

Good News on the French Work

Gospel to French-speaking World

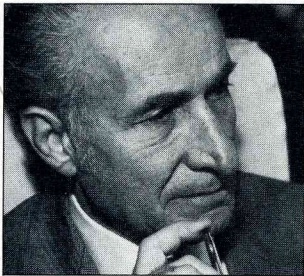
The Gospel is going out to the French-speaking people of the world. *Le Monde a Venir* (*The World Tomorrow*) is broadcast to Europe and the West Indies.

Monthly 30,000 *La Pure Verites* are distributed on newsstands in French Canada, and every major booklet and many reprint articles are available.

With its office in Pasadena, a mailing office in Geneva, Switzerland, and post office boxes in the West Indies and French Canada the French Work is able to serve the French-speaking people of Europe and the Western Hemisphere.

This series tells of the French Work today, its history and its plans for the future. □

Chance Call Leads to Commission



French Director Apartian

In Los Angeles, Calif., in April, 1955, Dibar Apartian needed a job. The young French professor did not have many contacts, so he went to a teacher's employment agency.

"Forget it," they told him, "Don't waste your money. We haven't had a request for a French teacher for 12 years." Mr. Apartian decided to register anyway, and then, since there was nothing else he could do, he went to a movie.

Next morning the agency called him. "Where were you last night? We've been trying to call you about a position you might be interested in."

A small college in Pasadena needed a French teacher and had contacted the agency moments after he left. That's how Mr. Apartian came to work at Ambassador College and the Work of God gained a director for the French Work. Not at once, of course.

Mr. Apartian was unconverted and knew absolutely nothing about the Work.

"I saw that they were sin-

cere people," he remembers. "I didn't accept what they believed, of course, but they assured me that I would be under no pressure as a nonmember of the Church.

One thing that impressed him was the ambitions of the small organization. Dick Armstrong (Herbert W. Armstrong's elder son) told him, "You will see us grow into a Work that will spread around the world." That seemed far-fetched in the early 1950s.

The college enrollment was so small that Mr. Apartian found that he had time on his hands. He thought, if they want to spread around the world perhaps I can help. So in his spare time, he began to translate some of the Church's booklets into French. The first attempted were, *Why Were You Born?*, *What Is Faith?* and *Does God Heal Today?*

He was baptized in 1957 in the lower gardens with the entire student body watching. Mr. Armstrong declared a holiday for the college, for Mr. Apartian was the first nonmember to join the faculty and then to become converted.

Early in 1960 Mr. Armstrong asked Mr. Apartian to make a couple of trial radio programs in French.

"I had absolutely no idea how to go about this," remembers Mr. Apartian. "I had

never broadcast before. I didn't — literally — know how to begin. I wanted to style the program after Mr. Armstrong, but you can't say, 'Well, greetings, friends,' quite like that in French. It doesn't sound right.

"And then, even if I could get started, what would I say? Remember I was not even an ordained minister at the time." He decided to read the French translation of *Why Were You Born?*

Looking back after 19 years of broadcasting, Mr. Apartian readily admits those first broadcasts lacked power and life, and, except for the content, sound pretty much like any other religious program. But perhaps that was a blessing in disguise, for the programs were accepted for broadcast-

ing by Radio Luxembourg.

By 1962, he had gained in confidence and experience and began to pattern his broadcasting style after the style of Mr. Armstrong. The more dynamic format worked — it set *Le Monde a Venir* apart from the other religious programs on the airwaves of Europe. Soon it was pulling in more mail than all of the competitors combined.

"I think at one time we would claim two million listeners," says Mr. Apartian. A record station, Europe No. 1, was added in 1962. The time was early morning, but a growing response showed that the French-speaking people of Europe were being reached. Later, stations in French Canada and the West Indies gave added coverage to the French-speaking world. □

How It Works

The French Work has come a long way from the days it was contained in a filing cabinet in Dibar Apartian's office in Pasadena. Now it can take full advantage of the worldwide mailing and communications facilities available to the Church today.

For example, a man in Yaounde, Cameroon, in western Africa sees an advertisement for the French *Plain Truth*, *La Pure Verite*, and decides to write for a subscription. He notices that the nearest mailing address is Geneva, Switzerland, so he sends his request to our Swiss office.

In Geneva, Bernard Andrist and his staff read the letter from Africa and then forward the magazine request to Pasadena, where the man's name is added to the worldwide mailing list.

The Geneva Office staff handles any personal correspondence and other litera-



Mr. Apartian in the studio

ture requests from the subscriber.

Once a month, the computer prints address labels for the *La Pure Verite* mailing list. The labels are sent from Pasadena to Radlett, England, where the French magazine is printed on the Work's press facilities.

The address label is attached to the magazine, and in time our African subscriber receives his magazine, by way of Switzerland, California and finally London.

You may think all this sounds complicated, but it is the best way to save time and money, by using the full communication resources of a truly *worldwide* Church of God. □