcasting to commercial interests)!

At the present time we are more than one-half million dollars IN DEBT (using the overdraft) in Britain! If we continue with the original decision and with the sale of certain peripheral properties, plus the total closure of all in-house printing in Britain, our monthly savings will be such that by this time next year we will have totally retired all of our present overdraft indebtedness and gradually have begun to build a surplus in Britain! Frankly, fellows, the more we examined all of the practical aspects of the situation, the more it appeared that the decision was virtually made for us!

When we get right down to it, the DESIRE to reopen the Bricket Wood campus is more of an emotional desire -- a desire to maintain a very beautiful plant, to see the activity of young students living their lives in that beautiful environment, and to observe the hum and buzz of the maintenance of our sister campus in England, just as it has been for all those years since 1959 when my father and I first discovered that property and saw the possibility of the opening of a branch campus in England with a full four-year coeducational liberal arts curriculum.

But from any practical point of view, especially considering the needs of the WORK first, it becomes increasingly clear that no matter how much we might humanly and personally desire to see the hum of activity on the British campus, all the other factors preclude it, at least under the present circumstances.

IF, for some reason, the campus is virtually unsalable (it has been listed with one of the leading estate agents in Britain to see what the chances are of its eventual sale), and once the Work is SOLIDLY on its own feet, creating even a budget surplus, and IF the doors of mass media remain closed to us in Britain, meaning such a surplus would gradually accumulate into a sizable amount, THEN it may become obvious (barring any national economic disasters) that we could reopen the campus a few years further on down the line, if the need were really critical.

So, it appears from every aspect that our original decision was, after all, the best decision -- and within a matter of months, we will begin to see the British Work on its own feet, in a very healthy

financial condition, able to expand in many areas, such as traditional newsstand distribution, the conduct of many more campaigns, and if the door is opened, even the use of electronic media.

It was very refreshing and enjoyable to be back on the Bricket Wood grounds once again and to see the faces of old friends that I have not seen for so long -- and it was especially thrilling to be able to speak to the very enthusiastic and exuberant church (including several from outlying areas who had come to the campus for that Sabbath) in the gymnasium! It seemed to be a full house, and the congregation was very enthusiastic and warm, beyond all expectations!

For all of the propaganda you may have heard about the staid qualities of the British people, there must be something which is unique in the enthusiasm and the inspirational attitude of the people we met on the Sabbath in England! Mr. Dart gave a brief sermonette concerning all of the conditions at the Big Sandy campus and all of his current activities, and he was glad to be there to see the faces of many old friends again, since Ron, as you know, had spent many years on the British campus as a faculty member and Dean of Students.

It was really a thrill to stop by the grounds up on beautiful Loch Lomond, north of Glasgow, with the two Suckling brothers and all the other staff, and to conduct a singalong with 222 excited and enthusiastic young people representing dozens of countries!

You could scarcely believe your eyes at the marvels of improvisation and creativity these young people and all the staff and faculty had created to make a wonderful experience for all these happy youngsters from countries all around the world.

It was a camp in the very finest traditions of our Imperial S.E.P. -- with activities ranging from water skiing to horseback riding, gas-driven go-carts to scuba diving, with the entire plant a temporary arrangement of rented tents and "marquees" (as they are called in Britain), with one large dining and communal tent capable of seating up towards 500!

Jim Thornhill and I conducted, with some of the other fellows and their instruments to back us up, a singalong with all the youngsters -- and Paul Suckling told us later that the excitement was so high that night that hardly any of the kids could seem to get to sleep!

When we entered the grounds, beautiful grassy meadow right on the banks of Loch Lomond ringed by trees, it was to drive through lines of cheering youngsters who were applauding, waving and smiling on both sides of the automobiles, and to be escorted on a quick tour of the camp followed by droves of young people who were striving to get close enough for a word or a handshake.

It was terrific to see -- and I'm very happy that we were able to accept every student who applied -- including Jordanians and other Arabs, blacks from all over the West Indies and Britain itself,

youngsters from India and Pakistan, from Australia, South Africa, all parts of Britain and elsewhere.

Most had never ridden a horse before and had never had opportunity for such activities as riflery, archery, learning to swim and to water ski. And EVERY young person seemed to really appreciate the opportunities and was enthusiastic and happy.

We all went away very buoyed and pleased by the experience, and I hope all of you can immediately understand what I mean when I say it would certainly be a shame to lose this terrific opportunity for all of these young people in Britain -- and the reopening of the British campus would, in practical fact, impact the budget so severely that we would very likely have to phase out S.E.P.! On the other hand, we can continue S.E.P. and even expand it with more permanent facilities and lengthen the program (presently operated for only two weeks), if we proceed as I have outlined previously.

A word or so now about the Ambassador International Cultural Foundation:

By no means should we consider or advertise the Foundation or the magazine which goes along automatically with membership in the Foundation to be a great new branch of "THE WORK"!

THE FOUNDATION IS NOT "THE WORK" OF THE CHURCH -- IT IS RATHER THE CHURCH DOING "GOOD WORKS." By this I mean that AICF is to conduct charitable, humanitarian, educational, and cultural activities -- with the only spiritual involvement being the personal benefits one derives from helping crippled children, promoting international understanding and enjoying great music.

By establishing the Foundation and encouraging membership in all walks of life in the United States -- but emphasizing primarily the more-educated classes, as well as encouraging membership and participation abroad -- the Foundation publishes a very high quality magazine and also brings to the Ambassador Auditorium a tremendous series of some of the most renowned and well-known artists and musicians, with the proceeds to go to some of the most reputable charitable organizations which help people -- United Way, the Crippled Children's Society, etc., etc.

While my father will write articles for HUMAN POTENTIAL, and it will represent a very top-quality magazine, literally suitable to "lay before kings," it is by no means a publication directly paid for and subsidized by the Work.

I want to reemphasize that the publication HUMAN POTENTIAL is NOT another creation of the Work, in the same sense as the Plain Truth, Tomorrow's World, the Good News, or any of our other booklets or publications!

It is a publication which is PAID by Foundation membership and is published by a bona fide foundation which will aid many cultural and humanitarian organizations in the Los Angeles area.



I hope all of YOU understand, and can help your congregations to understand, that the Foundation is, in fact, a bona fide foundation, registered and already given official federal and state tax exemption as a non-profit corporation which CAN both publish the magazine and conduct the concert series plus allow donors and those who purchase membership and subscriptions to deduct all such monies as an allowable income tax deduction.

Hopefully, HUMAN POTENTIAL can have enough subscriptions and accept enough advertising to more than pay for the cost of publication -- and, frankly, the more such advertising is accepted, the better off the AICF will be.

I hope all of you are having a wonderful summer. I know many of you have had opportunity for a brief vacation with family and friends and we are very thankful that this is so -- and I hope that now, with the beginning of college activities in the United States once again, and the influx of our largest incoming student body, with all the wonderful and exciting things happening in God's Work, and with the advance of God's Work on MANY FRONTS all around the world, that each of you is keeping as industriously busy as you possibly can, knowing that your own personal contribution to God's Work is, after all, what it's all about!

The Work is only going to grow in exact proportion as each one of us personally and individually is growing, not only spiritually and in our own Christian character, but growing in our responsibilities and activities as we continue to work among God's people.

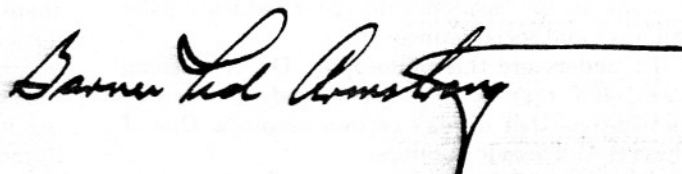
I think the example which is being set in Britain, as well as by all those in Canada, is a very exemplary one for all of us in God's Work all around the world -- and I mean to omit no one, because I know all of those in Australia, the Philippines, South Africa, and all around the world in God's Work are truly striving on a daily basis to grow, to increase, and to fulfill the great commission we have placed before us.

As you noticed in the last Bulletin, brother ministers and friends up in Canada are contemplating over 160 Bible lectures in this upcoming season! That means more of the same steady and healthy growth in Canada that we experienced through these past years, and I know the entire church around the world will be growing as well!

Looking forward very much to seeing all of you in a very few weeks now at the Feast of Tabernacles!

Until then,

Your brother in Christ,





# Religion

## Foundation Stresses The 'Quality of God'

by **Richard Dalrymple**  
Herald-Examiner Religion Editor

Where some religious bodies maintain that those with riches will not enter the Kingdom of God, the Worldwide Church of God in Pasadena finds no sin in going first class. Its independent social arm, the Ambassador International Cultural Foundation, is sponsoring cultural events for humanitarian causes — done in grand style.

Holding its first concert series, the foundation has slated such notables as Vladimir Horowitz, Maria Callas, Luciano Pavarotti, Joan Sutherland, Yehudi Menuhin, the Panovs, Marilyn Horne, the Berlin Philharmonic Octet and more.

Tickets will range from \$35 to \$100 for four concerts and the full amount of the monies received will go to the charity of the purchaser's choice. The foundation intends to pay all costs, including artists' salaries, so that this can be accomplished. What this sum will be is undisclosed, but undoubtedly a tidy one.

The expense of the concert series is perhaps a trifle compared to setting the stage for such an array of luminaries. The church needed an auditorium, so it built one at an estimated cost of \$22 million.[sic]

The elaborate 1,250-seat auditorium, sitting on the Ambassador College campus in Pasadena, has carpeting from Hong Kong, marble walls [sic] all cut from the same block — from Israel [sic] and the underside of the balconies is covered with gold leafing.

Many church groups would frown at such opulence. Worldwide Church of God founder, Herbert W. Armstrong, however, holds to the philosophy that wealth, prosperity and quality are God's intention for man, that it is not pleasing to God for one to be "economically poor, educationally ignorant and socially uncouth."

To underscore this philosophy, Dr. Armstrong has been responsible for founding various institutions that display certain elegance. One of these is Ambassador College.

"Dr. Armstrong had always wanted an auditorium," says Dr. Lawrence Kuhn, [sic] executive director of the cultural foundation. "But he wouldn't settle for something simply functional. It had to be of a certain quality so he waited until funds were available."

Dr. Armstrong, says Kuhn, will never "commercialize" the auditorium. "It is not a money making institution but a gift to the community, bringing to the community the finest cultural events and helping to support leading charitable, humanitarian, educational and cultural organizations."

Although the church underwrites the foundation and the college, each institution is a separate entity, he says. In turn, the church is supported by the healthy tithing system of its members. U.S. baptised membership is only 48,570.

One would suspect that the auditorium and its functions could at least be used as a "witness" in promulgating the church's faith. Dr. Kuhn denies this, however, saying that the only religious connection with the functions serve will be humanitarian and that the only "witness" given by the church will be the "interest in the arts that dignify the human spirit." He says the church does not proselytize or seek out converts in any overt manner.

"If people see what we are doing, though, and take an interest in the church because of it, we certainly aren't going to turn them away. We are always open to questions," he adds.

Running through June, 1976, the concert series is bound to attract attention. Yet, says Kuhn, if the concerts don't have a broad enough public appeal, the foundation will have no reservations about using the auditorium (or the money given to them by the church) for other purposes. The foundation is involved in many other projects here and abroad, — everything from archeological digs to the study of pigmys. It is in the process of publishing its first slick bi-monthly magazine, "Human Potential," Kuhn says.

# PUBLISHER'S LETTER



Ambassador College's first concert series has struck like a bolt from the blue

THIS issue of "PM" is an historic one for a reason which quite transcends the newness of the magazine itself. In this issue, we are honored to have the Ambassador College International Cultural Foundation (AICF) announcement of its first concert season.

This is no commonplace concert season. It is a *coup de maître* that has stunned music lovers with its superb schedule and that has thrust a local college obscure even to San Marinans and Pasadenans into national prominence. Through this series, 65 of the world's foremost musicians, vocalists, conductors, orchestras, and symphonies will perform in Ambassador Auditorium on Green Street in crescendoing succession between October 5 and June 10. It is rare—some say unique—to find in the United States or Europe a concert season with so many performers of the highest caliber scheduled to appear on the same stage in the course of nine months.

To charge through the lengthy list would doubtlessly inspire and impress, but let it suffice for me to mention these select few: Maria Callas, Endre Balogh, Luciano Pavarotti, Eugene Fodor, Joan Sutherland, Valery and Galina Panov, Marilyn Horne, and Shirley Verret.

Of course the crowning spectacle is Maestro Vladimir Horowitz, who will render two recitals—which will mark his first appearances on the West Coast since 1952.

Many of these performers were attracted to Ambassador by the auditorium. Intimate (only 1220 seats), it is considered to be among the world's finest. The ceiling is acoustically transparent, allowing sound to pass through and reflect towards the audience from tunable surfaces. Further tuning is provided by 27 acoustical "clouds," each covered, I am informed, with gold leaf.

Matching the season's rarity is the route proceeds will take: Virtually one hundred per cent will travel straight to humanitarian causes. The AICF has agreed to underwrite all costs for the series *in toto*, including fees, auditorium expenses, and ancillary costs. This enables recipient organizations to net all monies generated by, or raised as a result of, donations in exchange for tickets.

Nowhere in this agreement is there any provision under which Ambassador could unfairly gain financially from the concert series, as some believe. The college's Fine Arts Department is openly listed as a recipient of donations, but this is far from plunder as there are 43 other recipients I know of.

A number of Pasadena causes will benefit; among them are Mayfield High School, the Jewish Center of Pasadena, Pasadena High School Band and Girls' Drill Team, the Coleman Chamber Music Association, and Chandler School. Proceeds will also support the Red Cross, the March of Dimes, and the Crippled Child-

ren's Society.

Many Pasadenans have been agog not only at the exquisite talent Ambassador has procured for us, but by the scale of this project being managed by such an obscure college. Although Ambassador has been located in Pasadena since 1947, this is its first major community project; therefore, few know much about its students and history.

Ambassador is small; its enrollment is only 750. It is a privately supported co-educational liberal arts college; simultaneously, it is headquarters for the 2 million member Worldwide Church of God. The church was founded by the college's president, Herbert W. Armstrong. Yet for all its supporters, Ambassador College has until now seemed just a pretty campus where little happens.

Overall, I am impressed with the AICF's organization and ideals. I feel that while there may exist suspicions as to the school's motives behind the concert series, that this wariness has been bred by the school's low profile and its implementation of high ideals. I, and evidently many of the world's foremost musicians, believe that this series will be executed exactly as the college hopes. I urge you to attend as many evenings as you can.

*James Hole*

# City of Pasadena

ONE HUNDRED NORTH GARFIELD AVENUE

PASADENA, CALIFORNIA 91109



MORTIMER J. MATTHEWS  
CHAIRMAN, BOARD OF DIRECTORS  
(MAYOR)

July 1, 1975

To the People and Business Community of Pasadena:

As your Mayor and as an Honorary Chairman of the Ambassador Cultural Alliance which supports the Ambassador International Cultural Foundation Benefit Concert Series in the community, I wish to take this opportunity to endorse this fine cultural musical program which, we trust, will become a world renown tradition.

The 1975-1976 series at the beautiful Ambassador Auditorium will consist of sixteen series of four concerts each, featuring some of the world's greatest artists and ensembles, plus two special piano recitals by Vladimir Horowitz.

The Foundation itself will underwrite in toto the costs incurred for the benefit series, thereby enabling all monies contributed or generated to be one hundred percent donated to various participating charitable and cultural organizations, both locally and around the world.

I hope the people and business community of Pasadena will give their combined support to the Ambassador International Cultural Foundation Concert Series in every possible way.

Sincerely,

Mortimer J. Matthews  
Mayor



# PASADENA NOW!

PASADENA CHAMBER OF COMMERCE  
181 SOUTH LOS ROBLES AVENUE  
PASADENA, CALIFORNIA 91101  
TEL. (213) 795-3355

July 29, 1975

Pasadena's reputation . . .

. . . as a cultural center of the west began nearly a century ago, and endures today because of the tremendous supportive effort of people who appreciate the importance of this element of our lives. We are honored that Ambassador International Cultural Foundation has selected Pasadena to host one of the most significant musical events in the world.

The Foundation's innovative concept of sponsoring this concept series and allocating 100% of ticket sales income to local and international civic, charitable and cultural organizations provides each of us an opportunity to support the activities of our choice with a fully tax deductible contribution, and at the same time expose our community to an incomparable cultural experience. Your direct support and participation this year will add immeasurably to the success of the series, and create the momentum for this to become another annual Pasadena tradition.

Sincerely,

John H. Biggar, Jr.,  
Chairman

החברה להקרת ארץ ישראל ועתיקותיה  
ISRAEL EXPLORATION SOCIETY

האוניברסיטה העברית בירושלים  
מכון לארכיאולוגיה  
HEBREW UNIVERSITY, JERUSALEM  
INSTITUTE OF ARCHAEOLOGY

## החפירות הארכיאולוגיות בירושלים

### JERUSALEM ARCHAEOLOGICAL EXCAVATIONS

ירושלים ת.ד. 7041 פ.ד.ב. JERUSALEM  
ISRAEL — ישראלי  
טלפון 84669 TEL.

Mr. Herbert W. Armstrong, Founder and Director  
Ambassador International Cultural Foundation

Dear Mr. Armstrong:

It is our pleasure to congratulate you for the spectacular concert series to be presented by the AICF in the magnificent Ambassador Auditorium in Pasadena. Furthermore, how wonderful for the Foundation to underwrite all costs so that 100 percent of all funds raised will be donated to humanitarian and cultural organizations. We are, of course, especially gratified that the archeological excavations at the Temple Mount in Jerusalem will be a significant beneficiary of these funds.

There is no need to rehearse how important these archeological excavations are. Jerusalem is the foundation of Western Civilization, and as we uncover 3000 years of Jerusalem's history, studying its topography and artifacts from the days of the First and Second Temples, many significant discoveries -- and surprises -- will continue to be in store for us.

Now, as the AICF and the Israel Exploration Society together begin to plan to bring these monumental archeological treasures to Los Angeles for a major exhibit of international and historic import, we know that the entire community will help us raise the funds we need by subscribing to the fantastic AICF concert series. Not only will the people of Los Angeles attend performances by truly the world's greatest artists, but also they can be doubly rewarded with the knowledge that their donations are sustaining and expanding our archeological excavations and now also helping to bring the findings to the United States.

For over seven years we have been privileged to enjoy your faithful, enthusiastic and continuous support as well as the fine assistance from your wonderful students every summer. On behalf of all of our colleagues we wish once again to express our profound appreciation for everything AICF has done -- and is doing -- in Israel, including the very handsome contribution you have been making for the excavation in the Jewish Quarter conducted by Professor Avigad of Hebrew University, the findings of which will also be included in our forthcoming exhibition.

With best wishes, we remain,

Sincerely yours,

*Binyamin Mazar* *Josef Aviram*  
Binyamin Mazar Josef Aviram

# Church Administration

Greetings Fellows!

The slower pace of summer is quickening with the approach of a new school year and the Feast of Tabernacles. It's probably the same for all of you.

There are a few administrative items that we need to cover with you in this issue.

## Widows and Third Tithe

We have previously published the following announcement in the *Bulletin*, but because of certain situations that have come up we felt it serious enough to warrant a repeat of the material.

"It has come to our attention that there may be a possibility that certain widows, who are receiving third tithe as well as welfare, may be confused as to whether or not they are under a duty to disclose their third tithe payment to welfare. This confusion could well stem from the fact that under the income tax law, third tithe would be considered a gift, not income, and therefore not taxable.

"If a person does receive welfare, and would willfully fail to disclose other income or gifts they were receiving, the person might be guilty of a criminal charge of fraud. Such a case might be brought even though the person actually was not acting willfully in fact. If such an event were to occur in the Church, it would of course have a very adverse effect both upon the minister and the reputation of the Church, even though the Church has clearly advised that a person receiving third tithe must consider whether or not it is declarable in the event they are receiving welfare.

"Therefore, we thought it advisable to mention this so that every local minister might *review whether or not he has widows in his area who are receiving third tithe and welfare and not declaring the same to welfare*. In the event they should find such a case, it is requested that they promptly *notify the Legal Department* of all the facts and circumstances so that the matter might be rectified.

"In some cases a certain type of gift, limited in either amount or matter, is permissible and will not result in the reduction of welfare.

"It is possible that a widow might be able to continue receiving both welfare and third tithe; be allowed to receive third tithe in a different form or amount in addition to welfare; or might have to go

off of welfare and receive third tithe only, depending upon the laws of the local jurisdiction."

## Gelco Services Co.

Another area that we would like to give you a reminder about concerns the Gelco Services Co. We have had few instances where ministers have put meal expenses on their GELCO gasoline credit card. This should not be done. Gasoline credit cards are for the purchase of gasoline, oil, etc., and should not be used for other ministerial expenses. When cards are utilized in such a manner it snarls the bookkeepers for Gelco and ourselves.

## Married Applicants to A.C.

Dr. William Stenger, registrar at A.C. in Pasadena, recently put together some material regarding married applicants to Ambassador College. Because of certain problems that have developed in the past, we felt it would be beneficial to you as well as future applicants to be aware of this information.

As you are probably well aware, over the last several years the manpower needs of the Work have changed and a smaller percentage of A.C. graduates have been hired directly by the Church or college. In fact, the trend now is for graduates to seek employment in other professions and become "pillars" in the various local church areas, using their Ambassador College background in a positive way to serve the brethren in whatever ways they can.

In the case of any applicants from your areas, if it is their objective to come to Ambassador College to obtain a college education so that they can prepare for a career in one of the professions, then *we would encourage them* to complete an application for admission. However, *if* they are already established in a career and/or have completed their college education, then *it would not be advisable* for them to uproot themselves and their families on the slim chance that they might be used in the ministry several years from now.

## C.A.D. Relocation

Though most of you will not know it (you can't see through a telephone and that's the major part of your contact), C.A.D. administrative offices as well as Ministerial services will be moving within the next two weeks.

With progress being made toward accreditation and other influencing factors (such as several sections of C.A.D. being scattered over the campus) Mr. Cole volunteered to move to the Office Facilities building and have the Academic offices of the College utilize the space which formerly housed the administrative offices of C.A.D. The move

should facilitate communication within C.A.D. and allow the division to operate more smoothly. But for the next two weeks communications will be somewhat disrupted because of the relocation, etc., so please bear with us during relocation!

— Dennis Pyle

## International Division

### THE WORK IN BRITAIN

It is now just over a year since the closure of Ambassador College, U.K. What has happened to the Work in Britain since that time? The recent advertising of the College property for sale, reported by several newspapers, caused some subscribers to wonder if the Work in Britain is "folding up."

In reality, nothing could be further from the truth! The past year has seen the greatest single year of growth in the Work in Britain since it first began 22 years ago.

For years, the British churches have awaited the "big breakthrough." It has never come. Newspaper advertising — large scale — was tried, along with magazines including for many years *Reader's Digest*. But the growth continued to be very small. The radio broadcast, heard for years from Radio Luxembourg and then for 2½ years from the ship stations, provided a temporary boost. Much of the present membership came by this means. But still, after 22 years of the Work — 17 of them with an Office — and after the expenditure of millions of dollars, the British membership totals little more than 1800.

A year ago a new dimension was added to the British Work — campaigns. This means of reaching people was not tried since Mr. Herbert W. Armstrong conducted campaigns in major British cities in the 1950s. Beginning in June 1974, right at the time the College closed, a program of campaigns commenced that was to have reached 100 towns and cities by the time it ended in June 1975!

What impact did campaigns have on the Work?

Some 800 new people are now attending regular services who were not attending a year ago. Most, of course, are not yet baptized, but are moving in that direction. That is just short of *half* of all the people brought into the Church over the past 22 years!

Naturally, it took a great deal of seed-sowing to produce so much fruit. It is the reaping of many

years of effort. But it has had tremendous impact on the churches, injecting new life to the local congregations and to the speaking of the ministry.

But the other big spin-off from campaigns appears to have come in the pickup in income. The concept of the British sector of God's Work being self-supporting has always seemed a dream that could never be fulfilled. Of course, it was impossible that it should be self-supporting while the College was operational. But now, it is becoming a reality. Considerable budget cuts — the moving of a number of personnel to other parts of the International Work, in addition to redundancies — have gone a long way toward making the Work in Britain "pay its own way." But in addition, there has been a significant change in the income picture.

For the year 1972-73 (July to June) mail income showed a zero per cent increase. In fact, up until that year European income was included in the mail income figure — so that the actual British picture may have been considerably bleaker. The following year, income via mail ran at 11 per cent increase. Over many years now, the annual income of the British Work has averaged something around the 10 per cent increase mark.

But beginning the very month campaigns started, the income literally took off!

Income for the year to date is running at 34 per cent increase! For the year July 1974 through June 1975, income stood at 39 per cent increase!

Why did the income suddenly take off in June last year? The only explanation seems to be the enthusiasm for the campaigns. British people were seeing the Work go forward, and got right behind it. The income did not come from added numbers of people — that increase, which will obviously come as the new people become identified with the Work, is yet to be seen. There was just a sudden "jump" in income, which has remained at about the same level since the campaigns began.

Now, however, the Work does face a problem. We have reaped the "cream of the crop" in campaigns. For years, the mailing list has experienced only limited growth. The prospects for immediate future growth are not good, because it will take time for seed being sown via the newsstand program — which is only now being considerably expanded — to have real effect. This is the reason for moving several men to other parts of the International Work, in addition to the budgetary savings.

The fact is, there are 56 million people to be reached in the British Isles. The Work of God is all but UNKNOWN in Britain! We have barely



scratched the surface of the job we have got to do — after 22 years of great expenditure! We *still* need a breakthrough just as badly as ever before! Perhaps the changing style of the *Plain Truth*, into a much more British-oriented magazine, is going to bring that breakthrough. But at least when it comes, we have learned how to reap the growth through the past year of campaigns.

Frankly, had big numbers flooded into our early campaigns, we would have lost most of the people! We *needed* to start small. The very first campaign in Birmingham in June 1974 saw some 750 new people reached in two nights. We thought we had really blown the roof off when 125 of them came back to the first follow-up. Nine months later, we went back to Birmingham and reached 137 new people. But, unbelievably almost, 113 were at the first follow-up! Figure those percentages, and there's a vast difference! How was it done? Well, not every campaign has had such a high percentage of returns (though some have been higher!), but overall it is because we have learned over the year how to do the job better. We have learned a great deal about what will finally *move* a British audience to ACT.

We don't know all the answers yet. But we are learning. One of the major problems is how to bring more of the mailing list to the campaigns — because we have on average drawn only 5 per cent. That means some 95 per cent of our readers just aren't moved enough to attend! Are we advertising the wrong way? Or is it just that the magazine isn't really motivating them? These are questions we hope to answer in the next few months, before we plunge back into more campaigns if possible, and we are seeking the help of an outside agency — that really understands how to reach British minds — for this purpose.

But when we do find the right approach to bring people along — whether it be changes in the magazine, a different advertising approach, or whatever — we know that we stand a good chance of bringing some 80 per cent of them to the first follow-up! So the past year really has been of immeasurable value.

We have been winding down the press activity, although we are still printing our own *Plain Truth* — magazine style, with a color cover, 52 pages — with a very reduced staff. Some equipment has been sold from the press, but the main printing operation continues so far.

Overall, the past year has been one of tremendous enthusiasm — justifiably so, in view of the growth — despite the closure of the College and the cutbacks in manpower. The British people are

ready and raring to go! We have become a greatly trimmed back, more-efficient band of workers — having learned a lot of lessons over the past twelve months — and now we are looking for some real openings as the *Plain Truth* reaches the half-million mark on newsstands, and as AICF and *Human Potential* add to the impact over the next several months and on into the next year.

Hundreds of new outlets have been added to the newsstands, with several large chains taking the *Plain Truth* into their shops each month. But British Rail has provided us with one of the largest doors we have ever had — the chance to build our own display units and place them in key main line stations throughout the country! Trials of this system have proved very successful with an incredibly reduced cost per response. On-the-spot observations show the quality of person picking up the magazine to be good. We are looking forward to the time we can increase our circulation and fully utilize this major door.

We need the prayers of the members worldwide. We need a great deal of direction as to the best course for the Work in the British Isles. But as God directs us and opens the doors, all systems are indeed "go"!

— Charles F. Hunting

## Circulation Division

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### CIRCULATION DIVISION

In the early 1960s the Work obtained its first data processing computer, and the dp function became a section of the *circulation department*. For a number of years data processing remained a part of circulation until it grew so large that it became a department in its own right. Other facets of circulation also grew to large departments too — all becoming a part of the Marketing Division. Then last summer Marketing was split into two divisions — Mail Processing and Data Processing. At that time the Advertising and Direct Mail responsibilities became a part of the Data Processing Division. And now — as you probably noticed by the heading — the division has been renamed the Circulation Division. So in a way — at least name wise — we are back where we started but, of course, considerably more sophisticated and increased in size since the early 60s.

Why "Circulation Division"?

With the approval of Mr. Ted Armstrong the division has been renamed to describe more properly its present function in the Work. In one way or another Data Processing, Advertising and Direct Mail coordinate their activities to do circulation management — circulation control, circulation statistics, circulation promotion, or facets of circulation fulfillment — as well as supporting other divisions with dp services. This division name also better fits my main responsibility now as Circulation Manager for the *Plain Truth*, *Good News* and Direct Mail.

The name change makes it simpler for our receptionists to answer telephones for Data Processing, Direct Mail and Advertising (now located in the dp facility) with the one common name that encompasses all these functions.

### Circulation Plan for Fiscal '75/'76

As I mentioned in a previous *Bulletin* article, we have entered this fiscal year with a *Circulation Plan* for the *Plain Truth*, *Good News*, booklets, Correspondence Course, etc. that matches our balanced budget. Through the cooperative efforts of the different division heads and program directors, we have been able to achieve what we feel is a *workable plan* for the fiscal year. To my knowledge this is the first year in the history of the Work that we have a coordinated plan among so many of the different thrusts of the Work. Our very stringent budget restrictions require us to have some very definite plans on how we can best use our resources. We expect this to be somewhat a learn-as-you-go year as we come to understand better the impact of our major efforts on each other. Fundamental to carrying out these circulation plans successfully will be a monthly Circulation Report that informs each program director how well each program is meeting its circulation and budget targets. I plan to extract highlights from this report to include in the *Bulletin* once a month so that you will also see how the Work is doing in the circulation and publishing areas. Cooperation among the program directors has truly been inspiring! We will gain valuable experience for next year's plan that we hope will encompass even more of our interrelated programs.

The Circulation Plan includes the following programs (in alphabetical order): Booklets, the *Bulletin*, Correspondence Course, Direct Mail, *Good News*, Personal Appearance, *Plain Truth*, Print Ads, Public Bible Lectures, Radio, and Television. These programs represent over \$7.7+ million in direct costs (does not include salaries, travel, etc., nor even necessarily *all* the direct costs).

In addition, I have asked Norman Smith to have Dan Ricker make some preliminary budget and circulation projections for the *Fair Booth* program. This program has impacted the *Plain Truth* circulation to well over 250,000 issues in the months of July and August alone, a number of issues of the *Good News* magazine, and some booklet requests.

We also want to add as soon as possible another program that has turned out to be rather large in scope, but was not included in the original budget and circulation analysis. Each month MPC mails out thousands of computer-generated letters, reprint articles, and other printed material. In addition mail readers can now take an active part in direct mail by suggesting booklet titles to recipients of this material. The cost of this program is significant too.

### Advertising for A.I.C.F.

The Advertising Department has been extremely busy working on a crash program for the A.I.C.F. to promote ticket sales for the upcoming concert series. Even though they have hired extra help temporarily, we ask that our customers at headquarters and international offices who have requested ads please be patient a little longer until we have had a chance to catch up on our work load.

### Data Processing Worldwide

Perhaps you have not heard but Mr. Leslie McCullough has given approval for the Vancouver office to obtain IBM video terminals and a printer to establish their own data processing operation! These terminals will be connected via telephone line to our computer here in Pasadena and will allow the Vancouver office to perform many of the mail processing functions via the A.C.T.S. terminal system that are presently being performed here in Pasadena. They will also have available some new programming features and functions that have only recently been installed on our computer — such as Time Sharing Option (file creation, handling, sorting, updating) and the very powerful programming languages of APL and PL/1. This should prove to be a big step forward in the Vancouver office.

Meanwhile, the German office has ordered an IBM 3742 — a small video terminal keyboard connected to a diskette recording device. The German office will do their data processing by recording transactions on this diskette (new additions to the files, booklet requests, change of address, etc.) and then mail us the diskette (like a small flexible

plastic record) for updating their master files here in Pasadena. England has installed an Entrex mini computer system with video terminals, tape recorder and small printer. They will send us their transactions on magnetic tape for processing against their master file likewise maintained here at Pasadena. One of the Bricket Wood data processing employees, Sam Lennon, is presently in Pasadena to effect the conversion of Bricket Wood programs.

Down in South Africa Martin Bode — a graduate of the Pasadena campus this last June and an employee for over a year with the Data Processing Center here — has returned to his native South Africa to begin work on transferring the South Africa file from Bricket Wood to the Johannesburg office. They will be using the services of an IBM System/3 locally to maintain their file. The basic plan for the data processing needs of the Work is to let each of the International offices feel its own way for at least a year and then to conduct a study to see if we should standardize on one or two main techniques or to continue as is. The Data Processing Center in Pasadena will support each of these different approaches to data processing as long as we have the manpower and equipment, and programming requests are not unreasonable nor too time-consuming. The computer in Pasadena is proving a very powerful tool to the Work, now having a significant impact on various facets of the International Work as well.

### Stationery Manuals

A new letterhead for the *Worldwide Church of God* has been approved and we hope that Advertising's work load will ease up a little bit so that the standards can be sent to press soon. We are also finalizing the *Garner Ted Armstrong* stationery. We expect to have the job done by the end of the month. But we have nothing more to send you at this time.

On a personal note — the "Gone Fishing" sign has been hanging on my door as well. My family and I were able to get away for a couple of weeks in mid-July to do some camping and fishing in a lovely park high up in the Sierras here in California. *Balch Park* is well known to a number of people here in Pasadena, located some 6,500 feet high in Mountain Home State Forest which is located within Sequoia National Forest. It is about a six hour drive from Los Angeles, but well worth it to be able to camp in redwood-studded hills, fish for rainbow trout and hike on some very interesting scenic trails. Would you believe that on one of our hikes which took us up over a thousand

feet higher and many miles from our camp we should run into Will Berg, his wife and daughter who had been doing some hiking in that area! It's a small world! But we're back in the saddle now, very anxious to analyze our circulation results for the month of July. You will be hearing about them in the next *Bulletin*.

— Benjamin R. Chapman

## Media

Fifty, one-hour Garner Ted Armstrong TV Specials are currently scheduled with more on the way. Most of the TV Specials are being aired in conjunction with local area fairs, but there will be some aired in August and September without fair participation.

Seventeen cities have aired this powerful TV Special so far. As a result of the WATS people making your local phone numbers available, approximately 200 callers responding to the TV Special have requested and been given the local minister's name and phone number. Some of you may have already gotten calls.

Over 170 fairs have been scheduled so far for 1975. Because of the new policy permitting the distribution of *Plain Truth* at the Fair booths, literally tens of thousands of people are having the magazine placed in their hands. To date, over 153,000 *Plain Truth's* have been given out at fairs this year. Inspections of fair sites have shown that almost none of them have been thrown away.

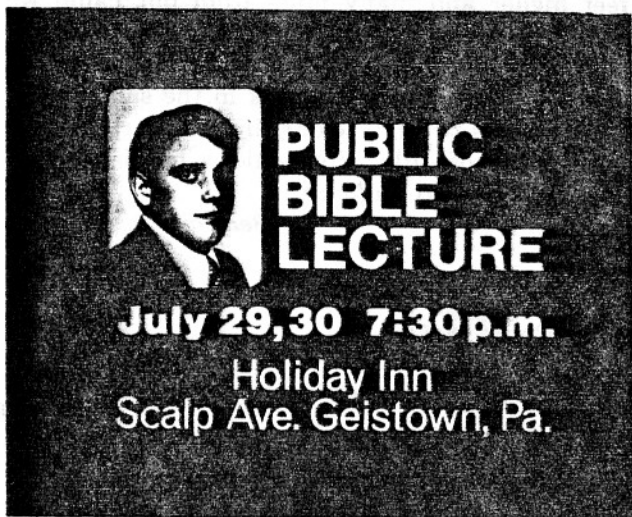
A hearty thanks to all of you ministers and congregations who have been and are participating. We think you are doing a terrific job!

In view of the increasing number of public Bible Lectures and Bible Studies being given, there is some important information which we thought would be of help to you.

As a part of community involvement and FCC commitments, most TV stations are willing, and in some cases eager, to run public service announcements.

If you are planning a public Bible Lecture you may be able to take advantage of this free promotion.

Media Services, in cooperation with CAD, through the facilities of our TV Graphics Department is offering to prepare slides for you to use as the video portion of your public service announcements.



This is a sample of slide for Chris French.

Here is all that you need to do if you want a set of slides:

1. Give us at least 3 weeks notice.
2. Send us a current, color photo print or slide of yourself. (In most cases your print can be returned intact, but sometimes it is necessary to cut a print to size. Please send an expendable print if possible.) See the sample slide we've produced which is included in this column.
3. Include your name, dates of the event, name and location of the hall or auditorium.
4. Tell us the number of TV stations for which you will require slides.

If you need help with a few lines of :10 second copy suitable for TV announcements, let us know and we will include a few suggestions.

Send all to Media Administrative Services.

— Dan Ricker

## MAIL PROCESSING

(Continued from page 408)

new publication and the initial response is coming in at a good pace. At this point it looks like the overall response to the booklet is going to be well above average.

By this time the new Tithing booklet has probably begun arriving in your mailboxes. The first printing of 100,000 has probably been exhausted since we mailed it to all members and co-workers — as well as shipping thousands to foreign offices.

## FCC and Religious Broadcasting

Our Mail Analysis Team has been receiving numerous letters and clippings during recent

weeks concerning the Lansman-Milam Petition which has been filed with the Federal Communications Commission.

At issue is a request that the FCC stop religious and sectarian groups from obtaining licenses for new radio stations, investigate the programming of existing religious broadcasters and possibly force some religious groups to give up their broadcast licenses.

This Petition does not directly affect the Work since we are not *operating* radio stations and the "World Tomorrow" is aired primarily on *commercial* stations, rather than the "all religion" stations involved in this FCC case. However, a number of letters are coming to us from people greatly concerned with the issue asking us to sign petitions opposing it and to use all the facilities of the "World Tomorrow" to campaign against it. A sizeable percentage of the American religious audience is anxious over the matter and although it may not directly affect our programming at the present time, the letter comments coming to us and the action the FCC takes may indicate a trend for broadcasting in the future.

That's it for now.

— Richard Rice

## LETTER COMMENTS

### CHANGED LIVES

We know this Work has had a tremendous effect on many lives, but it is always encouraging to read of these changes first hand. Following are several examples.

"I am a physician. At one time I had a large lucrative practice. I lost my wife and all these possessions. I almost lost my professional skill. I was ready to end my misery by a very drastic measure. At a very critical moment in this time, I turned on the radio for music. I wanted to leave my world with music. Then one of your broadcasts came on — concerning Is There a God?"

"I did not end my life with tragedy to myself. I got down on my knees and asked God to forgive me and to guide me. I told him that I would do what He wanted, go where He wanted me to, and bear any burden before me. This was over three years ago. Today, I now have a new wonderful wife, I have a direction, I am no longer afraid, and I am doing what God has set before me. I am *happy!*"

(name withheld)  
San Antonio, TX

(Continued on page 429)

# OPEN FORUM

*OPEN FORUM was created to continue the same give-and-take discussions conducted during the workshops of the May, 1974 Ministerial Conference. OPEN FORUM affords you the opportunity to freely express your thoughts, ideas, opinions and suggestions regarding any area which you feel will contribute to the edification and stimulation of your fellow ministers and department managers. We want OPEN FORUM to be encouraging, thought-provoking — a vehicle through which constructive ideas can be born.*

*But please remember — and pardon our disclaimer — the views expressed here do not necessarily reflect the official policies or procedures of the Worldwide Church of God or Ambassador College. Neither do they necessarily represent the views of the editorial staff of the Bulletin. Nor do they necessarily reflect any absolute conclusions or dogma on the part of the individual contributor — just food for thought and discussion. Send your OPEN FORUM contributions to the Bulletin, 300 West Green Street, Pasadena, Calif. 91123. Be sure to double space your copy.*

## MORE POINTS ON ANOINTING

I appreciated, as usual, Mr. Brian Knowles' thought-provoking remarks entitled "Points on Anointing" in the June 3rd *Bulletin*. I wholeheartedly concur about how a minister should not be lazy and take anointing lightly. I agree that the answer to his initial two questions should be "no." No anointing should be considered "routine" (a mechanical, automatic operation which is taken lightly), although a minister's Sabbath "routine" (customary activities) usually involves some anointings. And why should an anointed cloth be handed to a sick person when the minister can easily anoint him directly right there? (An anointed cloth handed out at Sabbath services is usually given to someone to take to a sick person who is home.)

But Mr. Knowles also touched on a few other questions which I think deserve further consideration on an individual basis. One question is: How sick is "sick" in James 5:14? I agree that members should be educated to not run for anointing with every sniffles. But I think each request should be considered individually with several considerations. Canker sores and acne were mentioned as examples. It can be quite a burden, physically and mentally, to an individual to have such problems if they are painful or disfiguring and will not respond to preventive measures.

I'm not convinced that James meant a person who is critically ill when he used the word "sick" (KJV). The Bible has many examples of healings

of conditions far less serious than a critical illness. God is certainly concerned about our small problems as well as our big ones. Isn't He the Father Who "pities His children" and Who "heals *all* your diseases" (Psa. 103)?

Perhaps the biggest proof that God is willing to heal relatively minor ailments would be the testimony of thousands of members God actually has healed of such ailments. Then surely it isn't wrong to ask God to do what He has shown he is willing to do! Isn't this one way that God proves He is concerned about our smaller problems as well as our larger ones? Doesn't this help to build our faith to prepare us for larger trials? Is it likely that a person would have the faith to completely trust God during a critical illness when he had not seen God's intervention for healing previously?

If a condition is "not serious enough" to ask for God's healing, but it apparently is not "self-healing" either, what is the person to do? He should do *something* in most cases. (And most people will not want to wait for their condition to become very serious before doing something.) One effect of this approach is to influence people to rely more on medical treatments.

I realize that some people in the Church think members *should* seek medical treatment for their ailments. My opinion is that members should feel free to seek any medical treatment if that is their desire. But, on the other hand, I don't want to *discourage* anyone from putting his trust in God by telling him we only anoint for real serious ailments!

How is a Christian supposed to pray about a "semi-serious" illness if he is not supposed to pray for God's healing? And if we are going to pray for God's healing, shouldn't we also be anointed?

And surely God is not telling us through James 5:14 that we must always have more than one elder present before God will answer the request for healing! Wouldn't that be an impractical burden in most cases? (It would here in Nebraska where everyone is so scattered!) And haven't most of our actual healings occurred after the person was anointed by only one elder?

Concerning Acts 19:11-12, it has always been hard for me to distinguish between extraordinary miracles and ordinary miracles. Paul did say to

imitate him as he imitated Christ. And Jesus said that we would do "greater works." I think that the important thing is that we have some act of faith to demonstrate and exercise our faith when anointing is physically impractical. And again, we have already seen by practical experience that God is honoring such acts of faith. And we know that God isn't doing anything wrong.

The final decision about whether to be anointed or not should be made by the sick person, in most cases, rather than the minister, in my opinion. The minister should give some education along this line, but the matter is mainly a personal thing between the sick person and God. If he has decided to rely on God for healing of something that I think is "minor," who am I to say he shouldn't? There are very few circumstances where I would turn someone down who really wanted to be anointed. I as a minister am merely the instrument to render a service. I don't want to get in his way, offend him, or cast a stumblingblock. I can always pray that God will heal that person according to his faith. I'm sure that I've seen quite a few people healed by God of things that I considered too minor to ask God to heal me of them.

I get carried away on this subject, but I've encountered bad results in many members' lives where a minister previously had told them the ailment was too minor for them to be anointed. They became confused and wondered where to "draw the line." Some concluded God's will must be for me to get medical treatments. Often they became very hesitant about asking the minister for anointing (or anything else). Many started waiting until after they had suffered heavily for a long period before asking. I'm afraid they are more hesitant about asking God for things after that, too.

— Don B. Hooser  
Grand Island, Nebr.

## EFFECTIVE HUMILITY

When I was a young man in my twenties, I had a heady experience of being sent to Washington as the Governor's representative at one of the first National Highway Users' Conferences. The great and near great in the automotive industry comprised the technical backup for that conference which was designed to get our war-neglected highways back into shape. During one of the noon lunch breaks I was privileged to sit with a number of these industrial giants at a single large round table. One of the men took the situation by the

horns and suggested we all introduce ourselves which we did and the conversation became the liveliest I've experienced. At that table were the chairmen of the boards of three multinational corporations. Another was the president of an Argentine Railroad that my own father had worked for as a PR man in 1916! Then there was me, president of a one-client public relations firm!

During the course of the conversation, I asked the chairman of the board of the largest automobile manufacturing firm in the world, "You head a large corporation, have amassed a personal fortune, and live in simple elegance: Just what do you think about before you retire at night?"

All ears at the table were poised for the answer from this venerable man of industry. "I think," he replied, "of the 650 mouths that depend upon the decisions I had to make that day." There was an understandable silence from all the men there. It was something I have never forgotten.

In the years that followed, his statement has guided me in my conduct toward my own family and toward those who I worked for. And since becoming a part of the ministry, the concept has borne rich fruit for me personally. When I prepare sermons for the Sabbath, I'm usually restless all Friday night, losing much sleep. I ask myself, "Is there anything that is not completely truthful? Can every point mentioned be solidly backed or are there some doubts? (I'm thinking of the "mouths" God has asked me to feed!) Am I grinding a pet axe? Am I seeking to be a performer instead of a preacher (there's the "ham" in all of us)? Am I feeding *all* the congregation; the children, teenagers, young adults, middle- and older-aged with palatable (understandable) spiritual food, or is half of the "table" being ignored?

About the middle of the fitful night I have to call on the Head Chef, Jesus Christ, to sample my menu and until the "meal" is delivered and digested, and accepted by the entire table, I'm not sure I've been a "good" servant. It is then that I become concerned about those who went away from the table "hungry." I had failed them. I feel that the idea you can't "please" all the people with a single sermon must not become acceptable to the "professional" ministry. If I were a herdsman, I'd be fired if I had fed only part of the flock at a feeding. I'd be fired as being lazy, unconcerned — a cheap hiring! And we ARE shepherds of the most responsive flock ever to exist.

How to feed everyone at the table is another story.

— Ted Mattson  
Omaha, Nebraska

## LETTER COMMENTS

(Continued from page 426)

"I have been receiving your material for quite some time now. I am in prison, but I have a good chance to go home to North Carolina soon. I have truly found the right way through your Work. I will attend Church services in Asheville, NC. I am so happy, I don't know what to say, except thank you and I love you all. I'm praying for the Work. I had to come to prison to find God, but it's been worth all the hardships."

— Harley Lane, Jr.  
Brooksville, FL

"It's such a glorious feeling to have something to live for!! For many years I knew there had to be something more to life than what I had been brought up with — finally my husband and I have found it and it has changed our lives, and continues to every day!"

— Mrs. Charles Borchert  
Rosston, AR

"I can't begin to tell you what your books and messages have done for me. I first heard you on TV while I was in the hospital. I didn't think I would ever be able to write this letter.

"I must say life had very little meaning to me. I had thought of jumping out of a window. Then I began to listen to your broadcast and I got in touch with Mr. Earl Williams here and he helped me understand what I read in the Bible and I began to receive your *Plain Truth* and other books. I am very happy now. I didn't think life could be so good for me and my children. Thank you very much, and your whole staff."

— Mrs. Rita Spencer  
Detroit, MI

"I am writing to express my most sincere appreciation for the remarkable effect reading and understanding the wonderful messages contained in your booklets and correspondence course has taken in my life. My outlook, my attitude, and my ambitions have all been drastically altered, so that I now try always to ask myself, 'What would God have me do?' rather than follow my immediate desires. I realize that God's message has always been waiting for me to only accept and follow, but I must credit your works for opening my mind to it and for greatly increasing my understanding of numerous portions of scripture I have previously misunderstood."

— Francis A. Wilson, Jr.  
Marlboro, MA

"I first met one of your ministers in 1971 at a time when my life was in such complete turmoil that I did not want to live anymore. I saw no reason for life. My marriage and my children were falling apart at the seams. Oh, how I hated!

"I came to Houston, met Mr. Frank McCrady, who surely is one of God's favorite people. Time went on and I became increasingly depressed to the point my feet would no obey my mind — I was very sick mentally. But I kept praying and studying. I cannot talk about those years without crying. My poor children suffered so.

"My marriage is now so happy and beautiful. My husband is a man I am very proud of. My children are happy and successful. Our business is growing so fast, the money keeps coming from everywhere. What more can I say? And all of this because my husband heard your program and ordered the first *Plain Truth* back in '71. I cannot tell you how much I appreciate all that you and your father have given to us by fulfilling God's commandments to 'shout' this final message. Thank you."

— Mrs. Jim Stanley  
Houston, TX

"I have received close to thirty books on various subjects and I am amazed to find out how deceived I have been before I learned the Truth. I thought that only death would ever give me peace of mind, but since I've found a purpose to my life, and as I learn more and more about the Bible and God's words, I am now growing, and happy to be alive. I'd like to thank all of you."

— Mrs. Mary Woods  
Milmont Park, PA

"I would like to thank you both and the staff members of Ambassador College for all your help.

"I had seen a couple of your World Tomorrow programs in 1973. Then I suddenly lost my father whom I loved very deeply. When he was lying there dying, my brother, who is a member of God's Church, in trying to ease the pain for my sister and I, told us a couple of things which I had never heard before but made a lot of sense.

"I began to realize even more than I had before how empty and misleading this world's religions are.

"After the funeral my brother returned to Boston and my sister to Michigan. My best friend had moved to Florida and my marriage was breaking up. So I was completely alone. But not quite — I turned to God, asking Him to show me the way to peace and happiness and turning my life over to Him.

"I began to read my Bible and watch your programs and send for your booklets.

"I am now attending the Church of God in Akron. Mr. Meyer and Mr. Harrison are wonderful ministers and have been very helpful to me.

"I am very proud and happy to tell you that by the grace of God and with your help, I was baptized the 22nd of March, just three days before Passover. Let me thank all of you again with all my heart."

— Mrs. Pamela Barclay  
Akron, OH

"Almost eleven years ago, your words (unknown to you) helped me to overcome a drinking problem that had lasted for nearly thirty years. Since that date, your moral support and of course my faith in Jesus Christ, have kept me 'dry' without any desire for alcohol at any time."

— Barry O'Day  
Covington, LA

"I was raised a Catholic but was never content, always questioning what they taught, but never getting any answers. Old habits are hard to break, nevertheless, ten years ago I broke away. Since that time I have been lost and confused, not believing in anything. I think I would have continued this way, but I am married and have two children. My daughter is six years old now and I knew that I had to give her some teachings — but what!! I believed in God, but that was the extent of it. "Now I have found the way through you. I know the way ahead for me will be hard, but I put my trust in God. Through you He will show me the way."

— Mrs. Mary Bianco  
Whitehall, PA

"There was a time when I lost faith in God and thought that He wouldn't help me because I wasn't good enough. But you have helped me regain my faith in God through your literature and radio programs."

— Miss Joanne Caivano  
Millburn, NJ

"As I went through my teenage years I experienced many changes which were depressing and

naturally figured I would grow out of them. But as time went on, I found I was going through more and more which was gradually tearing me down to the point that I thought I would end in suicide. Between work, family problems, and constant controversy with my better half, there just didn't seem anything in life to help me. While eating lunch in my car at work one day, I switched on the radio and you were on, so I listened. Since then I have been listening seven days a week for the past five to six months, and have made you and your program my way of life. Now I live a better and more peaceful life in all areas of work and pleasure."

— Richard Nadeau  
Southampton, MA

"Several years ago, my wife (who is a member of the Worldwide Church of God) began to listen to Mr. Ted Armstrong's television broadcasts. She wrote for literature and after a long period, our postman told Jeanette of a neighbor several houses from ours that was also receiving literature from your office. We got together and a year later both of these women were baptized.

"I can tell you the change in my wife has been dramatic in many ways. I have, because of her example, become more than interested."

— Aaron Chason  
New York, NY

"I feel compelled to write you of the joy and happiness I've felt since reading all the pamphlets, the correspondence course, and the radio broadcasts which we listen to every night. We are happy and feel free from worry since you entered our life and we know that *truth* gives one this feeling.

"Thank you deeply, and know that your work is indeed rewarding."

— Mary Diez  
Gonzales, LA

"I have never known true happiness until becoming a baptized member of God's Church. I have plenty of trials too, but nothing like before. I know I have someone who listens and helps now."

— Charlotte Dietz  
Geneva, OH