

# The Bulletin



of the Worldwide Church of God and Ambassador College

VOLUME 3, NUMBER 19

PAGES 511-522

NOVEMBER 4, 1975

## Church Administration

The summer and feast seasons with all of their attendant activities are past now, and I thought it would be a good time to discuss the Public Bible Lecture program. Many more of you will undoubtedly be turning your attention to the lectures, and we felt it would be helpful at this point in time to bring you up to date regarding the program — how the public is responding, how the Church members themselves are responding, what it means to the churches, to you, and to all of us.

Because of the wide variety of responses to the lectures, we actually don't as yet have a clear picture of what we can fully expect from this program. We feel that this understanding is something that we can learn only through experience — your experience as you deal with the public. The feelings among those men who have held lectures range from mildly enthusiastic, having had little success, to wildly enthusiastic because of success beyond anticipation.

There has as yet emerged no sure-fire formula for guaranteeing success. What seems to work in one city may fail dismally in the next. The only point that does seem clear at this time is that metropolitan areas are generally less successful than rural areas. However, even this is not always consistently so.

In discussions with a number of men who have had several lectures, some general points have tended to crystallize. But, bear in mind that in different circumstances in different cities these points might not hold true.

The first point is that where we have had a long history of media exposure, most people will have

been reached by the message to a degree apparently sufficient to satisfy their interest or curiosity about the Church and its work. Where media has only recently entered an area, say from one to three years, there seems to be a peak of interest still alive from which we can benefit. However, the metropolitan areas respond considerably less in proportion even with this stimuli than do the rural areas with a history of equal media coverage. There is as yet no way to correlate community interest shown with lecture attendance.

Response to church attendance seems to be just as unpredictable. As Mel Dahlgren experienced, a good turnout in one city can produce little interest other than in the lectures themselves, while cities that produce a smaller turnout can do the direct opposite and produce considerable interest in church attendance.

Some of the men have become more cautious in regard to the number of lectures they hold. When large numbers of people do attend the lectures, some of the fellows have found themselves with large numbers of prospective members which require immediate attention. Some wonder if gathering together large numbers of interested people distant from a church area might work toward our detriment if we do not follow up with them in time. It is possible that we might in such cases be sowing seed for other organizations to reap. For

### NOTICE

Due to the late mailing of the last *Bulletin*, the names of those men to be added to the *Bulletin* mailing list had just begun to trickle in when we went to press with this current issue. Therefore, most of the men being added to the list can expect to begin receiving the *Bulletin* with number 20.

— Managing Editor

this reason please plan your lecture series with care and anticipate any follow-up work that becomes necessary.

Perhaps it would be helpful to quote a few of the fellows we have talked with in order to give you their feelings and impressions as they discuss the lectures.

Roy Demarest termed the lectures "excellent" for his area. He said between 50 and 75 new people are now attending church as a result of the lectures he held during the last four months. As some others have found, Roy informs us that advertising has little affect upon the attendance at lectures in his area. He affirms that the rural areas are by far the most productive. He has found some long-time listeners and indicates that the new members are challenging.

David Bierer terms the lectures "very good." He feels that media as was mentioned earlier is a key factor. He said that he had a ten percent average in attendance where daily TV had been shown *the previous year*. As was mentioned by quite a number of the fellows, he feels that the people you deal with are oriented to their own communities and that interest is directly related to the distance they must travel to attend. Dave has expressed that he feels the local church is solidly behind the lectures and that the program is very healthy for the church.

Jim Franks, who has held three lecture series, says he finds them extremely helpful. He mentions that a number of people have been reached who have been long-time listeners and Sabbath keepers, yet who have somehow not been made conscious of the fact that there is a Church. Jim felt that the lectures were good for him and his congregation. He also mentioned that advertising helped the Gainesville Bible lectures. He felt that the church people were very hungry for participation and their response to the program was just excellent.

In the Northeast, Dan Rogers feels the lectures have done very well. He feels that for many it was the first opportunity to really hear of the Work. He is sure that the lectures will definitely help the Church. He has 23 new people attending church in Maine, and feels that the membership was sparked considerably, having looked to them to handle all details for the preparation of the lectures. As most of the other men, Dan has stated that distance is definitely a factor in attendance.

Mel Dahlgren, one of the pioneers of the Bible Lecture program, finds the results quite rewarding so far. He also informs us that distance is a factor. He said a second letter sent to a city in which a

*The*  
**Bulletin**

of the Worldwide Church of God and Ambassador College

EDITOR IN CHIEF  
HERBERT W. ARMSTRONG

EDITOR  
GARNER TED ARMSTRONG

EXECUTIVE EDITOR  
C. WAYNE COLE

SENIOR EDITORS  
DAVID JON HILL, HERMAN L. HOEH,  
ROBERT L. KUHN

MANAGING EDITOR  
RICHARD H. SEDLIACIK

ASSOCIATE EDITORS  
CHARLES V. DOROTHY, BRIAN KNOWLES

© 1975 by Worldwide Church of God. All rights reserved. No part of this publication may be reproduced in any form without permission in writing from the copyright proprietor.

lecture was previously held produced the same number of attendees as did his first meeting. In his experience the members have been quite eager for the meetings and they do all of the arranging for halls and all the preparation; he finds the women extremely helpful. Mel has 40 in church directly as a result of the lectures and has baptized five already. He finds the church benefiting a great deal by the influx of new members.

Dan Fricke mentions, as a few others have, that the program hasn't had a great impact on his church area, but adds he is pleased by the approach the lectures offer. He feels benefited by the lectures themselves yet finds minimal response to them. Again, of course, Dan is in an area that has had a long history of media exposure to the Work which may be a factor there. Dan likes the personal involvement of the program, feeling that it goes beyond the concept of just uninvolved "witnessing."

Kelly Barfield, who has held eight lecture series now, feels that results will be more long range. He feels that we have contacted a number of long-time listeners; finds many noncommittal with nothing yet able to stir them to action. Kelly has approximately 20 in church on a more or less

*(Continued on page 517)*

# International Division

---

## GROWTH AND PROGRESS IN THE GERMAN WORK

Greetings to all of you from the staff of the Bonn Office. We are very glad to have this opportunity of filling you in on some of the progress and plans in God's German-language branch of His Work.

We are all very pleased to have our office here in the nation's capital after having been 12 years in Düsseldorf. We feel that the advantages to the Work, as well as to the staff members individually, far outweigh any temporary disadvantages and difficulties which may have been incurred in the move itself. The office building we rent here gives us close to twice the office space we had in our Düsseldorf office for very little more than the same rent. The office is located near the most beautiful part of the University of Bonn, which is in one of the more prestigious parts of the city.

God's Work in the German language is right now preparing itself for a period of future growth and expansion. For the past 1½ years we have been strongly pursuing the goal of becoming financially self-supporting. In order to achieve this goal it was necessary to trim our German PT list from 80,000 to 30,000 subscribers, which we were able to do with *no* negative effect on our income. Needless to say, we were amazed at how much "deadwood" could accumulate over a relatively short period of time.

Beginning this year we began to absorb all of our printing, mailing and distribution costs (which had previously been paid by Headquarters) and at present we are almost completely self-supporting.

Although this fiscal year will continue to be an austere one, we are now in a position to begin a program of controlled expansion of our present 33,000 subscriber German PT list. This will be done primarily through newsstand distribution of the German PT, which once again appears in an attractive magazine format. By June 30, 1976, a total of 418,000 German PT's are scheduled to have been distributed through newsstands over the 10-month period beginning this past September. This should begin to bring us a steady growth to our list and at the same time enable us to reach additional thousands with the good news of God's coming Kingdom.

We are also presently on a program of working more intensively with our present German *PLAIN TRUTH* list, in the hope that those whom God is calling into His Work will be helped to make faster progress. Within the framework of this program, 1) we insert an 8-page religious supplement in the subscriber issues of the *KLAR & WAHR* (German PT); 2) we advertise booklets and the correspondence course in the supplement and the magazine proper; 3) we plan to expand the circulation of our German-language *GOOD NEWS*, which up until now has been sent only to members and co-workers; and 4) beginning in October we will be conducting open Bible Studies in Hannover, Munich, Frankfurt, Stuttgart and Hamburg in West Germany; Zürich, Switzerland and Vienna, Austria. We are looking forward to an increase in church attendance, especially due to the open studies.

At present there are eight churches and two outlying Bible studies in the German-speaking area of Europe. These are taken care of by five ministers and one ministerial assistant. The churches are located in Düsseldorf, Hamburg, Hannover, Frankfurt, Stuttgart, Salzburg (Austria), Zürich and Bern (Switzerland).

— John Karlson

# Circulation Division

---

Greetings! Just a short report this time on how we did circulation-wise in the month of September.

Highlights for the month include (approx. figures): 111,000 booklet requests; 93,700 responses; 43,300 new PT subscribers; 5,700 new GN subscribers; 3,800 new lit-only persons added to our master file; 3,400 new CC enrollees; and almost 1,600 new donors. Over five million pieces of lit were mailed out during the month. The amount of back-ordered lit was in excess of 84,000 by the end of the month, but we anticipate recovery from this poor inventory position by the end of October.

In general, responses and requests seem low. Some of this is undoubtedly due to the intervening Feast of Tabernacles vacation when minimum processing was done. Circulation feels that October will be a very big month as accumulated requests are processed.

For instance, we're only at 77.6% of budget in the booklet program, but this figure could jump

back up to near 100% in October as all requests are processed and back-orders eliminated.

On the other hand the Feast vacation would have had little effect on the Correspondence Course program which is now only 80% of budget. Circulation recommends advertising the Course in both the *Plain Truth* and *Good News*, as well as occasionally on radio.

Likewise, *Good News* circulation is at 96% of budget due to new adds being *under* plan by 59%; and although *Plain Truth* circulation is nearly on target, the new adds are now 11% *under* plan.

TV produced 28% of all the responses; Direct Mail, 17%; Fair Booths (now that accumulated responses are properly processed), 16%; *Plain Truth*, 9%; and Radio, 6%.

That's it for this time.

— Benjamin R. Chapman

## Mail Processing

Mail Processing personnel have been pretty busy since returning from the Feast. Though we did maintain a sizeable crew in the donation mail area, most of the other areas only kept back skeleton crews so some types of mail did accumulate. Almost all of our backlog has been processed now, however, and by the end of October we should be completely caught up and back to normal processing procedures. Most of the accumulated mail was not of a critical nature, but involved items like mail returns, coupons, and other miscellaneous categories involving non-donation mail.

As of the date this is being written (Oct. 28), MPC has received 123,165 letters for the month of October, bringing our yearly total to 1,688,670 pieces of mail received. Mr. Ted Armstrong is scheduling a special letter to go to all subscribers in November which should bring us a good response in mail at that time.

The coupon in the October *Good News* advertising the tithing booklet has brought in approximately 10,000 requests, which is an encouraging factor in the potential growth of our co-workers. Another interesting item involves the test on the back of the September 1975 issue of *Plain Truth*. This test, entitled "Try Again" has pulled an unusually large response. It seems people enjoy taking brief religious tests. One surprise about this test is the high number of people who got wrong answers!

### As It Happened

It's our policy to mail literature to our subscribers just as quickly and economically as the United States Postal System will allow. But sometimes delays will occur.

An unusual situation came to our attention when a letter was received with a postmark 13 years old! Evidently it had fallen behind a cabinet in a local post office which was just recently moved for remodeling. The lady who had written the letter was still on our files and receiving *Plain Truth*. We sent her literature, even though it was 13 years overdue, and explained the circumstances.

This is all for this time. Hope we can have more good news about the mail for you next *Bulletin*.

— Richard Rice

## LETTER COMMENTS

### CHURCH YOUTH

The new emphasis on youth in the Church seems to have fired the imagination of the membership. Following are just a few comments that relate to teaching children on the Sabbath.

#### The Problem of Our Youth

"This Work interests me because it teaches humanity not only about their great potential, but on how every human must conduct their personal lives in our every day-to-day matters as instructed in the Word of God.

"However, to come to the point of this letter, Mr. Armstrong, I feel one aspect of the Church's commission is being neglected. Whether this point is important or not to you or anyone else, I feel it is important enough to write to you about it. Having visited the local Church in the Las Cruces, New Mexico and El Paso, Texas areas, my attention focused on the children. They were sitting with their parents throughout the services. Why is there no type of Sabbath School for these children? They are too young to grasp what is being taught to their parents. These children I refer to are not babies, but grade school kids and on up to their early teens who can also profit by learning God's ways taught in simpler methods.

"Sometimes I feel children are more important when it comes to teaching them about God's ways. At their age, learning new things, whatever they may be, may lead to strong impressions in their character formation.

"Hypothetically, grown-ups can grow in the  
(Continued on page 518)

# 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.*

## SHOULD CHILDREN PARTICIPATE IN SPORTS ACTIVITIES ON THE SABBATH?

Over the past year or so I have heard on several different occasions the idea expressed that we should allow our teenagers to play sports on the Sabbath. The reasoning goes something like this: "Our children don't have God's spirit and they don't keep the spirit of the law. Since their heart is at the basketball game they might as well be there. In fact it is probably best that they go since they need the kind of personality development they can get there. Besides, why should we alienate them by keeping them from a wholesome activity."

The above reasoning has so many fallacies in it that it would not warrant time and space in this publication except that it is creeping into the thinking of some deacons and elders. Therefore I would like to contribute the following thoughts.

1. Would a parent who came to the above conclusion reason the same way toward any of the other Ten Commandments? Would he reason that since his son or daughter didn't have God's spirit it would be okay for him (or her) to steal, commit adultery (fornication), or kill?

2. Are the Commandments for the converted only? Ancient Israel was not converted, yet they were given 10, not 9, commandments, and they were expected to keep them. In fact breaking the fourth commandment was one of the major reasons for going into captivity.

3. Were the commandments given to children as

well as adults? The fifth command is primarily directed to children. "Children, obey your parents in the Lord: for this is right. Honour your father and mother; which is the first commandment with promise: that it may be well with you, and you may live long on the earth" (Eph. 6:1-3).

4. Can the unconverted keep the law in their mind? The tenth command prohibiting coveting can only be kept in the mind. Here again the law was given to the unconverted as well as the converted. (Maybe we need to define what we mean by converted. Does it necessarily mean one who is baptized and has God's spirit *in* them?)

5. Deuteronomy 6:7 tells us: "And you shall teach them (the Commandments) diligently unto your children, and shall talk of them when you sit in your house, and when you walk by the way, and when you lie down, and when you rise up."

6. To teach or allow a child who is under your control to do other than keep the Sabbath would be a breaking of the Sabbath on your part. The parent is held accountable for what the children do. "The seventh day is the sabbath of the Lord your God: you shall not do any work, you, *nor your son, nor your daughter*, your manservant, nor your maidservant, nor your cattle, nor your stranger that is within your gates . . ." (Ex. 20:10).

7. Many times we sell our children short. If we do our part as parents and the Church of God, our children will understand why they should keep the Sabbath. If they don't have a desire to keep the Sabbath then we've fowled up someplace along the line. Letting them break the Sabbath is not the correct way to solve a problem that originated apart from the Sabbath. The Sabbath is not the problem, but is a symptom of other problems. What we need to do is find the cause of our children's discontent and work at that.

— Gerald Weston  
Gaylord-Midland, Mich.

## THE GRAPEVINE — GOOD OR BAD?

We've all heard a lot about the "grapevine" — mostly bad. Well, here are a few ideas on the subject that may provide some food for thought.

Mr. Keith Davis, a professor of management at Arizona State University, wrote an article for the July 1975 edition of Dun's Magazine, entitled, "The Care and Cultivation of the Corporate Grapevine." He stated that the corporate "grape-

vine" is a natural part of a company's total communications system and that it can exert a significant force within the company helping build teamwork, and motivating people to work as a group. He says it is no more "evil" in itself than the weather and that it can be made to bear desirable fruit if it is fed, watered, and cultivated properly.

He thinks that a lively grapevine reflects the deep psychological need of people, whose company is a central part of their lives, to talk about what's going on and that without it the company would be sick. He points out that people tend to be active on the grapevine during periods of excitement and insecurity; and that people are most apt to feed it when their friends or associates are involved in the information.

Mr. Davis feels that the majority of grapevine information is correct, although, most of the stories are incomplete in detail.

What then, if anything, is evil or dangerous about the "grapevine"? Well... in my opinion, the last statement quoted gives one key to answering that question, that is, "most of the stories are incomplete in detail." Each time a story is repeated, certain details are overlooked. Peter Blau, a sociologist from Columbia University wrote, "By the time word reaches the fourth person, a message is likely to contain no more than five percent of the whole story."

However, have you ever noticed that even when details are abundant they sometimes become so scrambled in transmission that the final meaning comes out sadly lacking in accuracy. It's like the story of a Colonel who passed on the following instructions which in turn were passed on down the line:

"Major Healy, at 0900 tomorrow there will be an eclipse of the sun, something which doesn't occur everyday. Have the company fall in on the street in fatigues to see this rare phenomenon. I will explain it to the men. If it should rain we won't be able to see the eclipse, have the men muster in the gym."

"Captain Drew, the Colonel has ordered an eclipse of the sun for 0900 tomorrow. If it rains you won't be able to see it from the street, so the eclipse will take place in the gym, in fatigues. Naturally, this doesn't happen everyday."

"Lieutenant Allen, tomorrow at 0900 the Colonel will hold an eclipse of the sun in the gym. This doesn't happen everyday. If the Colonel gives the order for rain, muster will take place in fatigues in the street."

"Sergeant Smith, at 0900 tomorrow the sun will eclipse the Colonel in fatigues, in the company

gym. If it rains in the gym you will fall out in the street."

"OK men, tomorrow if it rains the sun will eclipse the Colonel in the gym. It's a shame that doesn't happen everyday!!"

A second and perhaps more important factor is that each of us view a subject or story from our own uniquely personal perspective. One's attitude toward the subjects of a story will determine what parts of it are retained or omitted. We see and hear pretty much what we want. This is sometimes referred to as "selective perception." An occurrence or statement when repeated tends to take the configuration which the person relating it *wants* it to take!

I'm sure you all know how that if the *exact* words are not used, the idea conveyed, although similar, may have a totally different impact. A young man was advised to whisper the following sweet sentiment into his girlfriend's ear. "Darling, to look in your eyes makes time stand still for me." He forgot the exact wording and said, "Darling, you have a face that would stop a clock!"

Even if the *same* words are used, the meaning conveyed can be different. A U.S. Senator was offended by a fellow member of the Senate when the latter called him a liar. When an apology was demanded the offending Senator said, "Mr. Jones, I called you a liar it's true, I'm sorry." But, when printed in the newspaper the quote looked like this, "Mr. Jones, I called you a liar! IT'S TRUE! I'm sorry." Same words, but the meaning was distorted even when it was in print.

A negative story hastily or carelessly related and lacking in the necessary detail, can grossly distort the message. It becomes most tragic when it places another person in a bad light; defames his character; chips away at his image; undermines others' confidence in him and his credibility; or causes divisions within God's family. Yet passing on *positive* information can inspire courage and promote love, unity, harmony, and good cheer. It can be like the proverbial good news from a far country.

— Bill Butler

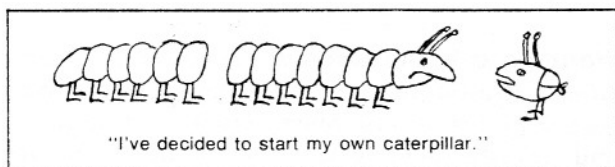
MPC Communications Coordinator  
Pasadena, Calif.

### ACTUALLY OVERHEARD

In school, the teacher of a member's little boy asked, "Why weren't you in school last Monday [the day of Atonement]?" The little boy answered, "I went to church." The teacher asked, "What church do you go to?" The little boy innocently answered, "Cinema I and II."

— Elliott Hurwitt

## FOR WHAT IT'S WORTH



Submitted by  
— Ronald C. Miller  
Edmonton, Alberta  
Canada

## PAPERS SOLICITED FOR SYMPOSIUM

(**Editor's Note:** This article appeared in the October 3, 1975 issue of the *Worldwide News*. As most of the response up to now has come from non-Bulletin readers, we are reprinting the article in this issue of the Bulletin.)

PASADENA — A symposium entitled *Frontiers of Knowledge and Implications for Theology* will be held here next spring, according to Robert Kuhn, assistant to Ambassador College President Garner Ted Armstrong, and George Geis, associate dean of students [now Theology Dept. head]. Dr. Kuhn and Mr. Geis will moderate the symposium.

Papers are solicited from members of the Worldwide Church of God and from ministers, faculty members and others directly involved in Ambassador College, the Church and the Ambassador International Cultural Foundation (AICF).

The papers may be interdisciplinary or may deal with a specific area of the natural sciences (mathematics, physics, chemistry, biology, geology, etc.), social sciences (history, anthropology, political science, sociology, psychology, etc.) or the humanities (music, art, literature, philosophy, etc.).

However, each paper must contain one or more theological implications, which may be remote or tangential but must exist without artificial manipulation.

### Forum for Ideas

Dr. Kuhn emphasized that the symposium is not intended to solve controversial issues, but is to be a forum to communicate ideas. He said specialized works without theological implications will not be accepted.

According to Mr. Geis, "one of the rationales behind the symposium is that there is currently no vehicle for research of this kind. Articles for *Plain Truth* must be of general interest to a wide reading audience. Highly technical or scholarly articles are necessarily excluded. On the other hand, *The*

*Good News*, booklets, etc., are for the most part devoted to a direct theological message. Probably the closest thing to the concept we are putting forth here is the old 'Science vs. Theology?' section of *Tomorrow's World*."

To contribute to the symposium, according to coordinator William Stenger, college registrar here, a potential contributor "must first submit an abstract of his paper."

Abstract blanks and specific instructions, he said, may be obtained by writing to: "Symposium," Ambassador College, 300 W. Green St., Pasadena, Calif., 91123, U.S.A.

"The abstract will be studied by members of a review board," Dr. Stenger said. "If the subject is considered to be acceptable by the reviewers, the proposer will be so notified. Papers do not have to be presented in person at the symposium."

### Not Restricted

Papers will be expected to meet high standards of methodology and scholarship, Dr. Stenger noted. But it is not the purpose of the review board to restrict contributions to a particular methodology or approach. "Considerable latitude will be afforded as long as there is internal consistency and intellectual integrity," he said.

After the symposium the papers and subsequent discussions will be edited by the participants and published in a volume containing all contributions. Papers of exceptional quality and significance may also be published in *Human Potential*, the magazine of the AICF, Dr. Stenger said.

Dr. Stenger encourages anyone interested in taking part in the symposium to write for an abstract blank and further details as soon as possible. The deadline for abstracts is Jan. 1, 1976; the deadline for completed papers is March 1, 1976.

## CHURCH ADMINISTRATION

(Continued from page 512)

regular basis and has baptized six because of the lectures. He expressed that the lectures are definitely beneficial. He also adds that his ministry has been helped because of the lectures but says that we are definitely dealing with a different type of individual than our past prospective members. Kelly finds the average attendee is less concerned with the world's problems — more interested in the basic fabric of his own personal life — his creature comforts. He definitely finds that a catastrophic prophetic approach no longer stirs people as it did in the past.

Allen Bullock found the lectures very enjoyable,

however, he has experienced little response in contrast to the good original lecture turnouts he has had. He feels that the lectures will be more of a witness at this point of time. He finds them most beneficial for members. Allen said that most were quite new and added that distance is definitely a factor in attendance.

Keith Thomas in the New York area has had quite good success. He is very encouraged and satisfied by the lectures. Keith mentions that the lectures allow us to really see on a first-hand basis the type of people we are dealing with. He finds the people eager, but not necessarily anxious to immediately join anything. He said it takes more to convince people today than in past years. Keith feels the lectures tend to psyche you up and that they have been extremely beneficial for the membership.

David Mills, who has had seven lectures, feels very enthusiastic about them. However, he feels they will only bear fruit within time. He said that the follow-through was very important for the lectures to be really effective, emphasizing that they require long-range planning.

I think you can see from these comments that the lecture program has been a positive success, but that there is more to learn. The only way we can effectively come to understand the continued value is through your keeping us abreast of the results of these lectures as they take place in your area.

We are looking to you to tell us what the lectures should and can be by proper planning based on actual experience. Overall we are excited about the potential of the lectures. They hold promise of future growth for the Church. But just as important they hold a great deal of meaning for you as a minister, and they become a base from which you more actively participate in the commission of this Work.

'till next time,  
C. Wayne Cole

## BIRTHS

**Chuck and Cindy Calahan** (Lafayette, Indiana): What a Feast present! Our first child, a daughter, arrived September 24th. *April Dawn* weighed 7 lbs. 3 ozs.

**Don and Alexandra Engle** (Clarksburg, W. Va.): No, this is not a repeat of our last birth announcement. We've really had another baby, but a boy this time. *Chad Brendon* was born October 18, at 7:50 a.m. on the Sabbath, at home, twenty minutes before the midwife arrived. My mother

did the "honors." The delivery went perfectly though and everyone is healthy and very, very happy.

**Warren and Marti Heaton III** (Rolla, Mo.) *Sharon Elaine* Heaton was born 12:36 p.m. April 23. She weighed 6 lbs. 15 ozs. Marti had a good delivery, and though the baby was breach there were no complications. Big brother Rodd, Mom, and Dad are all thrilled with our new addition.

**Elie and Dawn Hofer** (Edmonton, Alberta, Canada): It's been cloudy and raining in Edmonton for the past several weeks, but the arrival of our first child has certainly brightened things up for us. *Brittain James* made his debut at 10:00 a.m. Tuesday, August 19th. He weighed in at 3130 gms. or 6 lbs. 14 ozs (Canada has gone metric too) and "stood" at 52 cm. or 20½ inches. "Britt" is the first grandchild on one side of the family, but gets lost in the crowd on the other side where he comes in as number 75!

**Victor and Gloria Kubik** (Paducah, Ky): Can a man add a Kubik to his stature? Yes! Our first child, *Michael Alexander*, was added to us July 18 at 6:24 a.m. He was premature (3 lbs. 9 ozs), developed breathing complications and had to spend 3½ weeks in the hospital. He is home now, doing well and giving us much happiness.

## LETTER COMMENTS

(Continued from page 514)

grace and knowledge of God if there was no Church to go to every Sabbath. (I think the members in East Berlin may serve as an example.) In a free country like ours, with free access to the Church's literature, etc., grown-ups can sit at home and study day and night if they so desired. But not so with children; they have to be reared up in the ways of God in order for them to have some knowledge of God's purpose and plan when they are older. Hopefully, they will not depart from what they have been taught.

"I believe there are enough competent members, some college graduates, in every Church who might well serve as teachers for the children. Utilizing our talents in every way possible to help ourselves and humanity is something God will keep in remembrance. Thank you for your attention."

— Avid Listener  
El Paso, TX



### A Solution — Sabbath Schools for Our Youth

"I am so happy over the new 'instructional class' idea that I want to add my donation to a very good cause.

"Just a few weeks ago I had the thought run through my mind that we needed a special class for our children. I prayed about it. My husband has been taking the two children to Sunday School, as he's not in the Church. I knew both enjoyed Sabbaths with me, but asked why don't they have a class for them to learn it. *Now it's possible!*

"So my prayer is answered and I want to back it wholeheartedly."

— Mrs. Kathy Strine  
West Salem, IL

"I was at the Day of Atonement when you told us about the school on Sabbath for the children. My daughter is 14½ and my son is 12. My daughter screamed 'hurray!' when I told her what you said. They sit in Church but are not able to understand all the big words. Please hurry before they lose out. They both seem to want the school on Sabbath.

"My children are also getting a very poor education here. Is there any hope of a school starting up in San Francisco?"

— Mrs. Louisa Gregori  
San Francisco, CA

"We really think it is great getting to have classes for the children on Sabbath. Mrs. Swisher asked for any suggestions we might have. I think it would be good if we had classes for our young people before they are baptized (and anyone else that wanted it). This would help answer questions they might have."

— Mr. & Mrs. Calvin D. Rufener  
Yucaipa, CA

"I am very happy about the announcement concerning extra classes for our youth during Sabbath services."

— Mrs. Joan Camp  
New England, WV

### The Bible Story

"We would like copies of the *Bible Story*. Our daughter is old enough now to learn from the pictures. We are 100% behind the new emphasis on youth and we know that the *Bible Story* is a fine teaching aid and we pray that you can print enough for all of us new parents and for the single people who want to teach.

"My father can just barely read. The *Bible Story* is just right for his understanding. I don't know if there are many adults like him, but I expect there are some. And us babes in Christ learn from them too. So please print enough for us."

— Glenn Tinker  
Soldotna, AK

### PBS CONCERT

September 8, 1975 the Public Broadcasting System (UHF) aired the Vienna Symphony Inaugural Concert presented at Ambassador Auditorium last year. The following comments were received in response.

"Thank you and all of your associates who were responsible for the two TV presentations via Station KTSB of the brilliant and stunningly beautiful Auditorium Inaugural presenting the Vienna Symphony with Maestro Carlo Giulini! As a devotee and connoisseur of classical music and grand opera for more than 50 years, I've been exposed to most of it, but I will candidly state that the thrill of seeing and hearing the Vienna and the Maestro just has to be the pinnacle of all of those years as a devotee of the best in music!

"At the last minute tonight I called the music critic of our local newspaper and he was delighted to hear the telecast and to watch the orchestra and Maestro Giulini! I am showing him the PLAIN TRUTH issue of August 1974 which will really open his eyes!

"After watching this magnificent telecast during each of the two nights and making tapes of each, I feel humbly grateful that I had an infinitesimally small part in contributing to the Building Fund for some years! Thanks so much for the opportunity to see and hear this program."

— Keith Crockett  
St. Joseph, MO

"Bouquets of roses to you, Mr. Armstrong, and orchid leis! Congratulations and kudos to all of those who made it possible for all of us to partake in absentia in the magnificent Inaugural Concert in the Ambassador Auditorium. After seeing the PBS telecast for the second time, I feel the necessity to let you know how very much the program was appreciated.

"Watching the emotion of Maestro Giulini's direction from the orchestra's viewpoint was a fantastic opportunity that even those privileged to attend the concert in person were not able to realize. After viewing the genius of this man for

only a few moments, it was easy to understand why you chose him as the conductor for the opening performance in God's House. His alacrity and animation were an absolute delight and a pleasure long to be remembered. Thanks to the cameramen and technicians for their fine efforts. Thanks to Stravinsky, Brahms and Strauss for leaving us such lovely compositions. Thanks to the Vienna Symphony and Carlo Maria Giulini for the hours of preparation and captivating delivery. Thanks to you for the wisdom and foresight to venture such a fantastic undertaking. And thanks to God our great, wise and understanding Father for all of the above!"

— Mrs. Donna Green  
Tigard, OR

"I want to say a special 'thank you' for the TV presentation of the dedicatory concert by the Vienna Symphony. It was listed as the 'Special of the Week' on our WV PBS station. I really hope some of the other special programs can also be presented."

— Mrs. A. C. Bowers  
Keyser, WV

"The Ambassador College concert held at the inauguration of the new Auditorium last year was shown here in the Ft. Worth-Dallas area on PBS September 8, 1975. I am sure a lot of people enjoyed it."

— Billy P. Anderson  
Fort Worth, TX

"I feel such a thrill inside me, such pride to be a part of the Church that I simply must write and tell you. Tonight I am watching the magnificent TV special of the concert directed by Giulini at the Auditorium. This is the second time it has been shown on TV here in a week! It's hard to describe the thrill of pride I felt when in the beginning the announcer said where the Vienna Symphony Orchestra was playing this 'Inaugural

Concert.' It's a wonderful blessing that we in Tulsa are able to see this and can feel more a part of these exciting occurrences."

— Mr. & Mrs. Doug Erickson  
Tulsa, OK

"Thanks so much for the Inaugural Concert on the PBS station. I thought it was a truly quality program. The sound seemed 'just right' — no need to adjust the volume control up or down."

— Mrs. Homer A. Lewis  
Norman, OK

"Please accept my appreciation for bringing to us the very fine special Ambassador Concert on the evening of September 8 on PBS TV."

— Mrs. Elsie C. Rosenberg  
Pittsfield, MA

"Recently, on the Public Television Station here, I saw a concert by the Vienna Symphony Orchestra conducted by Carlo Maria Giulini, emanating from your Auditorium in Pasadena. It was marvelous!"

— Victor Mayors  
Clarendon Hills, IL

"I was very pleasantly surprised when I tuned in to KCET last evening to see and hear the Ambassador College Inaugural Concert with Carlo Maria Giulini conducting the Vienna Symphony Orchestra."

— Mildred R. Elmburg  
Hollywood, CA

"As a regular listener to KCRL in Reno, what a surprise I received tonight — a concert from the new Auditorium by the Vienna Symphony Orchestra. Sure enjoyed it, especially the Firebird Suite."

— B. C. Winkler  
Tillicum, WA

## Ministerial Education & Training

The following very good article on professionalization of the ministry was recently received from Mr. Dave Albert. We feel you will find it stimulating, hard-hitting, and challenging. Some of you who read this may wish to respond with your own comments. If so moved, please do.

We will from time to time publish articles received from you fellows when we feel they contain sufficient interest for the majority.

— C. Wayne Cole

### “PROFESSIONALIZATION” — WHAT DOES IT MEAN FOR OUR MINISTRY?

In response to the MET staff's invitation to comment further on the topic of *professionalization* and being or becoming *professionals*, I offer the following observations. It's a big subject with many ramifications — some good and some bad, as noted in the MET column. There are potential dangers and evils to be avoided, but there are also tremendous benefits from a more professional approach to the ministry.

I have given this subject considerable thought over the past two years or so and I keep coming back to one basic foundation for professionalism in the ministry, and that is *professional levels of education and training*. It all starts there in many ways. The big factor that separates a professional from an amateur in most fields is his professional preparation, his background and training.

I think it is worth reflecting deeply on the fact that Mr. Armstrong has always wanted and strived mightily to maintain the standards of *an educated ministry*. That was his purpose in establishing Ambassador College. He recognized from his experiences in the Northwest in the thirties that this was the only way to have an *educated church* with resultant *high standards*. Thus he insisted for years that a “full minister,” or preaching elder, have a four year Ambassador College education, graduate, and hold an A.C. diploma. This was the basic, minimum educational requirement for ministers of God's Church who served as church pastors.

Further, he did not want the nature of that

education to be merely that of a “Bible college.” He wanted it to be in the liberal arts tradition, a broad-based, liberal education, so that our ministers would not reflect the bigotry and narrowness of some fundamentalist preachers. These were and are high-principled and sound goals for the ministry — not to be lost sight of nearly three decades later.

“How successful was the College in attaining these goals?” we may now ask in retrospect. What was the nature of our education? What did we get from that remarkable and unparalleled learning experience? “Much in every way!”

We all received a sound *doctrinal foundation* in the basic teaching and precepts of God's Church. It would not be unfair or derogatory to call the nature of this education *indoctrination*. We learned doctrine, doctrinal proofs as well as learning false doctrines and how to *disprove* them. In addition, we learned our Bibles from Genesis to Revelation in a series of Bible classes intended to accomplish that very thing. We outlined books of the Bible, memorized Bible verses, studied our Bibles on a daily basis — all of which is exactly as it should have been, I am utterly convinced. It is worth remembering that what we learned was and still is *saving knowledge* which can never be replaced by any other body of knowledge.

What else did we get? What I would term “an exposure” to foreign languages (some became rather proficient, others did not), to history — mostly *ancient* history — geography, and an introduction to music and the fine arts. I use the term “exposure” because, to be candid, it could hardly be called a depth of training in the liberal arts, nor was it intended to be.

Perhaps we could also ask what *didn't* we get? Most of us who graduated in all but the most recent graduating classes got very little coursework in the history of Western Civilization, including such notable developments as the Protestant Reformation or Industrial Revolution. The behavioral sciences including sociology and individual and social psychology, were, for various reasons, largely omitted; nor did we receive very much instruction in political science. Admittedly, none of this is saving knowledge, but it does encompass a great deal of how people in the Western world think and have thought in the Christian era. Philosophy would have been unthinkable, either way!

And so it seems we heavily emphasized what we knew to be true and downplayed or eliminated altogether what may have been controversial, misleading, or thought to be erroneous. It might be

said that *we played it safe*, and again, that may have been exactly the right course for that time. At any rate, the results were good. A ministry was forged for God's service, they went out and raised up local congregations, and the Church at large grew by leaps and bounds directly as the result of the education received at Ambassador College.

In the main our education was sufficient for our calling. For one thing, we were armed with a four-year college education at a time in the history of our church when most of our members were not college educated — in fact, were not in a great many cases even the holders of a high school diploma. Further, we were *way ahead of them* at that time in Bible knowledge.

So we diligently gave away an Ambassador College education to our congregations! That's what it amounted to, didn't it? We plowed through our Fourth Year Bible outlines and wrung all the mileage possible out of our well-marked Bible margins. We gave them doctrine, Christian living, and even prophetic sermons week after week, year after year. Meanwhile the Correspondence Course, Booklets, P.T., G.N., and W.T. were at the same time threatening to obsolete us by cranking out literally millions of words of similar information. Oops! I forgot to mention the Leadership Training Program!

And you know what happened? Those same brethren who were way behind us at the beginning of the game began to catch up rapidly. Whatever thin margin of an educational lead you may have had as a minister up until that time was wiped out after those programs and the reams of instructional material.

The time came in the current history of God's Church that *they knew what we knew!* When that bright deacon out there in the front row could match you almost scripture for scripture, verse for verse! And *now where was our leadership margin?*

Furthermore, we took the best and the brightest of these leading local men and rotated them into the college for a short-term crash course in the theological and homiletical (APS!) core program, and sent them out without the usual smattering of liberal arts courses to do exactly the same job as the four year college graduate! We figured that in most cases the additional maturity and experience would make up for the difference, and certainly some of those same men have done every bit as well as their more youthful colleagues.

So now where are we? As this educational wheel completes a full cycle, who is the professional? And who is the amateur? And where does the program go from here?

Let's understand that unless the ministry preserves the same kind of healthy leadership edge it

clearly had at the beginning of this whole program, it's in for some rough sailing ahead! The ministry must continue to set the standards for the Church of God if it is to remain in its leadership position. If the day dawns when the membership at large concludes that the ministry no longer has very much to offer in the way of instruction or ministerial services, then it will begin to waver in its loyalties and allegiance. I think that we have already begun to see clear evidence of this in some cases, unfortunately. It is simply not sufficient to go over the same ground again and again. There must be abundantly evident *growth* on the part of the ministry. And such growth is the burden of the professional education of which I speak.

Don't get me wrong — I'm not saying every sermon has to be "some new thing" like the Athenians on Mars Hill. And I'm well aware of the dangers of people having "itching ears." But it can't be what I call "two plus two equals four," either. There was a time when we didn't know that two plus two equalled four, and when we learned it, it was pretty exciting knowledge, and we were proud to know it and share it with others. But the time came when it ceased to be very exciting, and no amount of shouting or cajoling could make it so. We never ceased to appreciate the fact it was true. We used it frequently and unerringly as valuable basic knowledge, but we were by that time ready for more.

If you will permit the comparison, just as I know simple addition I know basic Bible doctrine. I know and know that I know that I don't have an immortal soul and that the Sabbath is the seventh day of the week. So does everyone in my congregation. And no amount of pulpit pounding, verse quoting, or vocal emphasis can stir them or me up to rapturous heights of appreciation about it. A good review of this or any other basic doctrine is definitely in order from time to time for members old and new. But if this is the approach they get week after week until they feel that they've heard it all before many times in virtually the same manner of delivery and exposition, it is simply going to cease stimulating their interest and their enthusiasm. There must, in my opinion, be a creative edge of *new knowledge* spliced with a refreshingly new and different manner of presentation *even of the old* to capture their attention and hold their interest week after week. This too is the burden of continuing, professional ministerial education. The man in the pulpit or member's living room must have a cutting edge if he is going to continue to lead effectively.

Let's go back to the question, "What did we get?" again. From an *educational* standpoint,

more than some and less than others. Many a Pentecostal preacher or fundamentalist minister doesn't even have a college education — and it shows! But four years of liberal arts style education are only what would be expected to *enter* a graduate school of theology in many of the larger denominations. Let us recognize the fact that we are as a body working with much less education than many ministers of other denominations. And whether or not we want to admit it, it probably all too often shows on us, too. We are not, thankfully, an ignorant ministry. But are we prepared to say that we are a truly well-educated ministry?

We are not hesitant to state that the Greek says such-and-such and the Hebrew means this-or-that, but most of us have had a class in neither. We roundly condemn a great many things about which we know very little — a fact that may be all too apparent to many of our listeners. And I find it a sad commentary on our ministry that when men for various reasons quit the ministry, they do not wind up in other professional callings, but usually opt for the job of *salesman*, typically *insurance salesman*, a job that requires very little if any previous training or experience. I note that they do not usually see themselves as educators, counselors, human relations professionals (though there are a few exceptions), but as a part of the nation's most numerous trade, salesmen. Does this in any way reflect back on the man, his education, and self-image? I contend that it does — that he never really saw himself as a *professional*. Perhaps had he done so, he may have never left his high calling.

Maybe I'm speaking too bluntly, and I know these may be fighting words filled with controversy to some, but I'm just "calling it the way I see it," the way I have experienced it, and the way I have seen it pan out in the lives of many of my friends and fellow ministers, some of whom are now *ex-ministers*.

The kind of education I have reference to would have to be a *graduate* program — which is fine since most of our ministers are already graduates — that would put *special emphasis on ministerial arts and competencies*, and would really *stretch the man's capacities* who was engaged in such a program. It would have to be, of its very nature, rigorous, demanding, challenging, and as a result, very rewarding. This is the nature of the professional education of a doctor, dentist, teacher, lawyer, and of many a minister not of our faith. Such a man has been stretched out, expanded by his education even beyond where he thought he could go when he began the program. Such training imparts a certain inner *discipline*. It's not a snap course or fun and games. It's plenty of hard work

and a lot of information that doesn't come without burning the midnight oil.

Many is the man who has been through such an experience and made better for it. Such professionally trained men (and women) fill the leadership ranks in education, business, government, the military, and yes, even the ministry. The fault in the latter case is not so much how they learned or even in many cases what they learned, but rather what they did *not* learn.

These are the people who have mastered the basic knowledge and skills of their respective professions, have gained the standard practitioner competencies in their fields. They have been trained to do a certain job, and they know they can do it. A resultant benefit is that they have a certain confidence and bearing which is often described as a "professional manner." They look and act the part of professionals without play acting, and their manner tends to inspire a confidence in the people they work with which would be utterly lacking in an amateur who did not have the same background.

There's something else, I am convinced, that comes out of such an experience, too — a certain *dedication* to that particular profession with its own unique trials and blessings. There's a depth of satisfaction that comes from operating at this level of competence that is unknown to the unskilled or semi-professional worker.

— Dave Albert

Material on the education of the ministry which was previously presented in the *Bulletin*, has stimulated a number of inquiries about *direction* in professional development.

The theology department of Ambassador College and Church Administration are in the process of analyzing our educational requirements for the ministry. Plans are being formulated for a Master of Divinity program within the College which would be extended to include the field ministry.

As this program becomes more clearly defined we will bring all of you "on stream." *In this manner* we can be assured that we each know *where* we are going and where we are *not* going educationally. There is no end to study and one could go "off the deep end" into innumerable fields of unprofitable study. By *directing* the professional development of the ministry from Pasadena we can assure that we are producing the kind of ministry required at this time.

— C. Wayne Cole