

## Executive interview

## Dr. Hoeh gives personal glimpse into home life of a family man

By Dave Havir

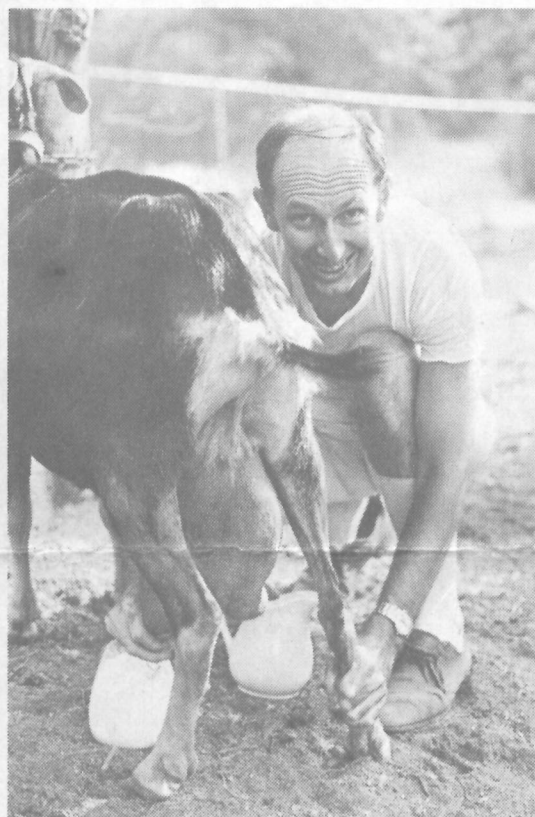
PASADENA — When Dr. Herman Hoeh travels to his campus office five days a week, he assumes the heavy responsibilities of the executive editor of *The Plain Truth*.

Visiting his office on the third floor of the Hall of Administration here on the Pasadena campus of Ambassador College, I'd hoped to capture the personality of a man about whom I had heard so much.

Within minutes of talking with him it was easy to realize that Dr. Hoeh is an intelligent and organized man, just as everyone had said.

But there is another completely different side to this man, a side that is often overlooked or forgotten.

As he commented, "I would certainly say that anybody who thinks that all I do is read books is wholly mistaken."



**MILKING HIS GOAT** — Dr. Hoeh milks his goat twice a day and receives approximately three quarts a day. [Photo by Tom Maydeck]

To my delight Dr. Hoeh invited me over to his home and enabled me to become more familiar with him and his family.

### The Hoeh Residence

A man's home often provides an accurate looking glass into his personality.

Dr. Hoeh loves people. He enjoys the opportunity to deal with individuals of foreign countries as well as those within the United States.

He enjoys studying the cultures of different peoples because in examining their cultures he can develop a better understanding and appreciation for the people.

Throughout his house are unique items from around the world which he has collected during visits to other countries.

The items include a Japanese vase which is over 200 years old, a wall decoration made from bark taken from mulberry trees, and a mahogany table from China.

"I don't want to be known as a collector," mentioned Dr. Hoeh, "because I don't do it as some people do. But we have learned to appreciate the culture of other people by the small items we have collected while traveling in these countries."

### Exercise in the Garden

Dr. Hoeh is very proud of his back-yard garden and the few animals he has on his one-acre home-

stead in La Canada, Calif. He's very active in the outdoors and obtains a good amount of daily exercise by working in his garden.

"By the time one gathers all the brush in from the yard, does the gardening, takes care of the stock and attends the other activities around here, he can find a lot of exercise takes place.

"A person has to exercise in accordance with what his past experience level has been. My level has been a work level and not a level in the sense of sports. Therefore, I enjoy exercising by working in our garden."

Dr. Hoeh and his wife, the former Isabell Kunkel, are quite proud of their variety of flowers, fruits and vegetables. Although the garden doesn't supply all the vegetables for the family, the fruit trees provide all the fruit they need.

Describing his love for gardening, Dr. Hoeh said:

"One has to realize that a vegetable garden for a large family will never supply all the vegetables without a much greater effort than we ourselves have devoted in land surface or in the energy of our children.

"Both my wife and I are quite interested in what you might call experimental gardening. What we're trying to do is to see what does grow satisfactorily. We recognize that some things don't grow well here.

"As is being learned on the Texas campus,

each piece of property has its own unique characteristics. Just because you can raise a few things doesn't mean you can raise everything. So we have been learning in two years' time what we can and cannot raise here."

Mrs. Hoeh, who is very interested in growing flowers, added:

"We can't grow all the kinds of flowers that we could grow when living in the Midwest. When you come to California a person usually hears about camellias and roses. Well, that's what can be grown best here."

### Milking His Goats

The Hoehs also enjoy owning animals and, therefore, provide a home in their back yard for five ducks, two hens, one rooster and three goats.

Of the three goats, there are one milking goat, one billy goat and one yet to be bred.

Dr. Hoeh milks his goat twice a day, from 6 to 6:30 in the morning and between 6:30 and 7 at night.

"She's a nice goat in terms of milk," Dr. Hoeh said. "She's giving us approximately three quarts a day from one side. We have had more than enough milk and have been able to share it with others. Sometimes some of the children prefer cow milk and we can buy a little of that, but that's not because we need it."

### A Family Man

Dr. Hoeh is an active family man.

Spending time with his family encouraging them to be active individuals is something that is important to him.

He explained the value of his wife in helping to rear the children:

"A woman's primary duty is the total education of the children. That's her primary function. The real accomplishment comes as her ability to convey the spiritual and moral training, the intellectual understanding to the children. Any woman is bound to be intellectually capable if she can answer all of her children's questions."

Mrs. Hoeh, a 1955 graduate of Ambassador College, explained her role as a wife and a mother. She emphasized that "as a woman there are many things which I enjoy doing. Most of them revolve around my family and helping the children.

"We try to teach the importance of standards and discipline. During the summer they have more chores than during the school year.

"It is important for them to have some chores and to be able to complete them. It doesn't pay to give them a lot and then to allow them to shirk them. It is better to give them a few and be sure that they do that and then gradually work up to more as they get older."

### Self-Discipline Is Important

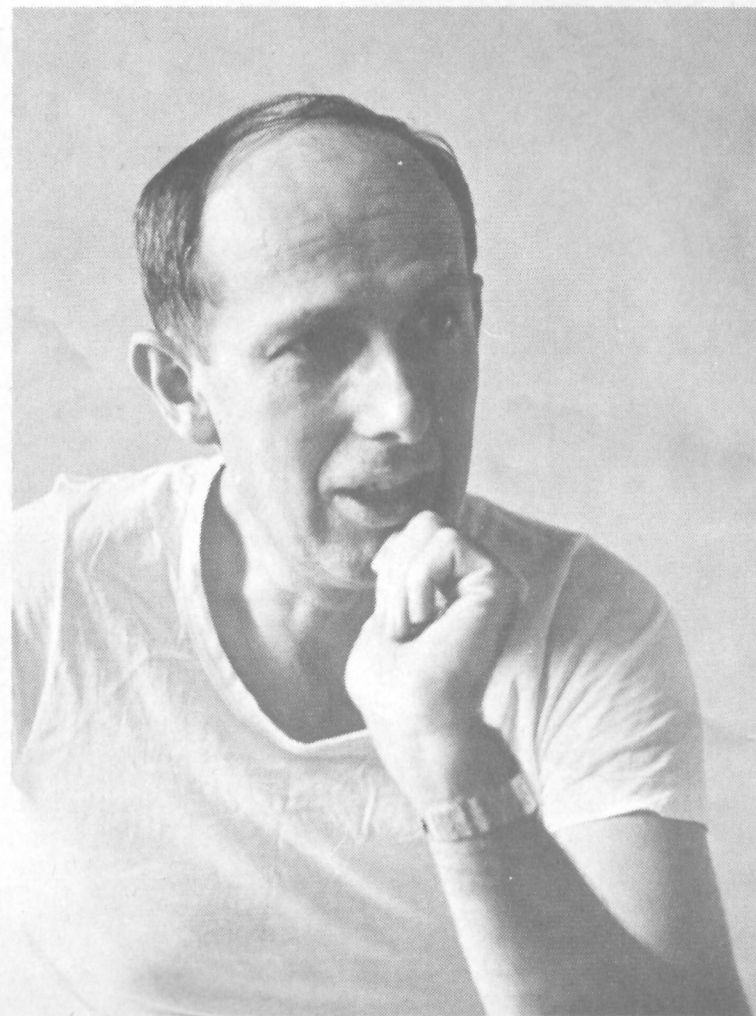
How much incentive does Dr. Hoeh provide for his children to study?

"You can more easily lead them than you can drive them," he explained. "It's an environment. They see that we don't despise learning, so it comes naturally for them to respect it. And they have always had our approval when they did well.

"You can't push children to live up to an image that you want them to be. You should set the example and let the children live up to that image. If parents don't talk over things that they learn and experience around them, why should children think it is important?

"Our children haven't seen anything that would indicate that we object to reading and learning. We stress the importance of common sense and self-discipline. We have told them what will happen if they don't discipline themselves. We explain that they can be a person who just gets by or they can be the person who gets the most out of their time and financial investment.

"We set guidelines which we feel



**STRESSING A POINT** — Dr. Hoeh emphasizes a point as he shares some of his thoughts for an article in *The Worldwide News*. The accompanying article reveals many interesting ideas concerning gardening, an active family life, instructing children and living a balanced life. [Photo by Tom Maydeck]

will benefit them when they have to discipline themselves."

### Living a Balanced Life

The Hoehs have realized that it is important to encourage children to become interested in a variety of things to begin accomplishing goals.

"It is definitely important to encourage them when they are young," commented Dr. Hoeh.

"The two youngest children have studied French.

"Karlina, 17, has had the opportunity of spending a summer in Europe and has developed an interest in stamp collecting.

"Annelies, 14, studied Hebrew and thoroughly enjoys it.

"She is also the artist of the family; she does various drawings.

"Manfred, 11, who has the mechanical interest, has become quite fond of cars and airplanes.

"Our youngest daughter [Gilda, 9] enjoys music the most. She is learning to play the piano . . .

"We try to stress that each of them have a variety of interests."

Dr. Hoeh very clearly showed me that living a balanced life varies according to the different back-

ground of the individual.

He explained: "Too often we assume that anybody who does any particular kind of thing — like scientific investigation — can't live a balanced life. We never look at the rest of the man's life to see whether he is balanced. We only look at one thing and therefore discount it as unbalanced . . .

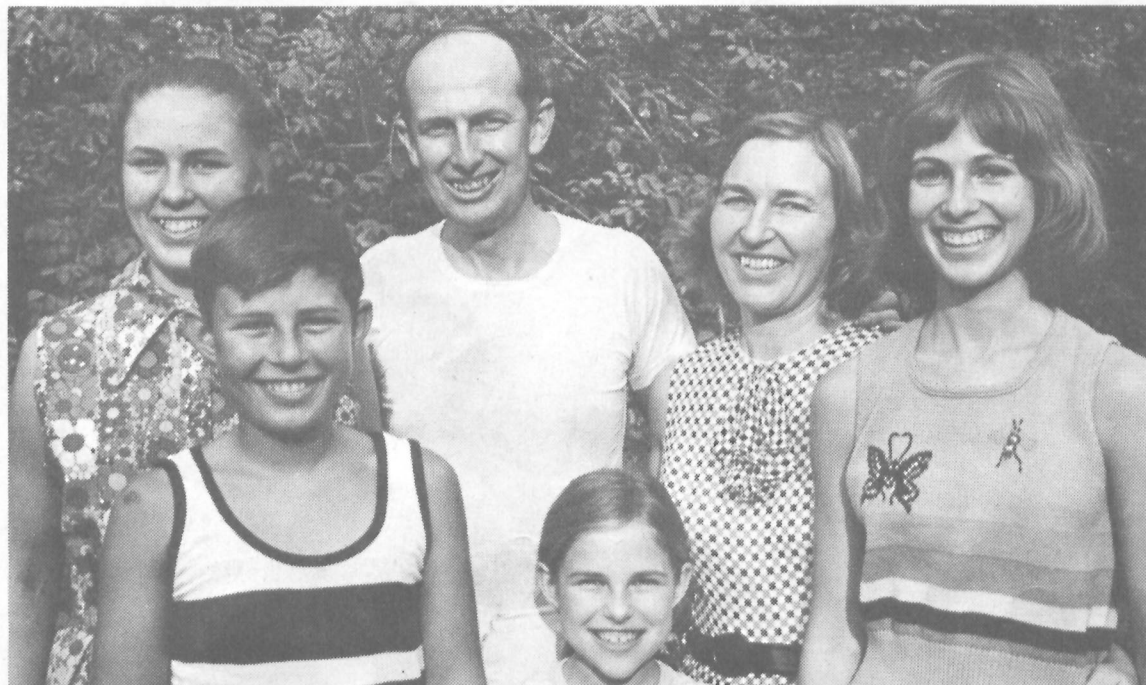
"The activities that balance a person's life depend on his background and the values and purpose that these activities have in his life . . .

"Balance is only a matter of keeping a ratio of the various things that you do in proper proportion. What people don't realize is that you don't have to put the same things in everyone's balance.

"Every human being is a bit different from every other in the total makeup and capacity . . .

"It is a tragedy if you are so close to your own field that you do not have an appreciation for another field. Although you may be very gifted in the particular area, you must also be acquainted with how other people behave.

"But you can have a general sound (See DR. HOEH, page 12)



**HOEH FAMILY** — The Hoeh family poses for a picture in the back yard of their La Canada homestead. Members of the family, left to right, are Karlina, 17, Manfred, 11, Dr. Hoeh, Gilda, 9, Mrs. Hoeh and Annelies, 14. [Photo by Tom Maydeck]



# Service for blind reaches handicapped with Gospel

By Hugh Mauck

PASADENA — "I had no idea the Church of God had an educational service for blind people!" is a remark made by many when they learn of the Educational Service for the Blind Department.

Perhaps many of you reading *The Worldwide News* did not know it either, or if you did perhaps you did not know to what extent or how we provide the blind and physically handicapped with the Gospel.

Those who are being reached through *The Plain Truth* are being reached with the Gospel. But *The Plain Truth* is only one voice of the Gospel.

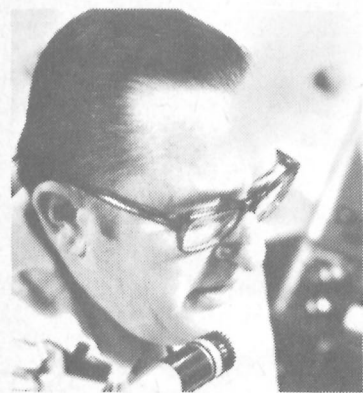
As God spoke in many ways to our fathers by the prophets in the days of old, so He speaks directly to us through the telecast, the broadcast, the printing presses, Bible studies, church services and tape recordings.

## Literature on Tape

All that is currently being printed by the Church is available on compact cassette tapes for blind people. *The Plain Truth*, Ambassador College's *Correspondence Course*, over 100 booklets, reprint articles and special-interest articles — all are available on cassette tapes free of charge on a loan basis to anyone who is blind or physically handicapped.

The normal loan period for cassette tapes is two weeks, but if for any reason one of our subscribers has difficulty completing his study in that period of time we can extend the time an additional week.

These tapes may be recopied by subscribers on their own cassette tapes for future reference, or these people may borrow the



**VOICE OF THE TAPES** — Shown is Jim Bettis, voice of the tapes, at work. [Photo by Joseph Clayton]

## Fisherman loses whopper at camp

By Barbee Bond

CLEVELAND, Ohio — While fishing during the second session of the Summer Educational Program (S.E.P.), 12-year-old John Spence of the Cleveland church area hooked such a whopper that it snapped his fiber-glass pole and broke the 20-pound-test line on his reel.

Undaunted, John later returned with his shortened (but repaired) fishing pole.

Among his recent catches was a four-pound bass.

John's parents, Mr. and Mrs. John Spence, are members of the Cleveland church.



**EDUCATIONAL SERVICE FOR THE BLIND** — "Reel one, side one, of *The Plain Truth* magazine for . . ." So introduces Jim Bettis, a former radio announcer and now the voice on tapes for the Educational Service for the Blind Department. In his studio in Pasadena he records *The Plain Truth* and other material on tape recordings, which go to over 1,200 recipients. [Photo by Joe Clayton]

same tapes again at a later date.

We maintain a complete library of tapes of every magazine and booklet published, so it is not necessary for anyone to go to the expense of establishing his own library unless he wishes to.

If he does want his own library, he can either copy the tapes we send or keep them and send replacement tapes for the one he keeps. (The replacement tapes must be of the same high quality as the originals we send.)

Those who wish to be continual subscribers receive each new *Plain Truth* recording automatically soon after each issue is published. Those enrolled in the *Correspondence Course* receive the next lesson soon after they complete and return their previous lesson.

But booklets must be requested by name in groups of not over three or four. A list of the available booklets is sent upon request.

## Number Limited

The loan period is kept to a minimum and the number of booklets sent at one time is limited because of the following four reasons:

- Most people can complete their study of the subject easily in that period of time.

- Others are requesting the same subject, so the tapes must be continually circulated.

- When tapes are kept too long they are more easily misplaced.

- The longer they are held by our listeners the more tapes we must have to fill the requests.

Those who qualify for the service are those who fall into one or more of the following categories:

- Blind people, including those who have difficulty reading normal print when glasses or other general helps do not solve the problem (they do not have to be legally blind).
- People who have problems

reading for any length of time because of focusing problems, crossed eyes, limitations of one eye, glaucoma, etc.

- Those who have physical handicaps that prevent them from controlling books, such as not being able to turn pages or hold books or magazines.

- People who have trouble sitting in a reading position or who find it difficult or next to impossible to read comfortably. This includes people who are ready to give up their printed subscription because reading is physically too hard for them.

- People who are bedridden and need a break from constant reading, as is often the case when bedridden.

- People who because of old age find reading tiresome or because of eye strain find concentration impossible.

- People who are in rest homes or homes for the aged who may experience persecution

over receiving the printed literature but can listen to these recordings in private.

- People who have had eye operations or other operations or accidents who may need these recordings temporarily.

Reasons for requesting recordings that are not listed above should be brought to our attention for consideration.

Those who do not fall into one of these categories are not eligible to receive this service. If we were to open this service to anyone wishing to avail himself of it, we would have to have a dozen times the personnel, facilities and office space to handle the work involved, and still we would not be able to keep up.

Many people who travel a lot and who have cassette players in their automobiles would love to have access to these recordings to listen to and learn from as they drive, but for the immediate future we have to deny this

## Taking on partner brings blessings

By Edward J. Oettel

KENNEWICK, Wash. — Several years ago Mr. Paul Royer spent the Feast of Tabernacles at Penticton, British Columbia, and during the Feast he gave a message that dealt with taking God on as a partner.

As Christians, we are commanded to pay our tithes and to provide special offerings on the Holy Days.

All these commands are the regular duty of a Christian, but taking God on as a partner is something entirely different. It gives a member the opportunity of going above and beyond what is required of him, and I might add it gives God an opportunity to provide the extra blessings that He enjoys giving to us.

### Additional Tithe

I decided to apply Mr. Royer's suggestion and take God on

as a partner, and this is what I agreed to do:

For every extra amount of income over and above my regular income I would tithe an additional amount directly into my Holy Day account. This was an additional tithe to the regular tithes and offerings this extra income provided.

I've been doing this now for nearly four years, and it is astounding how my Holy Day offerings have been able to grow each year. In addition to my regular job as an industrial-arts teacher, I work as a sort of handyman doing carpentry, plumbing and electrical jobs.

### Strangers Come Knocking

It is truly fantastic how God has provided jobs for me to do. Strangers have literally come knocking at my door asking me

type of request.

The Educational Service for the Blind Department at headquarters receives over 300 letters and 20 phone calls every month.

We have over 600 on the list to receive *The Plain Truth*, over 430 receiving the *Correspondence Course* and over 250 receiving *The Worldwide News* on cassette tapes.

Overseas we have Educational Service for the Blind departments in England and Australia that serve all the continents of Europe and Asia, Africa and Australia.

From the United States we serve all the Western Hemisphere.

## Dr. Hoeh

(Continued from page 4)

view and appreciation for another man's field of work. Then you have the whole perspective of balance."

### An Educational Evening

Who could have taught me the lesson of balance better than a man who has had Dr. Hoeh's diversity of interest throughout his life — cultures of people, experimental gardening, appreciation of livestock and the value of learning.

After spending an evening of interesting discussion with the Hoeh family, I was treated to a tasty dinner at a downtown Thai restaurant.

After dinner we headed back to the house for one more glass of goat's milk.

A very educational and enjoyable evening was about to come to an end.

Dr. Hoeh looked at me and asked, "You know what you're going to do to me, don't you?"

"What's that?" I asked.

"When people think of me now, they are going to think all I do is read books and milk goats."

I would say that anyone who thinks that all Dr. Hoeh does is read books and milk goats is wholly mistaken.

to work for them, and I have never sought any of these jobs myself.

It's really fun to be able to give a fine offering at the Feast, and from the many large offerings taken I'm sure that many of my brethren share that same feeling about giving a nice offering at the Feast.

Incidentally, I have been able to earn over \$3,000 during the past three years in extra income, and I have been kept very busy as well.

In the last part of Malachi 3:10 God says that there will not be room enough to receive the blessings He wants to give us for tithing. I realize that you can't outgive God, but by taking God on as a partner maybe some reading this article can prove that it will work for them as much or more perhaps than it has worked for me.