

The **Bulletin**



of the Worldwide Church of God and Ambassador College

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MAY 4, 1976

Herbert W. Armstrong UPDATE

Mr. Herbert Armstrong has just returned to Pasadena today (April 29) after a very successful trip which included the observance of Passover and the Days of Unleavened Bread in Israel, where he also met with Mayor Kollek and others active in Israeli public life, followed by an important stay in Rome, which is now becoming one of the centers of world attention because of the Communist Party's anticipated entry into the Italian government in the forthcoming June elections.

I have not returned to Pasadena, and may not be able to do so for another week because of pending activities in connection with Mr. Armstrong's campaign and the Foundation in Washington and New York.

Mr. Armstrong will be home based until Graduation, but will be departing shortly thereafter for important commitments including semi-official visits to Korea, Oman and Kuwait, after which we will proceed directly to South Africa and a round of activities culminating in the long-awaited Johannesburg campaign, now scheduled for June 20 and 21.

During the period of our stay in South Africa we will be visiting not only Capetown, Johannesburg and Durban in South Africa, but also Southwest Africa Territory (Namibia), as well as Rhodesia. Circumstances permitting, it is tentatively planned that we will remain following the campaign to visit other areas increasingly in the news. For example, between the 24th of June and the 6th of July there is the annual conference of the Organization of African States (OAU) taking place

in Mauritius, and we have tentative visits planned in Zambia and several other Black African countries.

This concentration of effort should prove invaluable to the progress of the Work on the African continent and put to use precious time otherwise less purposefully expended in the long and tiring trip to Pasadena only to set out again almost immediately for Israel, where Mr. Armstrong has planned to spend the Fourth of July in connection with a project soon to be announced.

As you can see, the activities of Mr. Armstrong in spearheading the important thrust of God's Work worldwide are going forward at an ever accelerating pace, with a campaign in Trinidad and visits to Caracas, Rio, etc. tentatively scheduled for the latter part of July and royal visits set for Denmark and Sweden, and possibly Norway, during the month of August. The demands, physically, spiritually and in every way, of such a pace could not be met without God's support, and the fact of that continuing support is the most astonishing proof of the commission, as well as of the wholehearted prayerful backing of dedicated supporters everywhere.

— Stanley R. Rader

Church Administration

Greetings from headquarters!

The last three weeks have been mighty busy ones for us here. What with the finalization of the area coordinators, the continuing work on senior pastor assignments, and the routine day-to-day operations, we have been busy to say the least. But we're gaining on it, one day at a time.

By now, you've got the basic idea of the areas

from the *Worldwide News*, and I'm sure they will be publishing a map showing the exact boundaries before too many days have gone by. We gave the wrong impression at one time that we had already "appointed" forty senior pastors, whereas we had merely made the decision to appoint forty senior pastors and had a rough idea where the boundaries were. However, we have saved that appointment in order to get the input of each area coordinator concerning the men with whom he will have to work. Most of that input is already in, and I'm already scheduling a meeting with Mr. Ted Armstrong to "roll up our sleeves" and go through the list man by man.

Mr. Ted Armstrong has written up a statement of the responsibilities for both area coordinators and senior pastors which are included in this *Bulletin* for your information. It will be noted that these statements are quite broad and leave us plenty of room for operation.

On the process of all this planning and studying the related transfers, we have had some confusion on who has *requested* either a transfer or a Sabbatical at HQ. Forgive us, but we have to ask for an update. If you are interested in a transfer or a Sabbatical, would you please drop me a line *today* and let me know.

On another subject, in the past year, it has been brought to my attention that the totally deaf membership in the North American continent possibly numbers over thirty members. Unfortunately, some of these members have had unusual difficulties due to their handicap and their subsequent inability to get anything out of the local Sabbath service. The only way they can receive information about the church is through sight, and this leaves them at a severe disadvantage at times.

In order to better serve the deaf who are our members, we would like to begin to provide — where practical and available — interpreter service for at least one or two Sabbath services per month. Every large city in the United States has deaf interpreter service (sign language) available for a minimum fee, usually five to seven dollars per hour. I believe that if you have a deaf member in the church, you could look into the practicality of providing this service for them. You might contact a local educational institution to find out about such services in your area.

In consultation with Sherwin McMichael, we have decided to provide interpreter services for each sermon at two or three feast sites this year. This way, the deaf can meet together and receive

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this interpreter service and get not only the fellowship of the feast, but also the messages of the feast.

There are other services we can provide the deaf, so perhaps some of you who have deaf members in your church would care to write to me, making any suggestions on how you and we here at headquarters can serve those deaf members. We provide hearing aids for the hard-of-hearing and tapes for the blind. Why can't we also do something for the deaf among us? Let me hear from you soon, and we'll see what we can do.

Preparations for the conference are moving along nicely, and information about the conference will appear elsewhere in *The Bulletin*.

That's about it for now; we'll be looking forward to seeing you at the conference.

In Christ's service,
— Ronald L. Dart

BIRTHS

Richard and Donna (Pattemore) Baranowski (St. John's, Newfoundland): Dad wanted a daughter and so mom presented him with a bonny wee girl at 3:13 a.m., March 24th. *Jaime Claire* weighed in at 7 lbs., 15¾ ozs., after five hours of good hard
(Continued on page 126)

WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS
PASADENA, CALIFORNIA 91123

HERBERT W. ARMSTRONG
President and Pastor

GARNER TED ARMSTRONG
Executive Vice-President

April 29, 1976

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

Greetings in Jesus' name!

This will be our last Bulletin prior to the ministerial conference and commencement exercises at both college campuses.

Following my letter, you will see a preliminary conference agenda. Any last minute alterations necessary will be finalized just prior to the conference and a complete agenda will be passed out at that time.

Also, an explanation of the terms "Area Coordinator" and "Senior Pastor" is included in this Bulletin.

Mr. Herbert Armstrong is arriving at the airport as I am dictating this in my office, following his latest extensive trip to the Middle East and various places in Europe. I understand he is completely over the last vestiges of his bout with the flu and a lingering temperature which plagued him for many days thereafter, and is in fine health and good spirits. I am sure he is very greatly looking forward to seeing all of you men here for the beginning of the Conference, and to the Commencement address which he will deliver on the afternoon of Monday, the 17th of May here in Pasadena--which I hope most of you will be able to hear.

I am planning to be in Big Sandy on the preceding few days, delivering the Commencement address on Thursday, the 13th of May and remaining in Big Sandy for that weekend--then packing aboard as many of the ministers as possible for the return trip out here on Sunday--thus arriving back in Pasadena on approximately the same day as most of the rest of you.

We've just had a very successful period of live video tapings before various combined Sabbath services beginning with Big Sandy for the first Day of Unleavened Bread; the Dallas-Ft. Worth area (meeting in Arlington) for the weekly Sabbath during the Days of Unleavened Bread; here at Headquarters in the Auditorium for the last Day of Unleavened Bread. The following weekly Sabbath was spent in the Richmond (Oakland-San Francisco Bay area) churches for a combined Sabbath service and a church social.

In this way, I was not only able to obtain quite a number of powerful radio programs (already edited and on their way--some have

told me they have already heard a couple of them), but also several very valuable telecasts, and was able to speak to somewhere in the neighborhood of 10,000 different brethren in the space of just barely over two weeks! Again, my warmest personal thanks for the friendly cooperation, enthusiasm and zeal displayed by all of you local pastors and assistants in each of these areas--we do sincerely appreciate all the efforts we know you made in making the trips such a success in each case! Also, I appreciate very much the notes and letters I received following these visits from so many of you!

I need your help on one important item! The applications for the Summer Educational Program are coming in at a very slow dribble, and we have MANY openings yet for both the first and second sessions! Even though we have run an article or two in the WN, it is my own private assessment that the various local activities under the auspices of Y.O.U. have very deeply eroded the interest in attending Summer Camp up at Orr, Minnesota.

Of course, we do not want to "pressure" ANYONE into going to the Summer Educational Program, but on the other hand, we do not want to be negligent in appropriately announcing or promoting the Summer Camp to bring the tremendous opportunities available to everyone's mind, so that those who would be sincerely interested miss their opportunity simply through neglect.

If it would be possible for one of the men in your area to give a sermonette along the lines of the lessons to be learned in such activities--through sports and recreational participation directed toward the young people--with a pitch concerning the Summer Educational Program, it would be much appreciated by Dr. Lochner and staff.

Remember, the Youth Opportunities United is from here on the sponsoring body of S.E.P., and, as I announced briefly in a recent Personal in the WN, we are hoping for the completion of a metal, all-purpose building to include gymnasium facilities by the end of the second session. If it is not totally completed this year, at least it should be available for both sessions next year. We have thought of attracting a big-name basketball coach to teach a basketball "clinic" in order to generate enthusiasm for the Y.O.U. national basketball tournaments, and especially to enhance our college basketball program. By the way, we received notification from the Executive Secretary of the NAIA (National Association of Intercollegiate Athletics) welcoming Ambassador College as an Associate Member, effective for 1976 and 1977. This means that Ambassador College assumes the obligation of fully practicing the NAIA code of eligibility regulations, and adopting the rules of NAIA applying to all intercollegiate play.

For the last two years, NAIA has held its regional championship games in the Ambassador College gymnasium. It numbers among its members the University of California at San Diego, Redlands, Claremont, Point Loma, California Baptist, Occidental, Whittier, LaVerne and many other colleges--some of which are much larger than Ambassador.

You may recall that, during Jim Petty's final year at the University of Redlands, he was a starting member of the NAIA championship team, which went all the way to the National Tournament finals!

So, actually, being accepted as an Associate Member of the NAIA suddenly places the Ambassador College intercollegiate basketball program on a very respected par. I believe it is very thoroughly deserving of the whole-hearted support and enthusiasm of all of you old basketballers--who, like me--have so many pleasant memories of your years of athletics at Ambassador College, and to a large extent, whose lives have continued to be dictated by the love of sports and athletics.

At any rate, we appreciate any help you can give us from the pulpit by really promoting, in an enthusiastic and positive way, the upcoming Summer Educational Program under the auspices of Y.O.U.!

Also, you will recall that we mailed 10 applications to each of you in the last Bulletin, amounting to a total of 3,000 applications out there somewhere at this present moment!

That's about it for now; looking forward very much to seeing you all here for the Conference very soon!

Until next time,

Your brother in Christ,



IMPORTANT!

If you have *not* notified CAD or Housing Office of your housing arrangements, please call Housing Office as soon as possible as we need the information to *avoid duplication* and to *help you locate each other* while you are here.

DUTIES OF AN AREA COORDINATOR

Each Area Coordinator will be primarily responsible for working with the Senior Pastors in his own area, and he shares in all of their responsibilities and duties, but his order of concern and his priorities shall be to constantly concern himself with the growth and spiritual development of his entire area through the following means:

- a) To periodically appraise our radio and television penetration of every church area and every city within the entire region with which he is concerned, and to constantly advise Headquarters of any need for improvements, additions or deletions which may be necessary to constantly improve our electronic media penetration of the area.
- b) To familiarize himself with and continually address himself to methods by which the penetration of his own area via the printed word (PLAIN TRUTH, GOOD NEWS, booklets, Correspondence Course, etc.) can be improved.
- c) To continually appraise the various local church areas and pastoral efficiency with regard to the growth patterns in individual local congregations, so that he may wisely suggest that short-run evangelistic campaigns should be held in given areas for the purpose of infusing new zeal and enthusiasm in those church areas, and for inspiring existing church members and creating new growth.
- d) To concern himself with the quality of life of the local pastors in his area by keeping in close contact with the Senior Pastors and discussing ways and means by which each local pastor can be helped and aided in his responsibilities, and can be constantly improving in his visiting techniques, counseling, sermon preparation and delivery.

RESPONSIBILITIES OF A SENIOR PASTOR

The term "Senior Pastor" is adopted for the purpose of designating a pastor in a given local church area as the senior man in that area.

THE SENIOR PASTORS ARE DESIGNATED AS SPIRITUAL ELDERS OF THEIR ASSIGNED CHURCH AREAS. SENIOR PASTORS WILL BE RESPONSIBLE FOR ENCOURAGING, EDIFYING, INSPIRING, AND HELPING THEIR FELLOW MINISTERS THROUGH COUNSEL AND ADVICE; ANALYSIS AND CONSTRUCTIVE CRITICISM; AND PROVIDING, ON A CONTINUAL BASIS, THAT NEEDED OUTLET FOR PERSONAL COMMUNICATION.

BY THE TERM "SENIOR" WE WISH TO EMPHASIZE EXPERIENCE, YEARS OF SERVICE, PHYSICAL AGE--AND THE WISDOM THAT COMES THROUGH ALL OF THESE--RATHER THAN A STRUCTURE OF "RANK" WHICH COULD STIFLE THE

FREE INTERCHANGE OF IDEAS AND THE OPEN, LATERAL COMMUNICATION THE BIBLE CLEARLY ENJOINS.

AS PETER SAID, "LIKEWISE, YE YOUNGER, SUBMIT YOURSELVES UNTO THE ELDER. YEA, ALL OF YOU BE SUBJECT ONE TO ANOTHER, AND BE CLOTHED WITH HUMILITY..." (I PET. 5:5). SO IT IS EXPECTED THAT PASTORS OF CHURCHES (WHO ARE "YOUNGER ELDERS" ACCORDING TO THE SCRIPTURE) WILL LEARN TO SEEK COUNSEL AND ADVICE FROM THEIR SENIOR PASTORS (WHO ARE "ELDER" ELDERS) AS THEY HAVE NEED.

In many of his epistles the Apostle Paul wrote of those who were outstanding in their examples of personal diligence and sacrifice on behalf of the brethren in the church. It was needful for the Apostle Paul to remind the church at Corinth to remember the "...house of Stephanus, that it is the firstfruits of Achaia, and that they have addicted themselves to the ministry of the saints," and, "That ye submit yourselves unto such, and to everyone that helpeth with us, and laboureth" (I Cor. 16:15-16).

Also, Paul wrote of Epaphroditus and urged the church at Philippi that they "...receive him therefore in the Lord with all gladness; and hold such in reputation: Because for the work of Christ he was nigh unto death, not regarding his life, to supply your lack of service toward me."

In the fifth chapter of I Peter, as previously mentioned, ministers of whatever rank--including apostles or evangelists--in the New Testament ministry were called "elders." Peter said, "The elders which are among you I exhort, who am also an elder... Feed the flock of God...."

Then, speaking to many ordained ministers without designating any specific rank in the ministry, Peter said, "Likewise ye younger, submit yourselves unto the elder. Yea, all of you be subject one to another and be clothed with humility: for God resists the proud, and gives grace to the humble" (I Pet. 5:1-5). It is this attitude of being "subject one to another" toward which we in Christ's ministry must constantly strive!

In the coming months and years, we here at Headquarters have no doubt but that many additional men will, through their devotion to the ministry, their spirit of self-sacrifice, their zeal and perseverance in caring for the brethren, and their personal spiritual growth, be obvious candidates for the designation "Senior Pastor."

I want to urge all of you in the ministry to rely on the Senior Pastors so designated in your area for the kind of competent advice and counsel you need from time to time.

Although we have stressed continually that we want no authoritarian structure in Christ's ministry, God Almighty is the Author of organization, and it would be impossible to improve upon the system of organization as God's Word reveals it should be in the

Bible! We sincerely hope that all of you other pastors of other churches will use these opportunities for your own personal growth and development, and most especially to have someone who has probably faced every conceivable trial and situation you can imagine, and who will be more than willing to share with you his experiences and to offer wise counsel and advice when it is needed.

Barney Lee Armstrong

1976 MINISTERIAL CONFERENCE

Included here is our *preliminary* schedule of meetings and activities planned for the Ministerial Conference. It is still subject to some change — and we welcome your input and suggestions. — *Robert Kuhn*

DATE	EVENT	TIME	PLACE
Monday May 17	MEETING Area Coordinators	9:00 A.M.	S-111
	MEETING Area Coordinators/Senior Pastors	10:30 A.M.	S-111
	COLLEGE COMMENCEMENT	4:00 P.M.	Lower Gardens
	COCKTAILS Area Coordinators/Senior Pastors	6:30 P.M.	Student Center
	DINNER Area Coordinators	8:00 P.M.	To be arranged
	Tuesday May 18	STATE OF THE WORK (Commission, Church, College, AICF) Mr. Herbert Armstrong, Mr. Stanley Rader	9:00 A.M.
LUNCH		12:00 P.M.	Student Center
STATE OF THE WORK (Radio, TV, Work of the Church, Work of the Ministry, Church Organization and Structure) Mr. Ted Armstrong		2:00 P.M.	Auditorium
DOCTRINAL OVERVIEW Passing out Doctrinal Papers, Discussion of Systematic Theology Project. Mr. Ted Armstrong, Mr. Dart, Dr. Robert Kuhn		4:00 P.M.	„
Wednesday May 19		THE BIBLICAL COVENANTS Mr. Ted Armstrong	9:00 A.M.
	WORK OF THE MINISTRY Church Organization and Structure — Area Coordinators, Senior Pastors, Pastors, Local Church Elders, Ministers not in our Employ Mr. Dart	10:30 A.M.	„
	LUNCH	12:00 P.M.	Student Center
	INTERNATIONAL REPORTS Mr. Les McCullough, Mr. Frank Brown, etc.	2:00 P.M.	Auditorium
	PUBLISHING/CIRCULATION/PUBLICATIONS Dr. Robert Kuhn, Mr. Richard Rice, Mr. Art Ferdig, Mr. Brian Knowles	3:00 P.M.	„
	COLLEGES Dr. Mike Germano, Mr. Ron Kelly	4:10 P.M.	„
	COCKTAIL PARTY All Ministers	6:30 P.M.	Student Center
	HEADQUARTERS DANCE	8:00 P.M.	Gymnasium
Thursday May 20	AICF REPORT Dr. Robert Kuhn, Mr. Jack Martin, Mr. Art Mocarow	9:00 A.M.	Auditorium
	Y.O.U. Mr. Jim Thornhill	10:20 A.M.	„
	FINANCIAL/ADMINISTRATIVE Mr. Ray Wright, Mr. Jack Bicket	10:30 A.M.	„
	LEGAL DEPARTMENT Mr. Ralph Helge	11:00 A.M.	„
	TV PRESENTATION	11:45 A.M.	„
	LUNCH	12:30 P.M.	Student Center
	OVERVIEW (Work, Church Doctrine, Prospectus, Future) Mr. Ted Armstrong	2:00 P.M.	Auditorium

BIRTHS *(Continued from page 118)*

"work" for mommy. All are well and daddy is supremely delighted with his new little "arrow"!

George and Merry Kackos (Wisconsin Dells, Wis.): On Tuesday, March 23 at 4:29 a.m., our son *Gregory James* was born. He weighed 8 pounds, 13 ounces and measured 21 inches in length. Everyone is doing well including our "watchman," which is the meaning of Gregory.

Jack and Betty (Groce) Kost (London-Sarnia, Ontario): Here's a belated birth announcement (would you believe two years?!). Betty gave birth to our first child, *Melissa Ann*, on April 10, 1974. While I'm at it, I'm elated to announce the arrival of our second child, a son, *Jonathan Edward*, on Feb. 22, 1976. He weighed in at 8 lbs., 8 ozs. Jonathan was a special blessing in that the delivery was normal and natural — a welcome change from a cesarean section the first time around. We're both thrilled to have what we consider a "complete" family.

Media

Our recent involvement with international distribution of television has revealed some interesting facts and figures in regard to television coverage throughout the world.

In the 150 countries around the world where television exists in some form there are estimated to be 363,769,812 television receivers serviced by 4,957 television stations and 14,913 satellites and repeaters. The viewing audience is difficult to estimate but exceeds *one billion people!* Most of the television coverage is concentrated in the wealthy and industrialized countries as the following figures show:

Country	Stations	Total No. of TV Sets
U.S.A.	954	121,100,100
U.S.S.R.	167	50,000,000
Japan	212	25,500,000
England	270	17,725,000
Germany (West)	184	17,600,000
France	197	13,712,000
Italy	93	12,805,000
Canada	546	9,800,000
Brazil	52	8,700,000
Spain	35	6,125,000
Poland	36	5,695,300
Mexico	80	5,480,000
Germany (East)	28	5,077,000

Argentina	34	4,300,000
Australia	127	4,250,000
Sweden	266	4,115,000

At the bottom of the list is the Central African Republic with one station for the 100 television sets in the whole country.

We also discovered that the language barrier is no longer any real problem since services now exist which will translate English programs into any major language. Expert translators are actually able to speak their native tongue in such a way that it very closely matches the narrator's lip movements. We just recently sent a few tapes to Canada to see how well they can be translated into French.

Our major obstacle in getting the program into other countries is government control of the broadcasting media. The GTA program is presently established in only the United States and Canada. Australia is starting its first 13-week series on May 2 and the program has been played a few times in Rhodesia. This leaves a lot of ground to plow.

Our Engineering Department completed a study which showed that for a small investment we could have the capability to duplicate video tapes in the 625 line PAL format which is currently used in Australia, South Africa, Rhodesia, Barbados, etc. It presently costs the Work \$120 per copy for PAL duplication and the price is expected to rise in the future. For less than \$10,000 the studio will be able to answer most of the future requests for foreign duplication. We have to qualify the latter since there are four different line scan systems still in use around the world. (405, 525, 625 and 819). However, each scan system has been modified depending upon the electrical power system, and any combination of line voltage and frequency that particular country decided upon. These could be 25, 50 or 60 cycle line frequency and 110 or 220 volt power.

This means there is not only a 625 line system but a 625B, B & G, B & L, C & H, C & L, D, E & G, E & L, I, K, and N. But that's not all folks, because each of the above may be 625B PAL, or 625B NTSC, 625B SECAM or 625B SECAM III. Now if all that is confusing, welcome to the club because we are still a bit bewildered. But next time someone says 625 C & H, I'll at least know they aren't talking about sugar!

— John L. Lundberg

P.S. Just received a telex from Carlos Nieto

in Barbados informing us that we will begin to air the broadcast there on June 6th. The tapes they will use have been converted to the PAL system by "Image Transform," a firm located in North Hollywood which we discussed in the last report.

International Division

SPANISH UPDATE

How time flies! It's been a year now since we gave you the last update on the Spanish area of God's Work. We are all excited about some of the developments which have taken place during that time.

Mid-spring 1975 we raised up a Spanish language church here in Pasadena. You may not realize it, but the Los Angeles area is second only to New York in the number of Spanish-speaking people who live here. We had originally estimated an attendance of 35-50 for the services in the Fine Arts Auditorium of the Music Hall here on campus. But the opening service shocked us with an attendance of 139! The average number at services during the last year has been between 90 and 115, with the lowest number being 71. Needless to say the enthusiasm among the Spanish-speaking brethren has been very high.

Mr. Robert Flores Sr. is in charge of the church and the regular visiting program. The church has provided us with the ideal opportunity to train some desperately needed Spanish language ministerial assistants. Last spring two Ambassador graduates, both of whom are from Spanish language backgrounds, were included in the visiting program. Now this spring there is good news. Mario Seiglie, who was born in Cuba and lived there until around twelve years of age, has been ordained as a local elder.

We have now been able to add three more men to train under Mr. Flores and hope that some of our long-standing problems in developing men for this area are coming to an end. We have urgently needed men who understand Spanish people, nations, the culture, background, political customs, and feelings of the Spanish world. Finally some Ambassador graduates whose heritage is from the Spanish world are beginning to fill this need.

On his way back from the fall Feast in Chile, Mr. Flores conducted a baptizing tour which

allowed him to visit 94 prospective members and baptize 18 new members. Some time later, Mr. Ruiz who had been serving in Mexico City for eight years, was forced by his health to resign from the responsibilities in Mexico. Consequently we had to begin to serve Mexico City from Pasadena. Twice a month Mr. Flores follows a schedule which includes church services in Mexico City and once a month in San Salvador and Guadalajara, Mexico. During this time he has baptized 18 in Mexico City, 3 in San Salvador and 4 in Guadalajara. One of the most encouraging aspects of these efforts is that all the expenses of the trips are now being borne by the office in Mexico City.

In August of 1974 when *La Pura Verdad* was renewed, we offered those renewing the opportunity to receive the Correspondence Course. Eighty-seven percent of those renewing requested the Course. This gave us an additional 18,984 students and brought the total to 28,761. Most of the students have now graduated.

We are now conducting a series of Bible studies and have invited those graduates to the studies. Great things are happening as a result. Four of the studies have been completed in Mexico City with an attendance of 203 new people. Nine new prospectives are now attending services and more will be coming. For an area which has struggled along for so long, this is indeed exciting news!

There will be three of the series conducted by Mr. Pablo Gonzalez in Bogota, Columbia, two in Barquisimeto, Venezuela and two in Caracas, Venezuela. We are hoping they will produce equally good results.

At present we are requesting registration of the Church in Argentina, Chile and El Salvador. The registration has been completed for some time in Columbia and we have just begun proceedings for Mexico, with Venezuela to follow when needed.

If all goes well, Mr. Pablo Gonzalez will be moving to Colombia by early summer. He has been working with groups in the cities of Bogota, Cali, Barranquilla and Medellin. Those groups have grown sufficiently to warrant his living in the country now.

Our current plans call for us to begin a Spanish GN by May of 1976. The effect should be additional growth for the membership and prospectives throughout the Spanish world.

By the time you receive this *Bulletin*, Passover services will have been conducted here in Pasadena, Mexico City, Tabasco, Monterrey, in San Salvador, El Salvador, Colombia, Argentina and Chile. This will be the largest number of areas in which we have conducted Passover services. Obvi-

ously only a small number could be handled by men from Pasadena. The others will have been conducted by faithful men who have proven themselves and their dedication many times over in past years.

I know that none of those who over the years have had an interest of one kind or another, or who at one time worked in the department, can help but get a little charge from the things which are happening in the Spanish area.

I would also like to take the opportunity to say thanks to Walt Dickinson, Pablo Gonzalez, Robert Flores and all the other faithful employees of the Spanish Department (sounds almost like the Academy Awards). But the fact remains that they have all been responsible for a tremendous effort on behalf of the Spanish portion of God's Work.

— Leslie L. McCullough

Mail Processing

April has been a good month for mail. During the first week of the month we received over 100,000 letters. This is only the 14th time in the history of Mail Processing that we have surpassed the 100,000 mark for a given week. It is Mr. Herbert Armstrong's renewal letter to *The Plain Truth* subscribers and Mr. Ted Armstrong's renewal notice in the pages of the magazine which have played the major part in bringing up our mail figures.

The monthly mail count stands at 280,619 letters as of Monday, April 26. By the end of the month we should show a very sizeable increase over last year since our monthly letter count for April was under 147,000 in 1975. Through the 26th we have nearly 804,000 letters for the year — which has put 1976's year-to-date mail count ahead of 1975 for the comparative period.

Also, just in passing, a good number of subscribers are including donations with their renewal requests. Our latest report of the 26th shows that 49.3% of the response letters are containing money at an average of \$15.10 per letter!

On The Lighter Side

One of the more enjoyable aspects of working in Mail Processing and serving the requests of our readership is being able to read some of the amusing and unusual letters that come in. The following three are included for your interest:

One housewife was probably surprised recently when she arrived at the grocery store because she

mailed her grocery list to us and evidently took her letter to Mr. Armstrong to the market.

A man mentioned to us that his house was broken into three times and each time only the literature from us was stolen. This is significant when we understand that he had a large and valuable collection of hunting rifles and many other valuables throughout the house which were not touched.

A lady complained that her *Plain Truth* was being read several times before she got it. The pages were wrinkled and she felt the employees of the Post Office were delaying her magazine by reading it. The solution offered was a gift subscription to her local Post Office.

That's all for this time.

— Richard Rice

LETTER COMMENTS

REACTION TO "WORK ETHIC" SERMON & RECENT CHANGES

Mr. Ted Armstrong's sermon on *The Work Ethic*, which was played in all the churches, has pulled a good response. The following letters reflect the general mood of the many who did respond.

"I was one of those privileged to hear your recent sermon (taped) on Work Ethics. It impressed me greatly. So much, in fact, that I decided then and there that I don't really *have* to replace my picture window this year; that by not doing so, I would have the enclosed amount (\$500) to send in for the Work, which is very close to my heart. I feel those who have not heard the true gospel as yet need to hear it much more than I need that window replaced. So here is an extra gift."

— Mrs. Bennye Rohmiller,
Forsyth, MO

"The tape of Mr. GTA on last Sabbath day was very inspiring and beneficial in really pinpointing our responsibility in getting the Work done.

"We all share in this responsibility and must, as you pointed out, step out on faith and forge ahead to get God's Work elevated to the No. 1 position in service and warning in every media of communication.

"Madison Square Gardens, T.V. Guide, newspapers, everything — our Father will open the doors for us. We could use more tapes and urging from

(Continued on page 132)

Editor's Note: In the following two articles, Hugh Mauck, director of Blind Department operations and Bill Stenger, A.C. Registrar at Pasadena and Professor of Mathematics, present some very interesting observations about the growth of the Work. Hugh documents the fact that the increase in mail income in the 50s on through mid '65 did indeed reach and even exceed 30%. Then Bill explains several facts about exponential and sigmoidal growth, showing how these principles can be applied to better understand the Work's growth pattern over the years.

DID THE WORK'S INCOME REALLY GROW 30%?

by Hugh Mauck

Several weeks ago, as I was going through some old office files cleaning out all of the out-of-date records, I ran across some old income records I was responsible for keeping back in the fifties and early sixties when I was circulation manager — when Mail Receiving was still a part of that one office.

Since brethren sometimes ask what it was like in those days when we could *anticipate* and *receive* an increase in the Church's income of 30% year after year, I thought it would be interesting to summarize and graph these records to show you how the income grew *30% per year* during those years.

Before I do, however, let me call your attention to the fact that statistics can lie — and the story they tell depends upon how you present them.

You get an entirely different picture, regardless of how true the statistics are, if unlike comparisons are made: if partial time periods are compared with complete time periods; if ratios are presented that have no real relationship to each other; if only partial facts are presented as complete, etc. Even the use of words can work for or against the picture you wish to present. The term "thirty percent growth," for example, can have several meanings, as we shall see.

I am often amazed how many times television commercials use distorted statistics to verify their products as superior to their competitor's. There is one currently being aired where the luxury car manufacturer claims his car is superior to another because after 30,000 miles it rides more comfortably than the competitor's car that only has 3,000 miles on it. But we are *not told* how either of these cars were broken in, or what treatment they were given *before* they asked the consumer on the street to take a blindfolded test ride in both of them. Neither is anything said about the maneuverability and ease of driving, the operational expense, performance, etc. But people will jump

on a few facts and repeat them or act on them as if they really had all the information needed.

There is a very interesting book on the market on this subject, by the way, that shows how easy it is to make people believe anything you want them to by giving them only half the facts. Isn't that what Satan did when he stood before Eve as she ate the forbidden fruit, "proving" to her that she would not die? The book is titled "How To Lie With Statistics" and is written by Darrell Huff.

For complete understanding of the statement so often made by Mr. Herbert Armstrong that the income in God's Work grew 30% for years and years, let's look at some of our facts. The first one is that when Mr. Armstrong says the income from members, co-workers, and donors grew 30%, he is talking about "MAIL INCOME" — income in the form of tithes, offerings, and donations that come in to the mail receiving office. He is *not* talking about rental income, tuition income, room and board from students, or other sources of income that have no comparable relationship to normal "growth of the Work" income.

The second fact is that he is *not* talking about the increase in or value of properties or other income producers acquired through auction, partial gifts, construction, or other means that apart from mail receipts generate income.

The third fact is that he is *not* talking about gifts given to the Church or College in the form of paintings, properties, or even cash that may be willed to the Work.

Income from these sources may fluctuate wildly from year to year, I don't know. I have never had access to these figures, but I can well imagine, by their very nature, that if such income is counted as "THE INCOME," we could be well above or well below 30% any given year.

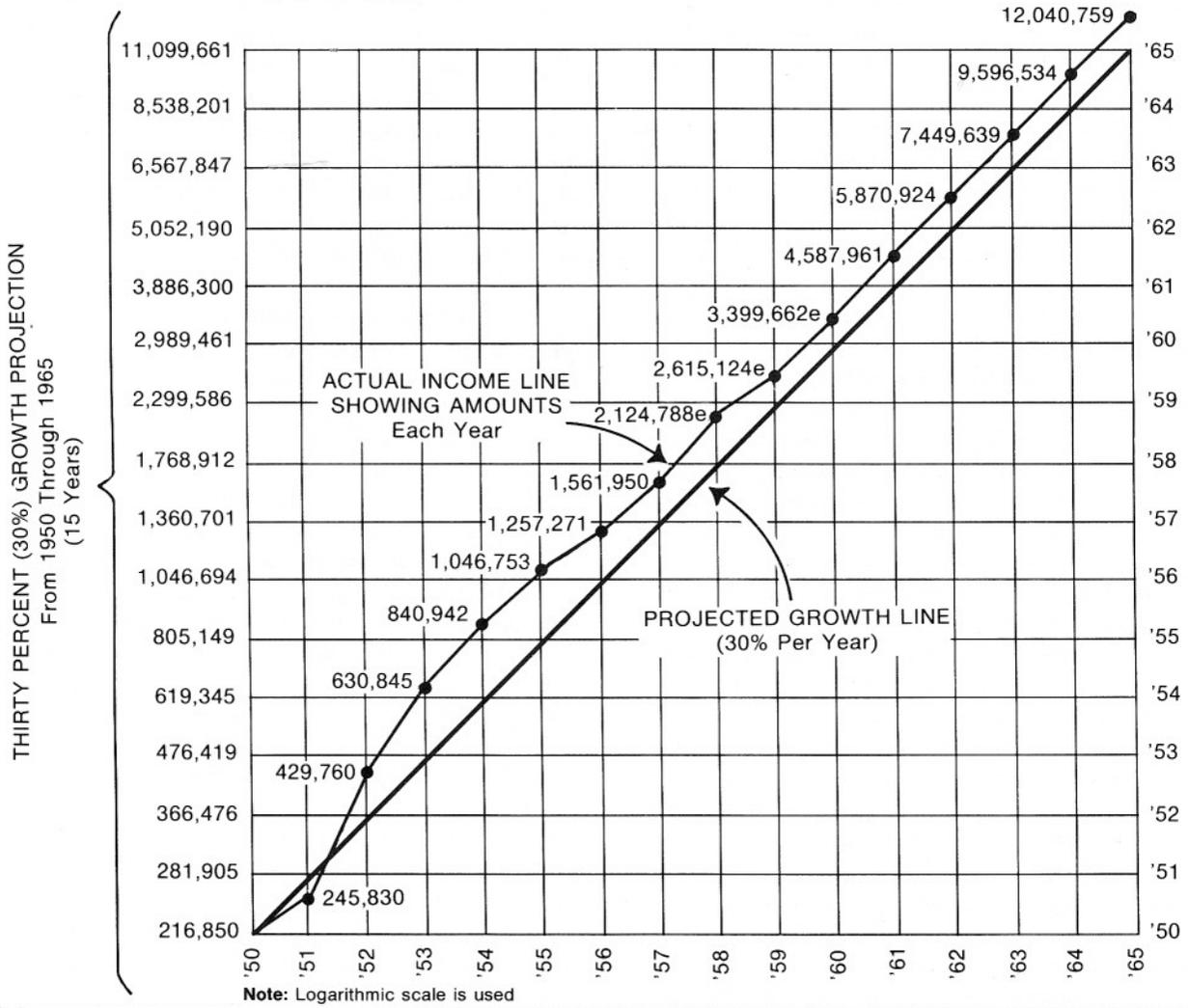
For instance, if the mail income for any given year was 30% above the previous year, and someone left a large estate to the Work and it was counted as mail receipt income that year bringing the income up to 40%, and we had to exceed that 40% increase figure with a 30% increase the following year when no property is willed, the income may be 20% or less above the preceding year. This obviously would present a *major* distorted statistical "growth of the Work" pattern.

In fact, this could be true, and is true, in a very small way, in the normal "MAIL INCOME" 30% increase pattern. But remember, Mr. Armstrong has never said the income grew exactly 30% each year over each preceding year. He said the income *averaged* 30% increase for years and years — and *there is a difference!*

15 YEAR MAIL INCOME GROWTH RECORD FROM 1950 THROUGH 1965

YEAR (1)	ANNUAL INCOME (2)	ACTUAL \$ INCREASE (3)	15 YR. PROJECTED 30% ANNUAL INCREASE (4)	AMOUNT ABOVE OR BELOW PROJECTED INCOME (5)	% INCREASE OVER EACH PREVIOUS YEAR* (6)
1950	216,850				
1951	245,830	28,890	281,905	-36,120	12%
1952	429,760	183,930	366,476	+ 63,284	43%
1953	630,845	201,085	476,419	+ 154,426	32%
1954	840,942	210,097	619,345	+ 221,597	33%
1955	1,046,753	205,811	805,149	+ 241,604	25%
1956	1,257,271	210,518	1,046,694	+ 210,577	20%
1957	1,561,950	304,679	1,360,701	+ 201,249	25%
1958	2,124,788 E	562,838	1,768,912	+ 355,876	36%
1959	2,615,124 E	490,336	2,299,586	+ 315,538	23%
1960	3,399,662 E	784,538	2,989,461	+ 410,201	30%
1961	4,587,961	1,188,299	3,886,300	+ 701,731	35%
1962	5,870,924	1,282,948	5,052,190	+ 818,734	28%
1963	7,449,639	1,578,715	6,567,847	+ 881,792	27%
1964	9,596,534	2,146,895	8,538,201	+ 1,058,333	29%
1965	12,040,759	2,444,225	11,099,661	+ 941,098	26%

Note: Overall 15 year increase from \$216,850 to \$12,040,759 is well above our 30% projected increase.
 Figures for '58, '59 & '60 (E) may be off a few hundred (they were reconstructed from graphs where the exact dollar is difficult to pinpoint).
 *One cannot simply take the average of yearly percentages of increase to determine overall percentage of increase since yearly percentages are relative to changing base figures.



If you were to anticipate a 30% increase in your own income over the next five years, you would take your present income, let us say \$20,000, and multiply that by 30% and add that amount (\$6,000) making a total of \$26,000 for 1977. You would then multiply the \$26,000 by 30% and have an income of \$33,800 for 1978. You would multiply the \$33,800 by 30% for 1979's income of \$43,940. Doing the same for 1980 and 1981 you could expect your income for 1981 to be \$74,258; and if you did earn that much in 1981 you could truthfully say your income increased an average of 30% per year. You will have reached your goal and you will be very happy and satisfied.

However, if your income for 1979 were \$45,000 instead of \$43,940, or if it were \$40,000 instead of \$43,940, you would be either *above* or *below* the exact 30% for that particular year.

If the following year went up or down in the opposite direction, so that you came out at the end of the five years with the expected income of \$74,258 — you could still say your income grew an average of 30%. You still reached your goal.

Examining the accompanying chart reveals this is exactly what happened in the Work over the fifteen-year span of time I have records for. I did not have access to records before 1950 and I have not had access to records since 1965 when I was no longer responsible for keeping such records.

But then the years Mr. Armstrong primarily talks about *are the years of the fifties and early sixties*, so these are enough years to see the thirty percent growth as he sees it.

I believe the 30% average went through 1967 or 1968, but don't have the figures to prove it.

Anyway, the figures and chart show (using the same principle I gave for the five-year projection in one of the preceding paragraphs) that taking our 1950 mail income of \$216,850 (columns 1 & 2), multiplying it by 30% and adding that amount (\$65,055), our income for 1951 should have been \$281,905 (column 4).

Since the income was only \$245,830, an increase of only \$28,890 (column 3), which is only 12% (column 6), we fell short.

The following year (1952) our income should have been \$366,476 (column 4), but it was actually \$429,760, an increase of 43% (column 6). Notice we did *not* project the 30% growth from the lower income figure of 1951. We do not change our projection year by year depending upon that particular year's income. We project ahead from the original 1950 figure for a true overall average (see diagonal line on chart).

Had we used the lower figure, our income for

1952 would only need to be approximately \$320,000 to come out to a 30% increase over the preceding year. Had we done that, Mr. Armstrong could claim almost a 50% increase — but he didn't.

Going completely through the chart beginning with the 1950 income figure (\$216,850) and projecting it 30% each year brings us to an *average 30% growth figure for the 15 years* to an expected income of \$11,099,661. Our actual income for that fifteenth year (1965) was \$12,040,759, for an actual increase of almost a million above projected income (\$941,098 — column 5), which means we were actually *above our projected* growth expectancy. We did accomplish our goals. And God provided an average mail income increase of 30% for the fifteen long and fruitful years under discussion! □

SHOULD WE EXPECT GROWTH AT A CONSTANT RATE INDEFINITELY?

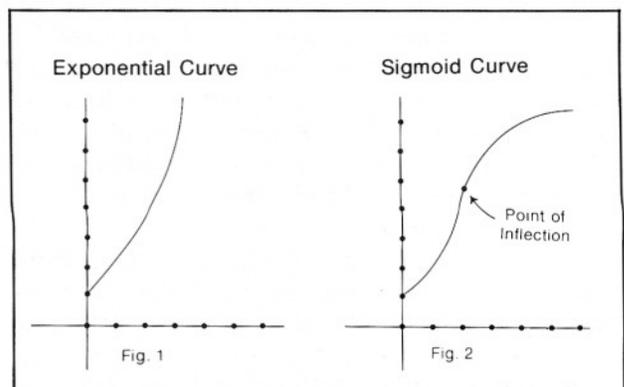
by William Stenger

Growth at a constant rate is called *exponential growth*. The pattern of such growth is represented by the curve in Figure 1. Using a base mail income figure of \$216,850 for 1950 and projecting forward at a constant rate of increase of 30% per year indefinitely would have some interesting implications.

For instance, the projected mail income for this year would be nearly 199 million dollars, and for next year it would go up to nearly 259 million dollars. In other words, 1977 would need to have a 60 million dollar increase over 1976!

Projections further into the future get more exciting. By 1983 the annual mail income would have to be about 1¼ billion dollars and by 1991 more than 10 billion dollars.

Continuing to extrapolate at a constant 30%



increase per year, we would exceed 100 billion dollars per year by the year 2000, 400 billion dollars per year just five years later in 2005, and one trillion dollars per year just four years later in 2009. By the time our grandchildren would be celebrating Ambassador College's centennial in 2047, the annual mail income would have to be more than 24 quadrillion dollars!

Obviously, in a real world situation such growth cannot be expected to continue indefinitely. In fact, growth curves are known to follow another pattern (see Figure 2).

In the article, *The liberal arts amid a culture in crisis*, Kenneth E. Boulding analyzes this very phenomenon as follows:

"All growth curves that represent a particular process of growth are sigmoid or S-shaped in character. Thus, in the growth of a person from a fertilized egg, of a plant from seed, of a religion from a prophet, of a nation from its founders, of a firm from its incorporation, the university from its founding, or the whole economy from an initial impulse of growth; in the first half of the process growth may proceed at an almost constant rate, that is, exponentially. But growth cannot proceed without whatever is growing becoming big, and as it gets bigger processes set in which slow down the rate of growth. The top half of the curve then shows steadily declining rates of growth, until finally some sort of equilibrium is reached in which growth is zero. At some point in the middle of the curve there is a point of inflection at which the absolute growth per unit of time stops increasing, stabilizes, and then begins to decline.

"This point of inflection is often a point of crisis. This is the crisis of late adolescence in human growth. It is the crisis in the growth of a religious society, in which it passes from being a sect and has to organize itself into a more stable church. It is the crisis in the growth of the nation, when it perceives that expansion cannot go on forever, and it must consolidate and enter a more stable phase of its existence. It is a crisis in economic growth, when it becomes apparent that exponential growth cannot continue, that the economy has to adjust to lower rates of investment and declining rates of growth. This inflection crisis, of course, hits different societies, different institutions, and different people at different times, but is always going on somewhere."

I think the fact that the mail income grew exponentially over a long period of time is something to be very thankful about. However, the fact that the mail income is not now growing exponentially should not be viewed with alarm or

as being something strange. After all, it is God who gives the growth (I Cor. 3:7), so it is not surprising that the *pattern of growth* should be essentially the same as growth patterns in the creation around us. □

LETTER COMMENTS

(Continued from page 128)

you, Sir to step out on the precious promises of God. Please be assured that we, as God's people, are praying and will continue to do so. And your inspired admonition to work (in every area of our lives) is gratefully received and needed, and we were enlightened on many other points of behavior.

"Thank you very much, and all who have their hearts in this Work. Thank you, and all of God's ministers."

— Hugh Jerome Hall II,
Brooklyn, NY

"Thanks for your sermon on the Work Ethic. My way of life was very much based on the leisure ethic, and I didn't realize it until I heard your sermon. The philosophies of this society become so much a part of us that we don't realize it.

"I appreciate the sending of this taped sermon, which pinpointed my major problem and showed me how God looks at things. Now I realize that God isn't a clock-watcher, and I'm certainly glad of that! A lot of things can happen between 4 p.m. and 8 a.m.

"Please send us more tapes when you see the need. Sometimes we, the church members, are too close to the problem to see that pattern."

— John & Fran Wheeler,
San Francisco, CA

"I was very inspired and encouraged by your letter in the March 15 *Worldwide News*, and by your sermon on the Work Ethic. It is very heartening to know of your efforts to streamline God's Work and to expand and intensify the Work through additional TV and radio time, increasing the impact of publications and by the necessary changes that will be made in the near future.

"In the weeks and months ahead I will be praying for you as you make these vital decisions and for the success of expanding God's Work, and I know the vast majority of the brethren everywhere are totally behind you."

— William L. Golson,
Montgomery, AL

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CREATIVE SERMON PREPARATION

by James Young

Many laws and principles of the Scripture are fixed, eternal and unchangeable. However, they can be continually presented in seminars, Bible Studies, counselling sessions and sermons in new, fresh and exciting arrangements. The truth does not have to be dull because it is eternal. The words of eternal life don't have to be boring because they are old. This is one of the important reasons for ministerial creativity to keep Christ's message fresh and alive and real in the minds and lives of the membership.

One view is that all that can be said in sermons has already been said, and preaching is now a matter of repetition to continually grind the message into the minds of the membership. This is a view that sees no need for creativity or originality in sermons since all that can be said has already been said. There are always people who think that way. It's similar to an historic error made by the head of the U.S. patent office during the administration of President McKinley.

The director of the patent office wrote a letter to President McKinley urging him to abolish the office. In his letter he said, "Everything that can be invented has been invented." This was in 1899. Another prominent figure in 1919 wrote: "The popular mind pictures gigantic flying machines speeding across the Atlantic carrying innumerable passengers. It seems safe to say that such ideas must be wholly visionary."

We all are glad that such short-sightedness has been proven wrong by subsequent events. The patent office has almost a two-year backlog and

passengers can fly the Atlantic faster than sound. Space probes soar into the night and man has flown to the moon and back!

Creativity Is Important

The role of creativity in society is becoming recognized as increasingly more and more important. Business and industry are beginning to realize the special and vital need for originality and creativity. They now know, that regardless of its size, assets or prestige, a company can be prospering one day and be going down hill the next — overtaken by innovative competition. They realize that technological breakthroughs that capture markets are the result of creativity and originality. So while one company forges ahead, another can face the desolation of an aging product line and complaints over seniority and employee benefits.

As ministers, we too, can begin to appreciate more the important role that creativity plays in the impact and effect of sermons, of Bible Studies, counsellings, and leadership in general.

A fresh look and new insights into the principles of creativity and how they work will help make sermon preparation a lot easier and more rewarding.

Natural Proclivities

Depending on our natural endowments and hereditary make-up, creativity can be easier for some than others. However, regardless of natural endowments, if we understand basic principles, it can help a great deal.

The people who classify mentality say that there are three basic ranges or levels of thinking.

By nature, we all fit best into one of the three levels. If we know into which area we fit, we can capitalize on it and compensate for it in the best possible way to produce the best creative results.

At one end of the scale is the ability to think and deal in abstract terms and principles — some call it abstract visualization. In the middle of the scale is the second range where the principles have moved out of the abstract area into the realm of theories. At the other end of the scale, we get out of the realm of abstract principles and theories and into the area of practical, structural thought. Structural thinking is the opposite of abstract. It means to think in terms of concrete, tangible, three dimensional things rather than in terms of abstract principles which have little or no structural form. They say to the extent you excel in the one area, you lack in the other. The person in the middle range seems to a certain extent at home in both areas although not able to really excel in either one. Of course, most people are able to think in each of these ranges to a certain extent, but depending on your natural makeup, you will feel at home in one of these areas more than the others.

Where Do You Fit?

If you know where you tend to fit as far as the abstract structural scale is concerned, you will be in a position to take advantage of the opportunities and make any necessary compensations to produce the best possible creative results.

A person who is more at home in the abstract area, tends to be a little preoccupied at times and to some seems like a dreamer. He gets easily confused in structural situations like direction finding and map reading. The structural person is good at these things and excels in structural thinking like design or architectural or engineering concepts. He tends to get lost and easily confused in the abstract areas.

Most people are able to sense and tell by experience at which end of the scale they fit best. What are the advantages and disadvantages of each area and what is the effect on creativity and sermon production?

If you fit into the area of abstract visualization, you will be able to perceive underlying principles and unique and unusual relationships that lie beneath the surface of your material. From these sources, it is easy to come up with new and exciting comprehensions that help make up original and interesting sermons. The main disadvantage in this area is that you will tend to rely on principles and arrangements too much and

neglect necessary solid factual study that would give your material concreteness. You need to make a real effort to clothe your material with practical concrete examples and applications that will translate your tendency to be abstract into concrete tangible expression that most people understand and appreciate.

If you fit more into the structural area, your sermons will seem to have concrete expression and tangible, useful examples that people can use and appreciate. You will tend to rely more on study and research for your material and it's from here that your ideas will spring. There will be a tendency to rely on this too much and a little fear of coming up with your own concepts. The structural thinker needs to always try and perceive the operating principles behind the material so that he can arrange and present it in more original ways. The best medicine for this is meditation — slow and deliberate, thinking through and mulling over the material in order to extract the underlying principles. Understanding these ranges and which one we feel most at home in, enables us to capitalize and compensate for the best possible creative results.

Creativity Defined

Apart from hereditary proclivities and their effects on creativity, we need a basic definition of creativity to help us in its development. To put it simply, creativity is the process of achieving new and more powerful mental comprehensions. The result of these new comprehensions are invaluable to growth and progress in any field of endeavor.

Take for example the field of weapons. Man came up with the basic concept of throwing a stone to kill an animal or an enemy. A new view and comprehension of this weapon is to put the stone in a sling and propel it further and more accurately with more power. This made it powerful enough to kill even giants.

A new and more effective comprehension saw a bent piece of wood in the form of a bow would be more powerful than just muscle power alone. So the bow and arrow increased the power and efficiency of weaponry even more. Then deeper insights, experimentation and experience conceived a chemical rather than a mechanical power source in the form of gunpowder and T.N.T. Now man has conceived an energy source instead of a chemical one and created a weapon powered by the energy of the splitting atom.

And so, with each new comprehension, new levels of progress were attained. Of course, the progress of weapons might be of doubtful value as

far as true progress is concerned, but it does illustrate the power of creativity. Into whatever field you look, the story is the same. New comprehensions in the field of mining make it possible to extract fortunes in gold from areas the 49'ers considered worthless. Great increases in combustion can be made possible by burning coal in a finely powdered state. The multiplication of the number of telephone messages that can be carried on laser beams rather than wires is another new innovation. And so on and on it goes — originate, create or stagnate is the message in whatever field you examine.

In our field, it is just as important and more so. The new and original concepts that make sermons, and the laws and principles of eternal life more and more meaningful and more and more tangible to God's people and increases their motivation is a vitally important thing.

Creativity Increase

There are certain ways to increase our creativity or cramp it up. It's very useful to know what they are. However we must realize that although creativity might be easier for some people than it is for others, for anyone to be constantly creative takes hard work.

But apart from sweat, what are some of the ways to generate a creativity increase? One way to have an increase is receptivity. To have a good spring board from which ideas can come, we need to be as receptive and sensitive as possible. This sensitivity works on two levels, the sensory and the psychological. On the sensory level, many people have the ability to be much more alert to what is going on around them than others do. They usually detect what other people miss and pay more attention to what they detect. From this alert and informed inflow, new ideas and concepts can spring.

Others are more sensitive in the psychological area. That is, they do not automatically, by mental reflex action, censor out new views or ideas through bias of previous conviction. This curiosity enables them to "play" with new conceptions and possible combinations until they are rationally proven right or unworthy of further consideration. This gives them a constant inflow which many people automatically and prematurely censor out of their data base. From this source, many creative concepts can spring.

The Need For Discrimination

Another way to generate creative increase is by editing material into sharp and clearly defined

shades of meaning. It's hard for ideas to spring from a background of ambiguity and disorder. General material and vague, poorly digested ambiguous material don't lend themselves to increased creativity. If you are having trouble, try shaping up your material like this. It really helps to focus the material into sharp definition on paper or in your mind. People who have to make their living through creativity and skillfully creative people in general, are sticklers for distinctions of meaning and clear definitions. This specific, high quality input material is necessary fuel for a proper creative data base.

Sharply focused material becomes a springboard for ideas instead of an ambiguous maze where they can get lost and bent out of shape.

Cross Fertilization

The mono-interest person is usually low in creative output. He can be a lawyer or a financier or whatever, but if he rigidly sticks to one discipline only, he usually lacks in creativity.

This type of person will study only in his one field. He will never read novels, only nonfiction, factual material relevant to his field.

To have a highly creative output, you need to have a wide spectrum and range of interests and knowledge. This wide range of interests is very healthy for creativity. It provides the basic background material for the cross fertilization of ideas that stimulates new concepts and comprehensions. When a person has basic background material from different sources and many varieties, he can see similarity of problems and arrangements and parallels in different areas. This stimulates the creative process — ideas cross fertilize, so to speak, and a greater output of creativity is generated. So, in areas of creativity, the one interest person stands at a distinct disadvantage and the person with a wide range of interests and input from a different variety of sources is way ahead.

Try a Little Creativity (T.L.C.)

Several generations ago the Church of England had an idea about stimulating audience attention in Church. They actually hired people called "knock-nobblers" who went around the congregation with a long pole. Anyone who was caught napping during the sermon was poked or rapped with the "knock-nobbler" pole. While this was a creative act on the part of the Church Fathers, unfortunately it was more along mechanical rather than rhetorical lines. This was treating the symptom rather than getting to the root of the matter.

(Continued on page 132E)

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. 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.

AREA GROUP CONCEPT INTRODUCED

How do you draw church members together? How do you extend responsibilities to a larger number of members? How do you get adequate input from members? How do you conduct in-depth teaching sessions with people? Answers to these and other questions can be found in applying the area group concept.

The concept is an effort to practice small group dynamics in the local church. Excellent information on small group dynamics is found in the February 25, 1975 *Bulletin*. Area groups are an application of a biblical principle. When Israel entered Palestine, God divided the land among the twelve tribes. Each performed certain functions like states in the United States. This is due to certain functions operating better on a smaller regional basis rather than a national basis.

Area groups are functional units formed within a church area. They are not designed to take away from functions best performed on a centralized, individualized, or other organizational basis. They are formed for activities most effectively conducted in small regional groups. Bible studies, workshops, discussions, and social events are often most effectively conducted in area groups. There are several reasons for this. Facilities are often cheaper and easier to locate than large activity facilities. Member homes can often be used. Distance is close enough for good attendance. Give and take communication can easily take place. Many members can be involved in serving. Mem-

bers grow to know one another better because they are present in smaller numbers and live closer geographically.

We have seven area groups established. Each group is named after a principal city in the area, and contains 20 to 30 members. In larger cities geographical terms or numbers could be used to distinguish multiple groups. Meetings are held with each group to communicate Bible knowledge, answer questions, receive input, and socialize. Attendance is excellent. People like the idea of a "neighborhood type" get together. In addition to a church wide picnic, a picnic was held last summer in each area group. The results were encouraging. New and more people were given various responsibilities. Everybody could visit with everybody. Future plans call for workshops to be held with area group members.

Area group members identify closely with one another in their group. They tend to pay special attention to new members entering their area group. This is comparable to military units, such as platoons, where the men have a special kinship, but still identify adequately with other functional units such as battalions or armies.

A college dorm monitor once remarked "If all the dorms on campus were close internally, then all students would have friends." The same is true of area groups. If all are close internally, then all members will have friends. Of course, people should be encouraged to relate to others in the church. Area groups should not become cliques.

Overall results of the area groups concept have been encouraging. Members have commented on its effectiveness. It has made some feel more a part of the church. Fellowship has improved. Input has been gathered. Questions have been answered. Scriptures have been expounded and clarified. In essence, both communication and love have increased which are certainly worthwhile achievements.

— George Kackos
Wisconsin Dells, Wisc.

PUTTING MAGNETISM INTO YOUR PERSONALITY

With the new direction God's Work is taking, we in the ministry will be called upon to serve God's Church and the local community in a more visible and viable way.

A servant is one who serves. A leader is one who leads. This requires that we be *front line examples* in ministering to the needs of people, both converted and unconverted. "As we have therefore opportunity, let us do good unto *all men*" (Gal. 6:10). The Apostle Paul said further, "... *I am made all things to all men*" (1 Cor. 9:22).

The *attitude* in which we do this, I feel, is super important. And this is where personal magnetism figures in. As ministers of the gospel, we should reflect a *spontaneous attitude of concern* the way Christ did. Christ attracted people to himself, not out of vanity, but through the sterling qualities of God's character in him.

A flow of energy and love and compassion emanated from Christ. He epitomized selfless service and this through joy, love and genuine concern. He went about doing many good works and showed no reluctance in attending to the needs of the lowliest person. Christ sparkled. Although He grieved over the sins of the world, His general disposition and outlook was happy, joyful and magnetic.

Personal magnetism is not an inherited trait. However, it can be developed, and the key is *having a positive mind*. This requires that we continually imbibe of God's Spirit — a source that produces the qualities of love, joy, peace, etc. It is only through God's Holy Spirit that we can achieve a warm, dynamic, personal approach toward people that will attract them to the way of life we represent.

People continually need a helping hand and an attentive ear, especially in times of trial, stress, and sickness. An encouraging outlook from one who can point out the ways particular tests act as opportunities for growth — as stepping stones to accomplishments — can do much to lift a discouraged person out of his plight. An attitude of wanting to see the best things in life happen to people, of accepting them for what they are even when they are weak and sinful, can inspire and motivate them to greater heights of drive, determination and achievement. This is the kind of direction and mental framework that is needed to develop and maintain a magnetic personality.

True, life has its serious moments, but the well-balanced, positive individual will always keep things in their proper perspective. Rather than always appearing to be sober and hard-driving, we should be able to see the funny side of life's situations, and impart a *sparkle of cheerfulness* when appropriate. This is not to say that a magnetic person must always be the "life of the party" because humility also plays a role in his life. Such

a person can be dynamic and manifest an undercurrent of spiritual strength without dominating every situation with empty babblings, braggings about personal exploits, or drawing attention to himself out of self-righteous vanity. The magnetic personality enjoys listening to and learning from the experiences of others. The positive, real life examples of others often add zest and color to one's conversation, sermons and counselings.

Now that we as a ministry are to reach out and touch our neighborhoods and communities, in addition to shepherding our own flocks, we should have deeply impressed in our minds the reality of what we are representing — *the very work of God itself*. All our deeds, works, and actions should reflect the sense of urgency that comes from being a true servant of God.

Love is truly the basis of it all. A minister who is filled with love and the fruits of God's Holy Spirit — his energy source — will be a magnetic and dynamic force for the good of the Church, his family, community, and the world.

— Richard Rice

CREATIVE SERMON

(Continued from page 132C)

Have you ever looked out from the podium on the Sabbath and thought the audience looked inattentive and bored? I am sure we all have. In some audiences, however, people have excruciating facial expressions and tend to look as if they are being subjected to some form of Chinese water torture. We have to ask ourselves, "Am I being repetitive? Does this sermon sound much like last week's and last month's? Am I serving up the same old hash all the time with a 'knock-nobbler' attitude?"

One answer is to use more creativity. It's powerful. It really works.

God's people will really appreciate it. □

ADMINISTRATIVE UPDATE

Telephone Expense

Recently we have noticed that some are including the basic service rate for their telephone as part of their monthly ministerial expense. Though all business-related telephone expenses should be considered ministerial expense, the cost of the basic telephone service for your home and all personal toll calls should be considered a personal expense.

Also, since the cost of a business telephone is considerably greater than for a personal residence,

we want to avoid having business telephones installed unless it is required in special circumstances.

Since at this time the Field budget is considerably overspent in telephone expense, it would be helpful to make any economies that you can without hindering your ability to do your job.

To Be Announced

We would appreciate it if you would read the following announcement in your local churches and Bible Studies and encourage anyone who may have employment opportunities for Ambassador College graduates to respond as soon as possible since graduation is only a week or so away now. Thank you for your cooperation.

EMPLOYMENT OPPORTUNITIES

Each year a large number of seniors graduate from Ambassador College and move into the labor market. In an effort to get some of these graduates back into local church areas, a system has been established whereby good employment opportunities in local areas can be brought to the attention of our graduates by means of help wanted cards, which are now available from your pastor. When mailed to headquarters, the information contained on these cards will be made available to all graduates and alumni on both the Pasadena and Big Sandy campuses. In this way, we hope these jobs in your local communities and cities can attract men who could serve your church area on a voluntary basis. Obviously we cannot guarantee the response of any particular individual or anyone at all, but it is our hope that the job offers you may have or know about can serve to strengthen the leadership support to you and your local church area. If you have any questions please feel free to call the Career Services office in Pasadena and we will call you back on our WATS Line number.

BOOK SHELF

The Marriage Affair (The Family Counselor)
edited by J. Allan Petersen; Tyndale House Publishers, Wheaton, Illinois; paperback \$4.95, Cloth \$6.95.

Beware of spiritual nudity — no church or pastor's library is complete unless you have *The Marriage Affair* in it. More than seventy prominent leaders provide practical counsel for the problems of family living.

The Marriage Affair has something to offer everyone. It is an organized potpourri of condensed articles on various major family related topics. For example, under Section 6 titled "Uniquely Children," there are six short articles dealing and pertaining to that subject:

- Understanding Age Growth
- Wise Parental Love
- When to Say No
- Pleasurable Discipline
- Demand Their Best
- Angry Children

Let me list some of the other main sections (remember there are usually five or six articles under each section):

- The Blissful Venture
- Seeing Yourself
- Uniquely a Man
- Uniquely a Woman
- Preparing for Parenthood
- Creating the Atmosphere
- Closing the Generation Gap
- Understanding Our Times
- Making Problems Pay
- Deepening Love's Dialogue
- Making Sense with Dollars
- Discovering Sexual Intimacy
- Warming the Empty Nest

I feel this book is a must for your church library. If a family or individual member has a particular question or problem covered by a certain section, then they can read the articles in that section without having to read the entire book (which takes time). Also, it's valuable for ministers that do much family counselling. Reading the entire book will not only aid you and yours, but it is a good reference book — referring a certain section to members that need that particular input. So don't delay — buy today!

— Hugh Wilson
New Orleans, West

Y.O.U. BICENTENNIAL ESSAY CONTEST

(Editor's Note: Mr. Jim Thornhill has requested that the following announcement be read at all services this coming Sabbath.)

As part of the American Bicentennial Celebration, Y.O.U., Ambassador College, and the *PLAIN TRUTH* magazine are sponsoring an essay contest on the topic "My Responsibility As An American."

Here's an opportunity not only to receive cash and recognition, but also to have your essay published.

The *PLAIN TRUTH* will provide \$100 for each first place essay: \$50 will go to Y.O.U., and \$50 will be given directly to the winner. In addition, the first place essay from each group will be published in a future issue of the *PLAIN TRUTH*.

Second place *Certificates of Merit* will also be given.

The contest rules are as follows: Essays on "My Responsibility As An American" will be judged from two age groups: 12 through 15 years old, and 16 through 19 years old. A first, second, and third place winner will be selected from each age group.

The essays should be a maximum length of 500 words, and should be the contestant's own work. The essays should be typed double space, and each page should have the contestant's name, age, and address in the upper right hand corner. The essays will be judged primarily on originality, content, and style, but age, grammar, spelling, punctuation, and neatness will also be given some consideration. The judges will be members of the Ambassador College faculty and the *PLAIN TRUTH* editorial staff.

The deadline for sending in your essay will be July 4, so don't delay. Send your essay to Y.O.U. Bicentennial Essay Contest, 300 West Green Street, Pasadena, CA 91123. Here's your chance to win some extra money, to help Y.O.U., and to share your thoughts on America's heritage with millions of *PLAIN TRUTH* readers.

TO BE ANNOUNCED