

Bulletin

of the Worldwide Church of God



VOLUME 4, NUMBER 4

PAGES 41-56

MARCH 6, 1973

General News and Comments

MAIL SUMMARIES

PASADENA, CALIFORNIA

March 2, 1973

The monthly MAIL count for February has broken all records, with a total of 395,101 letters. If February had been a regular 30 or 31-day month we would have easily broken the 400,000 mark which would have been a first for the Work. The previous record was set in December 1970 with 361,608 letters. There have only been five previous months with 300,000 letters.

The response to the coupon in the February PLAIN TRUTH announcing *Is Sex Sin?* has now climbed to 154,972. Total requests for the booklet has now gone over 195,000.

LONDON, ENGLAND

February 7, 1973

British/European Section:

We have had the first letters commenting on the February issue of the magazine. Our new publication — *Is Sex Sin?* is advertised in this issue. It is this week's most requested booklet.

This week also saw the first replies from the February *Reader's Digest* advertisement, entitled "Why Am I Here?" This ad offers the booklets *Why Were You Born?* and *Does God Exist?*

Our "Statistics and Research Department" sent out 16,000 questionnaire cards in the magazine. Throughout the past few weeks we have had these questionnaires returned to us. Our subscribers an-

swered such questions as: "How did you become interested in *The PLAIN TRUTH*?" and "How many people regularly read your copy?" We hope this survey will provide us with helpful information about our subscribers.

Indian Section:

This section handles mail from ten eastern countries: Afghanistan, Bangladesh, Bhutan, India, the Maldives, Nepal, Pakistan, Sikkim, Sri Lanka and Tibet. These countries cover an area of just over 2¼ million square miles and have a combined population of 760 million. There are 76,400 people on the regular mailing list — most of these live in India (72,700). One in every 8,000 Indians subscribes to *The PLAIN TRUTH*. If we accept that 3 people read every copy, then the readership is about one in 2,500. This is a conservative estimate as many subscribers share their own copy with their family or work group. One person, resident in a monastery, mentioned his personal copy was shared with 400 others!

VANCOUVER, CANADA

February 14, 1973

Greetings from Canadian Headquarters! Good news! The income continues to hold up very well despite the fact we are running slightly below last year's figures in the number of letters received. We've had a very good response to Mr. Armstrong's recent Co-Worker letter in which he advertised the new booklet *How To Understand Prophecy*. Requests are also heavy for the *Is Sex Sin?* booklet. An interesting development has begun to appear in the Canadian Work. Just over 200 visit requests have already been made this year by people wanting personal contact with a Church of God minister. If this trend continues we

RESPONSE TO RECENT PERSONAL APPEARANCE CAMPAIGNS

As of February 27th, we have received an excellent mail response to the personal appearances in Richmond. We have received 471 of the program tear out slips and 209 of the "worth writing for" cards.

Tom Williams also informs us he has received 33 calls and is busily in the process of making visits. One hundred twenty-five attended the follow-up Bible study and Tom tells us that because the letter announcing the study has now been sent, the next Bible study should have an even better attendance.

At both Richmond and New Orleans there was standing room only. The Richmond Mosque Auditorium has a capacity of about 3,800. With the lobby filled and persons sitting wherever they could, there was an estimated 4,100 plus in attendance Friday and Saturday nights, and about 3,900 Sunday night. Attendance on Friday and Saturday nights at New Orleans was between 2,500 and 2,600 and about 2,300 Sunday night. The video taping in New Orleans was very successful as well as enjoyable to the audience and will provide three excellent one-hour specials to be aired sometime near the middle of the year.

Through the 27th we have received 264 of the program tear-out slips and 179 of the "worth writing for" cards in response to the New Orleans campaign. Bob Boyce reports that the response was slow in beginning, but is increasing. He has received twelve calls and had thirty-one in attendance at the follow-up Bible study. He also has eight new persons attending Sabbath services. Bob mentioned that he expects a larger attendance at the Bible study this coming Sunday night because of the letter announcing the study.

Bob tells us that he gave a synopsis of the beliefs of the Worldwide Church of God during the first Bible study. The second study will cover "Why Were You Born?" and "The Meaning of Life."

— Joe Bauer

MAIL SUMMARIES

will easily surpass last year's total of 813 visit requests.

AUCKLAND, NEW ZEALAND

January, 1973

Letters for January totalled 2,709. This is a 57% decrease over the previous January, when a heavy semi-annual letter response was coming in. Partly

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Ministerial

Bulletin

of the Worldwide Church of God

EDITOR

HERBERT W. ARMSTRONG

EXECUTIVE EDITOR

GARNER TED ARMSTRONG

MANAGING EDITOR

DAVID JON HILL

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Book Reviews

The Effective Executive, by Peter F. Drucker, Harper & Row, New York, 1967, 178 pages, \$5.95.

Whether a person works in a hospital, on an assembly line, or in government; as doctor, lawyer, Indian chief — or minister — he is either an effective *person* [don't limit the word "executive" to high-level decision makers only], or else he is *ineffective*.

The five qualities that separate an effective person from his latent ineffectiveness, according to management expert Peter Drucker, are these:

1. Effective executives know where their time goes, and they work systematically at managing the little of their time that they control.
2. Effective executives focus on outward contribution. They gear their efforts to results rather than to "work."
3. Effective executives build on strengths — their own strengths, and the strengths of their superiors, colleagues, and subordinates. They do not build on their own weaknesses or others'; they *sublimate* weaknesses.
4. Effective executives put first things first, set priorities, and perform *only one task at a time*, often ignoring totally their second priority item.
5. Effective executives make effective decisions — very few fundamental decisions, not many rapid-fire, small decisions.

Mr. Drucker expands each of these basic points into a chapter, along with an introductory chapter

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WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS
PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG
PRESIDENT and PASTOR

OFFICE OF
GARNER TED ARMSTRONG
Vice President

Greetings in the Work of Jesus Christ!

Many exciting changes have been occurring in the last few weeks! In fact I've been kept so busy I have not had, it seems, one moment to get another letter to everyone via the Bulletin. (So here I am at lunch quietly dictating the first draft of this letter, trying not to arouse attention).

First, we have succeeded in balancing the budget -- as was desperately needed as a result of our having to dip into cash reserves in excess of two and one-half million dollars in the first two months of 1973. The budget has been balanced on a projected 8% increase for this calendar year. Hopefully, with many new programs being developed -- including the impact of daily television, television specials in many American cities during prime time, selective reapportionment of media budget, a little bit of a freer policy regarding our exposure toward people of the world in general, and a freer policy concerning the admission of prospective members into churches -- the budget should eventually be a good bit more than only 8% for this calendar year.

This does not mean there will not be a further drain on cash reserves within the next two or three months. However, Mr. Portune feels that the late spring months and early summer will see the halting of such trends and then, if we can use past income curves for our criterion, the income should be taking a steady, upward trend for the remainder of the year.

Most of you heard, during the Ministerial Conference, that we are cancelling some of the deadwood radio stations (those which cost us more than \$30 per first response), and also are going off some of the early morning daily television stations in the United States during the summer in order to re-negotiate for better times, in some cases on the same stations, and in other cases in different markets, by September.

In the meantime, we are planning a trip to Europe during the first two weeks of May -- we have potential interviews with Willy Brandt, Franz Josef Strauss, other top government leaders in Bonn, members high in the EEC, and perhaps two German generals (of the World War II Wehrmacht).

Also, I hope to begin doing more "on-the-spot" radio programs; this I feel will add an additional stimulus for the radio programs which they have not had as a result of the simulcasts (radio being

the audio track of TV). I can combine this with the trip to Europe, and/or other shorter trips, even including trips during the campaigns to various sizeable cities (Salt Lake City and Dallas are just ahead!) in the near future.

All of these combined events should really help stimulate Church growth.

The personal appearance campaigns are gathering a great deal of momentum, and I am very excited about the production of our color television specials -- including the best night from Calgary, plus two from the recent New Orleans campaign -- to be placed in prime time in cities throughout the United States (and perhaps in Canada) during the summer. We are specifically choosing those cities of the top one hundred U.S. markets in which we have not had previous TV exposure. Cities under consideration are -- and all of this of course depends on the budget -- Philadelphia (the fourth largest U.S. market), Boston (fifth), San Francisco (sixth), Cleveland (eighth), Pittsburgh (tenth), St. Louis (twelfth); Milwaukee, Omaha, Des Moines, Albuquerque, Phoenix, Birmingham, Miami, Tulsa, Providence, Richmond, Kalamazoo, Oklahoma City, Memphis, Syracuse, etc. This will enable most of our brethren who have not seen the television program to be able to do so.

We are also planning to send out invitations to TV executives in these areas so that they, too, might see our programs in anticipation of our request for fringe prime time in their areas this fall. The fact that we will be placing these programs in prime time in these markets on a consecutive night basis, i.e. Tuesday, Wednesday, Thursday, will be beneficial in helping to associate our program with prime time programming.

These specials will include several important commercials, showing shots of the colleges (roughly three minutes in length) the background of the PLAIN TRUTH magazine, its editorial and research staff, the presses in motion, etc., the television production department and exposition of the whole scope of the Work, inviting viewers to write in for booklets. These color television specials will also include "supers" of a toll-free number at Headquarters AND the number of the local minister for those viewers interested in asking further questions or becoming personally involved.

Ministers' telephone numbers in telephone books, in both the yellow pages and white pages (without sensational ads), and also quiet listings on Saturday church pages in cities where services are held, will very definitely encourage a gradual (not sensational) increase in Church membership. (Further information will be soon forthcoming on this subject.) For instance, in New Orleans, after I made the announcements about there being a local church and introduced a couple of the local area ministers, we had the comment from several people that they had "wondered whether or not there were people who believed like they did in the area for many years," and who wanted to go to church but never knew where to look!

Believe it or not, many people are so set in their own ways, so unknowledgeable about just HOW to obtain information, that they will live their quiet little lives in their own local area never assuming that they should write a letter to Headquarters to ask whether there IS a local minister in their area! They merely look in the church page, maybe page through the telephone book, or ask a few friends, and if they never see a sign on a building, a billboard or an ad in the newspaper, they just assume no such organization exists in their area -- and drop the matter right there.

There are many other exciting plans being discussed -- we are asking two architects to present beginning studies for potential low-cost utilitarian buildings in many local church areas -- for combination church services and recreational and social facilities in many local church areas -- which we hope and pray can begin sometime within this calendar year -- but, again, the budget and the financial picture will be the determining factor here.

Big changes have just occurred at all three college campuses! No doubt most of you have heard already, but I would like to explain them for you in this letter.

Mr. Albert Portune simply could not have continued to sustain the crushing load of his responsibilities as Vice President for Financial Affairs and Planning for the entire Worldwide Church of God and all of its global affairs, plus being "Executive Manager of Operations." He asked, in a very heartfelt manner, that Mr. Herbert Armstrong allow him to step down from the latter very traumatic responsibility (as you can well imagine, an endless stream of department managers and people from all areas of the Work coming to him with their problems!). Mr. Armstrong consented, and, as Mr. Portune suggested, I was asked to assume more of these responsibilities together with a top-level assistant to fulfill the staff function for these many areas of the Work.

Years ago, Mr. Les McCullough was my personal assistant in many of these same areas. For the last eight years, he has been Deputy Chancellor at Big Sandy. Now he will be coming back to Headquarters to assume these very heavy responsibilities as my Executive Assistant, including the line function as Director of the Foreign Work!

Mr. Ronald Dart, who has been Director of the Foreign Work for the past several years, and previous to that was Dean of Students at the Bricket Wood campus, goes to Big Sandy to replace Mr. McCullough as Deputy Chancellor.

Mr. Raymond McNair, who has been in England for 15 years, finally gets the opportunity to return to Headquarters with his family to become the Deputy Chancellor of the Pasadena campus (a new job, only recently created within the past year and a half or so).

Replacing Mr. McNair in England will be Mr. Roderick Meredith, who, as I write, is making plans for a polar flight to Bricket Wood

to be with Mr. Herbert Armstrong, Mr. Hunting and Mr. McNair for the announcement to the entire staff, faculty and student body at Bricket Wood early this coming week.

As you know, Mr. Meredith is one of the pioneers in Britain, having conducted campaigns there prior to the establishment of the church -- and, of course, his daughter Elizabeth (now a teen-ager) was born in England.

Personally, I am hopeful that all of these changes will see additional GROWTH and exciting new breakthroughs in the Work!

These changes at the very highest echelons in God's Work will be, I feel, a fantastic opportunity for a totally fresh point of view -- a new beginning -- in many key areas. It means that many old, time-bound "syndromes" all of us tend to develop as human beings will disappear, that some of our very top-level men will be given the opportunity for a very sweeping change in their total lives and environment, that they will be able to devote themselves to brand-new and challenging opportunities in a completely different area than ever before.

For the third straight week recently, we broke the one hundred thousand letters per week mark, and this month appears to be ready to break the all-time high for the entire history of the Work in the receipt of white mail!

I am very happy that television mail is now consistently out pulling mail from radio! Remember, we are on vastly fewer television stations, and that most of these are either on only once per week, or on a very early morning time. We are hoping that more and more stations can be added in "fringe prime time" next season.

Those of you in the Akron, Ohio area will be very pleased to learn that we just recently achieved a tremendous breakthrough there by obtaining a 5:30 p.m. time on a local television station, just prior to their network news program, and following a locally produced "rap session" type of program. This represents the very first time we have broken through in "fringe prime time" in any area. The only prime time location other than this is in Los Angeles, Channel 5, at 10:30 p.m. on Sundays only; so when you consider that a handful of TV stations are competing with literally HUNDREDS of radio stations, and yet are CONSISTENTLY out pulling the total number of radio stations, it is very encouraging indeed!

I am working on many other innovative ideas. I am very excited about one of them in particular which will be a vehicle by which we can at last let the brethren know the complete, total picture of EVERYTHING (which we want even the general public to know!) that is going on in Headquarters, the Foreign Work, all the churches and around the world. I know this has been a crying need -- to fully communicate "what's goin'on" to everybody in God's Church. You will be receiving all this information whenever it becomes

available as many of these changes are made, new programs instituted, results received, etc.

In the meantime I would sure like any of you to feel free to send whatever warm, human-interest observations, teen-age ideas and problems, interesting stories concerning new members, inspiring situations or social and recreational programs from your areas that you feel are NEWSY which could be included in your reports to CAD.

I've had some very exciting talks with Mr. Antion, Mr. Norman Smith, Mr. Wayne Cole, Mr. Jon Hill, and many others concerning some of these ideas, and I feel that we will all be able to see a much greater flow of information reaching people all around the world concerning every aspect of the Work very soon.

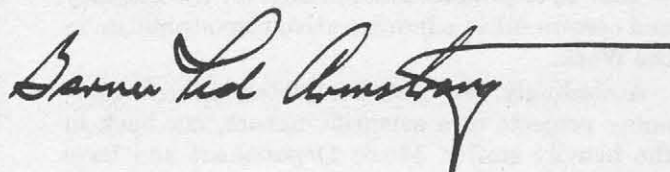
Please do not make any announcements concerning these still somewhat speculative areas -- but feel free to announce all of these other, already-executed changes in the Work to your people!

Stir the people up, tell them the Work is really turning upward in all areas now, that the mail is INCREASING, that exciting new TV programs will be coming out, that the TV specials will be hitting many cities during the summer in prime time, that there are lots of ideas at Headquarters for stimulating new growth.

I hope to be able to visit more of our local church areas as I have opportunity. In addition, I plan to begin accepting speaking engagements in colleges and universities, before various civic groups, and perhaps appearing on some of the nationally-televised talk shows at some time within the next six months or the calendar year.

Keep plugging away on the firing line.

Your brother in Christ's service,



Financial Affairs and Planning

ALBERT J. PORTUNE

Greetings to you all. As I promised in my last letter, I would like to bring you up to date on the budget cuts approved by Mr. Herbert Armstrong and the Executive Committee. As I mentioned, we have been taking a long, hard look at every area of the Work and have had to be fairly drastic in cutting back areas that Mr. Armstrong felt would not reflect his objectives for the Work.

Without going into detail as far as dollars and cents are concerned, I would like to say that, in summary, we have been able to reduce our income expectations from 12% to 8% for 1973, which is in line with present indicators for income. This, together with our overall budget revisions, now allows us to put funds *back* into reserves and allows us some amount for contingency planning.

Some of the major cuts have been made in the following areas: The academic area — not only here at Pasadena, but also in Big Sandy and Brick-et Wood — has been cut back quite drastically, yet without damaging our basic curriculum and purpose. We had been, over the past several years, developing a program in order to obtain accreditation, at least as a long-term goal. This whole approach has now been abandoned, and Mr. Armstrong has made the decision that the three colleges will be geared to fulfill his original intention — that is, to produce trained men for the ministry and certain other administrative responsibilities in the Work.

Accordingly, we have completely geared down many projects of a scientific nature, cut back in the heavily staffed Music Department and have reduced certain fringe-area classes. This, of course, means that there will be some layoffs of academic staff, as well as the sale of certain equipment and furnishings. What is true of Pasadena is certainly also true in Brick-et Wood and Big Sandy.

In the Extension Program area for the United States, Mr. Armstrong has decided to make specific cuts in Media, Radio and Television. *Reader's Digest* is cancelled for the rest of 1973, and our Advertising Department, under the direction of Mr. Norman Smith, is presently engaged in reducing radio and television coverage in order to eradicate certain unproductive and duplicated radio

and television broadcasting. Certain of these funds saved in the Radio and Television area will be redeployed for use in more productive broadcasting areas.

On the publishing side, Mr. Armstrong has stated that we will reduce *The PLAIN TRUTH* to 40 pages, plus cover, for the remainder of 1973. This he considered the more desirable alternative to producing double issues. The Press is also planning on selling certain equipment which has become superfluous to its needs, and Mr. Armstrong has also agreed to forego the Envoy for 1973 or reduce it drastically. Details of what will replace the Envoy will be announced a little later. In all, the amount of money saved in this area will not necessarily result in reduced expenditures since some of the funds will *have* to be put back into the area of Mail Processing, Data Processing and the Press for paper purchases. There are certain commitments that we are absolutely tied to and must be fulfilled if the Work is to be in a healthy and a growing condition.

In the Foreign Extension area, Mr. Dart has agreed to reduce much of the overseas nonproductive Radio and other Media which would include the Australian and the British *Reader's Digest*, as well as certain radio stations that have produced very little in the last year or so. Mr. Dart is quick to stress that these reductions will result in a healthier, and ultimately more productive, expenditure of funds in the overseas area.

As you all probably realize, the budget for the Church area was very, very difficult to cut, and so, rather than cutting operating costs as they presently stand, Mr. Antion has decided that he should delay certain projects and increases he had planned for 1973. This should not in any way affect the growth of the Churches and should indeed help promote a greater feeling of involvement on behalf of the members. I should also mention that the Summer Educational Program was slated to be cancelled, but Mr. Armstrong has decided that we will retain it for 1973, which, I am sure, is good news to many of you.

Over and above that, some major areas of cut-back have been the reduction of the Architectural and Engineering Department, plus the New Construction staff previously under Mr. Jack Elliott's guidance. The College will no longer undertake its own construction projects, but will solicit the services of outside contractors for any new buildings planned for the future. Mr. Elliott will now be designated Physical Plant Development Coordinator and will head up a team to carry out these

projects, working with outside suppliers, as it becomes necessary.

Other cuts are of a more general nature and concern many in-house projects and the foregoing of such things as furniture and equipment and miscellaneous office changes.

Overall, this whole exercise has been very revealing and rewarding to those involved, and everyone has given his total and utmost cooperation to effect the changes necessary to bring about a balanced budget, often going above and beyond that requested. In many cases, more savings were made than were originally planned, thus allowing us to put back dollars into areas that absolutely *must* grow through the balance of 1973.

We are not, however, going to stop looking at the organization, and I am instructing my staff to begin to take long, hard looks at every area of the Work with a view to making even more reductions as they can be made without affecting the integrity and health of the Work. Believe me, everyone here is 100% behind cutting out whatever is redundant or superfluous to the Work as a whole, and everyone is striving to make every dollar count in fulfilling our Commission in Matthew 24:14.

Mr. Armstrong has once again reiterated that we should not be doing those things that are outside the scope of directly getting out the Gospel, and we are striving to fulfill that objective with all speed. Courier Insurance, Galaxy Travel and also the Commissary, here at Headquarters, are going to be wound down just as soon as possible, and we are going to begin dealing more and more with outside suppliers in order to maintain maximum flexibility.

This whole exercise has gone so smoothly that I feel God is really blessing us and that He is pleased to see us cutting out unnecessary operations and even beginning to sacrifice in certain areas in order that more support can be poured into the areas of our first-line Commission. Thank you all for your prayerful support and thank all the members of God's Church for their enthusiastic and zealous prayers for us here at Headquarters.

By now you will probably have heard of the movement of personnel between the campuses, and I feel once again that this is a step toward better streamlining the administration of this giant Work in order that we can be more effective in reaching those hundreds of thousands of people hungering for God's Truth. I count it a real privilege and a great joy to have a part in this Work, and I know you do, too. Again, thank you sincerely. □

INCOME TAX

Please remember to remind the members of the benefits of using the *long* tax form. Quite a few still use the short form for one reason or another. Even those who use the long form often cheat themselves. One school teacher thought she could only claim a 10% deduction for religious contributions instead of the allowed 50% maximum.

If they can't do it themselves, they should have it done by a *reputable* tax consultant. However, those who use tax consultants should exercise a certain amount of caution. Never sign a blank tax return for the "consultant" to fill out and mail. In some cases, these tax returns have been found to be "padded" with *false* claims.

If you or any of the people in your church use a tax service, they should very carefully check their tax returns to insure that they are entirely accurate and honest. It is possible that severe penalties could be levied against any individual who can be proved to have filed a falsified return. Remember, the person who signs the return is *liable*, even more so than the agency or consultant who made it out.

BOOK REVIEWS

(Continued from page 42)

("Effectiveness Can Be Learned"), and a concluding chapter ("Effectiveness *Must* Be Learned"). Each chapter is well developed with historical examples, current business examples, and specific steps to aid any person to apply these examples to himself.

There is no dearth of books on personal management, but most of them are tepid tracts about pull-yourself-up-by-your-bootstraps "know thyself" philosophy. It is refreshing to find a man who focuses on results alone, for in the final accounting it is "by their fruits [works, or *results*] ye shall know them." Time spent working, or willing attitude alone are not enough. As Drucker constantly reiterates, the goal of work is not to "get things done rightly", but rather "to get the *right things done*" — and we might add, "*rightly*, too."

Of special interest is Chapter Four, "Making Strengths Productive." For years we have attempted to attack weaknesses and ignore strengths, on the belief that all weaknesses must be overcome, while strengths will take care of themselves. Instead, Drucker advises that we sublimate weaknesses (such as a high voice in Spokesman club, "problem visits", or oft-recurring

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Church Administration

DAVID L. ANTION

Warmest greetings to all of you!

We have just returned from Big Sandy where we had accompanied Mr. Herbert W. Armstrong for their annual concert. This year Fred Waring and his Pennsylvanians presented a three-hour program of musical entertainment. Mr. and Mrs. Dart, Mr. and Mrs. Meredith and Mrs. Untiedt also accompanied Mr. Armstrong.

Regional Directors

The Regional Directors have all now been assigned. I am sure you know the assignments already, but we will rehearse them here once again: Raymond Cole, Pasadena; Ken Westby, Washington D.C.; George Kemnitz, Chicago; Carl McNair, Atlanta; Walter Sharp, Big Sandy; Edward Smith, Cincinnati; Burk McNair, Portland; Dennis Pyle, Kansas City.

The Regional Directors were here for four days of intensive workshop conferences. They were pretty well tired — having suffered from a certain amount of emotional strain as well as from the trip out here and the subsequent conferences we held.

On the last night of our conference — Sunday, February 18 — Mr. Armstrong was able to visit with us. He had just returned from his trip to the Far East. I sent an invitation to him asking if he could join us at my home that evening.

Mr. Armstrong came right from the airport to our home and spent the better part of an hour chatting with all of us. He congratulated the Regional Directors heartily and gave us the first news of his trip. Though he was tired, he was his usual enthusiastic self. For the Regional Directors it was the capstone that renewed their energies after the conferences.

The Regional Directors and I were discussing among ourselves our various ages. We found that their average age was 37 years. I haven't calculated their total number of years of field experience, but I'm sure it is considerable.

We are planning to hold the Pasadena Regional Conference beginning next Monday, March 5th through Wednesday, March 7th.

We have invited Dr. Ernest Martin to attend this regional conference with us and to bring one

or more of the members of the Theology Department with him. We felt it will be inspiring and helpful to our ministers to hear some of the principles of Bible prophecy, the sacred calendar, design and development of the Old and New Testaments, etc. Much of this material is taught in the advanced college classes in theology here on the Pasadena Campus. Most of this material was not available to the vast majority of our ministers while they were in college.

We feel that it will be very inspiring and helpful to have some of this latest material expounded, which most of the students will be getting as they go through the theology courses.

So we are very pleased to welcome Dr. Ernest Martin to our regional conference, and we're hoping that he can attend some of the other regional conferences as well. It is our hope that these conferences will also bring inspiration and a renewed desire that will be passed on to our brethren in their study of God's Word.

Church Administration Division

The term "CAD" has stood for Church Administration Department. This title really referred to the small department here at Headquarters that took care of the financial budget, files, memos and reports of the field ministry. It was a back-up department for Mr. Meredith.

However, the term "CAD" gradually became applied in the minds of most of the people at Headquarters and most of the field, to the *entire* field ministry.

In order to accommodate this understanding in most people's minds, we feel that it would be good to use the term "CAD" for the entire field ministry and to call this entire division of the Work "Church Administration Division."

The department which was once called "CAD" is now going to be called "CAD Staff Services." It is a service department to the entire field ministry and to me personally for the many policies and programs that are developed within this division.

I thought it would be good to elaborate on this so that in the future we can all have the same thing in mind when referring to these terms.

CAD Personnel Coordinator

One of the big needs in our division has recently been supplied. It is a man who can coordinate personnel activity of resident ministers in training. He will also work with me throughout the year to help in the selection of field trainees from our senior students.

This man will get to know the ministers in

training and the senior students — to work with them and to keep me in touch with them as much as possible. He will be on our CAD staff team here at Headquarters, keeping the lines of communication open between us and our Regional Directors and all the men in the field.

I have asked Les Stocker to fill this position. Les graduated in 1970. He was the student body president of the 69-70 college year. He began working with me in the Public Relations area upon graduation. He has come to be a very valuable assistant to me in many ways. He has helped me in the classes I've taught as a back-up teacher in Imperial, as well as in the college. He has taken my Pastoral Administration class from its inception and has done quite a bit of the detailed preparation for it.

And so I am very happy to welcome Mr. Les Stocker to our CAD team. He is the father of two daughters and his wife is the former Pam Frank. I hope that all of you in the field will make it a point to get acquainted with Les whenever you are at Headquarters. Many of you who will be coming in for graduate courses from time to time will have an especially good opportunity to get to know him personally.

Business Cards

In our new thrust to bring God's Church into the forefront in the world's eyes, Mr. Ted Armstrong has recommended that our ministers use Worldwide Church of God business cards. So instead of using cards that say "Representative, Ambassador College," we will have cards that say "Minister, Worldwide Church of God."

If you do not already have Worldwide Church of God business cards, please write to us and we will send a supply to you. For those of you who already have such cards, please continue to use them.

Outstanding Healing

We recently heard from Mr. Joe Mills about an outstanding healing in the Erie, Pennsylvania Church.

It concerns a young lady in her 20s. She was about two months along in her second pregnancy when abnormal pain and passages of blood signalled something was wrong. Mr. Mills goes on to say, "A subsequent checkup revealed a cyst or tumor on the ovary. The doctor predicted a miscarriage and the probable need for an operation afterward, pending whether or not the cyst went away by itself, which is rare.

"At this point the lady asked for anointing and prayer. However, a week later the miscarriage oc-

curred. It appeared that the baby was not forming correctly. Another checkup a few days later determined that the tumor was still growing.

"This lady could feel and see a lump as well as being very tired. The doctor told her that if it were not removed quickly it would do one of two things: 1) burst, causing her to go into shock; or 2) twist off and cause gangrene. Either of these circumstances would result in the need for an emergency operation which could be fatal.

"The lady decided to put her full trust in our God for her healing. Her husband, who attends but is not a member, backed her up all the way. Antagonistic relatives were another anticipated problem, and one that we spent much time praying about. The relatives did not have 'the normal and expected reaction,' but actually commended her faith. We are certain that this reaction could have only come about with God's intervention.

"On the Sabbath of January 6th, we announced the situation to the church, asking for prayers for all concerned. The situation worsened for two days. The following Monday she was in quite a bit of pain and was in bed all day for the first time.

"However, that night she 'passed something.' Cysts usually don't 'pass'! But she did pass something, and the next day she had absolutely no signs of the tumor. A checkup a week later confirmed our prayers had been answered. This member of God's Church didn't have a tumor on her ovary any longer!"

The Ministry and You

As God's Church continues to become better known to the world, I'm sure the number of PMs will increase in the months to come. God's ministry is going to be *inundated* with PM requests and with many member visit requests. And in the light of talk about possible gasoline rationing to help curb pollution in some parts of the country in the next year or two, we need to consider alternative methods of contacting people, rather than driving to each and every visit.

We have never fully explored the use of the telephone in contacting people. In many cases we are not trained to use the telephone as effectively as we should. With proper training and instruction, we could learn to use it as an effective tool for visiting.

I'd like to quote a recommendation along this line from one of our Regional Directors. It comes from Ken Westby.

"Instead of routine visits to members, the telephone could be used to keep in contact and encourage a lot of our membership with whom we

don't normally cross paths. By spending a couple of hours on Sunday calling different members about different situations, we can save a tremendous amount of money. A call to someone who has missed Sabbath services for a week or two or three, to express your concern and hope that they are feeling better and tell them that we missed them, can do a great amount of good.

"Some members have said to me, 'Well, while I have you on the phone, there's a question I wanted to ask you. . . .' The phone can be a very low key and friendly means of communication that we can use with widows, those who are sick, keeping in contact with the deacons, those members we know who need an occasional pick-me-up and encouragement, as well as a lot of routine requested visits involving some minor problems or situations.

"There might be a widow who wants some advice as to whether or not to sell her house and requests a visit. Since she may live twenty or fifty miles away, the expense and time expended in the visit is considerable. A friendly phone call could do just as well. It is a whole lot cheaper to call long distance than to *drive* long distance.

"I am not saying there are not times when we should visit members in their homes — because there most certainly are, especially when it involves a major problem, a death, sickness, serious discouragement, etc. But in all too many cases our ministers are spinning their wheels down the highways burning up thousands of dollars when they could have picked up their phone and done the job just as well, and at a lot less inconvenience to everyone concerned."

I feel that this is a good suggestion. We will, here at Headquarters and in conjunction with the Regional Directors, explore means to effectively use the telephone.

In the meantime, if you have had experience along these lines, would you please convey any suggestions which you might have to your Regional Director?

We want a constant flow of new ideas toward better ways of accomplishing our work in the Church Administration Division.

Thank you for your cooperation. Love and best wishes to all of you. □

ELDER'S SON MAKES SPORTS PAGE

On Thursday, February 15, an article by sports-writer Mike Jordan appeared on the sports page of the *Tacoma News Tribune*. It was a very fine write-up about teen-ager Dave Goethals' determination to put his belief in God's truth and way of life ahead of his second love in life — basketball.

Dave, who is very good at the game and son of local elder, Gilbert Goethals (Olympia-Tacoma area), has set a very fine example for all teen-agers in the Church — not to mention his dad's fine example in child rearing. We'd like to share that article with all of you, and so we're reproducing it here for you exactly as it appeared in the *Tacoma News Tribune*:

Religion First, Basketball Next for Prepster

by Mike Jordan

To Decatur High School's Dave Goethals, dedication and sacrifice are more than time-honored words which, theoretically, are the backbone of athletic perfection.

"Dedication" and "sacrifice" best describe Dave's life — and his unique experience with basketball.

"My religion is the most important thing in my life," explained Dave, a 6-3 senior on the Decatur basketball team. "Basketball is No. 2.

"I believe in the entire Bible, and the Fourth Commandment says keep the Sabbath holy. It is hard for me not to play during the Sabbath, but I believe my religion is right and I just can't play."

Dave's faith — and that of his parents, three sisters and two brothers — is Worldwide Church of God, a conservative Christian church which observes the Sabbath from Friday sundown to Saturday sundown.

Consequently, Friday night basketball games are out for Dave and his brother Ron, who plays on the junior varsity. Tuesday night Dave, the team's second-leading scorer with a 15.0-point-per-game average, is back in the starting lineup.

"Dave's starting spot is not guaranteed," said Decatur coach Rich Robinson. "If a kid came along on Friday Dave would have to win his spot back Monday. But he's a 110 percenter all the way.

Philosophy Is Admired

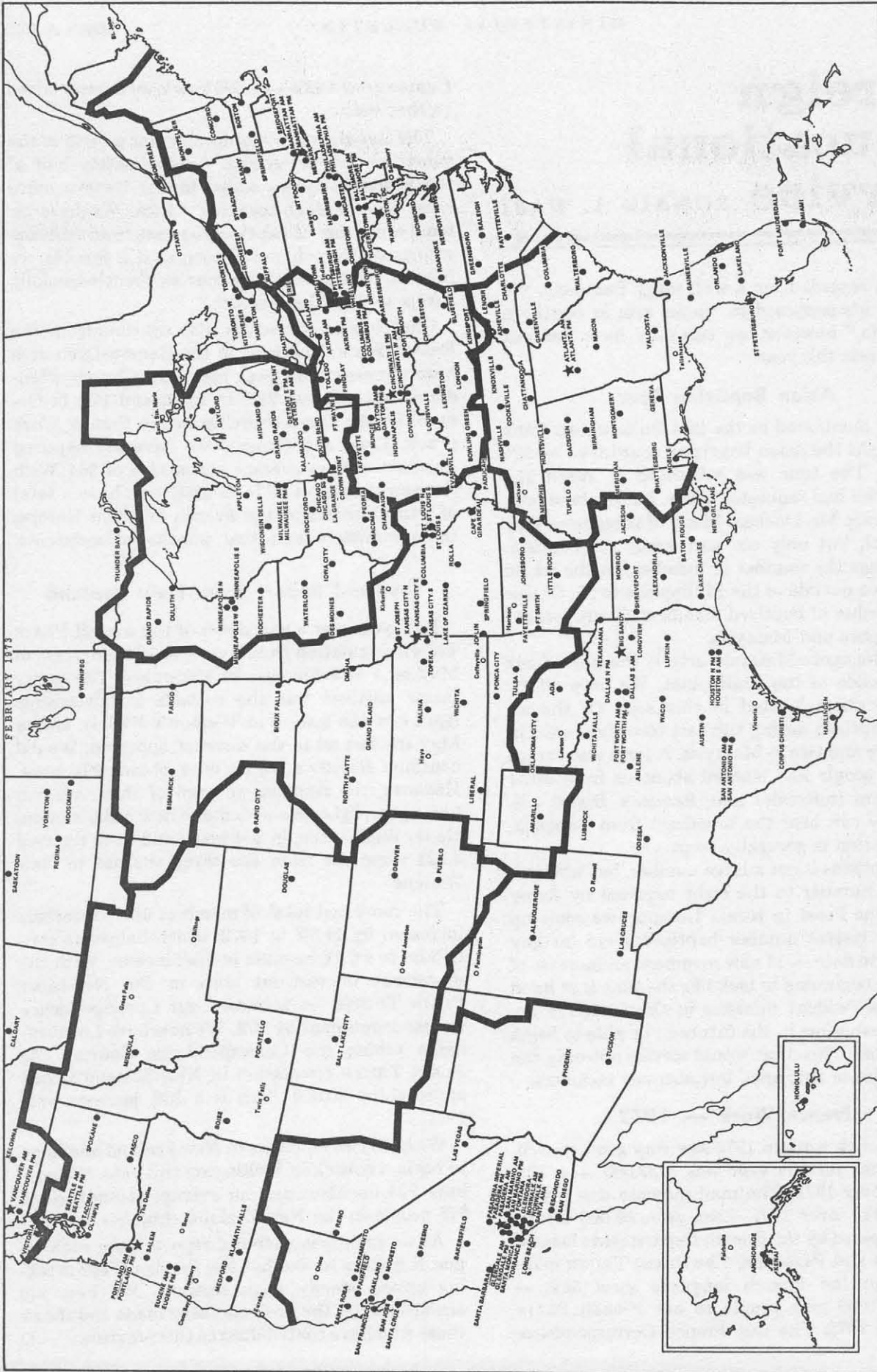
"I admire him for his religious convictions."

Obviously, Dave is exceptionally dedicated to his religion — and basketball. What he has sacrificed for his dedication is particularly admirable.

"I have no trouble making friends," explained Dave, who hopes to attend Ambassador College

(Continued on page 55)

FEBRUARY 1973



NEW REGIONS FOR THE U.S.

Foreign Educational Service

RONALD L. DART

Warm regards from a wet, soggy Pasadena. We are told it's supposed to "never rain in Southern California," however, we certainly have had our share of rain this year.

Asian Baptizing Tour

As we mentioned in the last Bulletin, we want to highlight the Asian baptizing tour taken by Art Docken. The tour was scheduled to reach 150 people who had requested visits, but of these only 70 PMs met Mr. Docken. Many of these were very interested, but only six were ready for baptism. This brings the number of members in the whole Asian area outside of the Philippines to 55. Of this total number of baptized members, 50 are located in Singapore and Malaysia.

The Singapore-Malaysia area is the hub of our work outside of the Philippines. We have 40,000 PT subscribers located in this area. Of the six people baptized during this last tour, four were in Singapore and two in Malaysia. A large percentage of these people had learned about us from other subscribers (referrals) and *Reader's Digest* ads. Some few can hear the broadcast from Bangkok, but reception is generally poor.

Six baptisms is not a large number, but when we add this number to the eight baptized by Leroy Cole at the Feast in Kuala Lumpur, we come up with the largest number baptized there for any one year to date — 14 new members, an increase of 38%! It is beginning to look like the time is at hand to have a resident minister in the area. We are hopeful sometime in the future to be able to begin a Singapore office that would service not only the mailing list in this area, but also our members.

French Work — 1972

The French work in 1972 saw very good growth. The income for the year was \$232,000 — a 30% increase over 1971. The mail increase was a very healthy 43% over 1971. Last year, 88,000 letters were processed by the French Departments located in Geneva and Pasadena. *The PLAIN TRUTH* mailing list in the French language grew 32% — adding 20,000 new people to our French *PLAIN TRUTH* in 1972. The new French Correspondence

Course grew 142% — 3,589 new people were added to that list.

The Geneva office saw spectacular growth in the subscriber list for Africa. Approximately half of the new subscribers added in the Geneva office came from French-speaking Africa. We have on hand a number of baptism requests from Africans who speak French and as soon as it is feasible, we hope to plan a baptizing tour to French-speaking Africa to reap this harvest.

Church area growth is also continuing in the French Work. Baptisms in the Geneva-Lyon area have increased 50% over last year. Church attendance has gone up 23% in Lyon and 17% in Geneva. Of the three churches in the French Work (Paris, Lyon and Geneva) we have 269 baptized members and an average attendance of 364. With the new church of 50 in Brussels, we have a total of four churches in the French Work in Europe, three ministers and two ministerial assistants.

Year-end Report From New Zealand

Last year saw a slowdown of the overall *PLAIN TRUTH* circulation from a peak of 103% increase in May to a 28% increase in December. The major factor involved was the cutback in advertising. April saw the last ad in *Woman's Weekly*, and in May the last ad in the *Listener* appeared. We did continue *Reader's Digest* on a bi-monthly basis. However, the response to each of these ads has been quite light. We added one new radio station, Radio Whakatane, in February and have received 4,121 responses from the three stations in New Zealand.

The combined total of members and co-workers increased by 11.6% in 1972, which helped to contribute to a 6.3% increase in mail income. With the placement of tear-out slips in the November *PLAIN TRUTH*, we increased our Correspondence Course enrollment by 50%. We now have 1,600 students taking the Correspondence Course. *The PLAIN TRUTH* circulation in New Zealand is fast approaching 30,000. This is a 28% increase over 1971.

We have two churches in New Zealand and hope to begin a church in Wellington this year. We now have 324 members and an average attendance of 675 people in the New Zealand churches.

As we highlight year-end reports from each office, it is clear to see that the Foreign Work is taking strong steady steps forward. We here are encouraged by the progress being made and thank those who have contributed to this progress. □

ELDER'S SON

(Continued from page 52)

in Pasadena, California, "but basketball is special to me because it gives me the chance to do something with friends. I can't go out on Friday nights, so basketball gives me an outlet.

"It means so much to me that I find it hard not to play on Friday nights. I just thank the coach so much for letting me play Tuesdays."

Dave has stood up for what he believes many times in his life. One particular experience during his sophomore basketball season was "one of my most important moments.

"Our team was playing a Friday afternoon game and I told the coach when sundown came I would have to leave. He said 'get back on that floor or we will have a talk later.'

"Everything got kind of quiet and suddenly I realized I had to make a decision between religion and basketball. I walked off the court to the shower room as everybody watched.

"Later the coach and I talked about it and he understood. I look back at that moment now and am so glad I made the decision that I did."

Another crisis occurred in the seventh grade when Dave won a hoop-shoot contest and the area shoot-off was held on a Saturday morning at the Seattle Center Arena.

"Parents Left It To Me"

"I asked my parents about it and they said it was up to me. I knew it would be wrong so I stayed home. I won the same shoot-off the next year and couldn't go on so after that I just didn't bother entering any contests.

"I knew I couldn't go so why enter. I sort of got down on myself."

It was yet another crisis which helped Dave conquer his blues. He appreciates playing basketball now more than ever because of an accident which happened during the summer between eighth and ninth grades and endangered his basketball future.

"The top of a swing I was on broke and I fell, breaking both of my arms," recalled Dave. "The doctor said I'd never be able to play basketball or baseball again. Muscle and bone was damaged and there were compound fractures. I had to be hand-fed.

"When the casts came off you could put your thumb and finger around my little wrists. I was so worried I'd never play again that I was really down.

"But I had faith in my religion and everything healed up fine. I played basketball that winter. I even got back my shooting touch."

And with it, a "touch" more of "dedication" and "sacrifice." □

ISSUING MINISTERS' PHONE NUMBERS

Because of instructions from Mr. Herbert W. Armstrong and Mr. Ted Armstrong during the January ministerial conference, and because the great majority of our ministers have indicated their expressed desire to contact interested people as early as possible; PCD has been directed to give the local minister's phone number to those who make that request. PCD will contact each minister immediately by memo when they send his phone number out to prospectives. Further details will be forthcoming in policy memos.

— Clint C. Zimmerman

BOOK REVIEWS

(Continued from page 49)

personality conflicts), and build on strengths of individuals. *Everyone* has strengths — physically, mentally, and spiritually — if we will only capitalize on those strengths instead of accentuating weaknesses.

Chapters 2 and 5, on time and priorities, are also of special interest in planning your work days and yearly goals. The introductory chapter, about "knowledge work" in general, is also very applicable to the ministerial job configuration. The only real weakness, we feel, is the somewhat long-winded 52-page discourse on decision making (pages 113-165). This section could be skimmed, once you have captured Drucker's main point — that decisions should be *few* and *fundamental*; and that they should be, above all, *systematic* rather than instinctive or emotional.

Other than the over-long chapter on decision making, we feel this is the most tightly written, readable, and profitable of the many personal management books on the market. Each minister would do well to read, mark, and reread the first 125 pages carefully each year or so — but remember, all these book reviews are only *reviews* and *suggestions*. This book applies to all levels of "knowledge work" from ministerial assistant or student to top executive, for, as Drucker writes, "Every knowledge worker in modern organization is an *executive*," therefore the book is for effective *people*. □

MAIL SUMMARIES

(Continued from page 42)

for the same reason, income received through the mail is down 9% for this month.

Advertisement responses for January totalled 187, with the *Reader's Digest* "Why Were You Born?" ad accounting for 98.

New broadcast responses totalled 177, a 16% drop from the high December responses.

The PLAIN TRUTH circulation now stands at 29,425, a 28% increase over the previous January. Correspondence Course students number 1,979. This represents a 71.6% increase since just last October, and is due mainly to the Correspondence Course tearout cards inserted in one issue of *The PLAIN TRUTH*.

Surprisingly, we have been receiving a number of requests from Catholic clergy and institutions for our literature, often for religious items. Other mail expresses notable dissatisfaction with established religion.

MANILA, PHILIPPINES

February 15, 1973

This past week, our percentage of increase in both letters and money showed a sharp contrast. The mail percentage has remained on the minus side, but money on the other hand has been holding up very well. As of this writing, we still have difficulties mailing out the past two issues of *The PLAIN TRUTH*. As a result, these difficulties have been affecting our mail increase.

LETTER COMMENTS

COMMENTS FROM THE PERSONAL APPEARANCES

The comments being received from those attending the Richmond Campaign show that these people were moved to a greater degree than any previous campaign, though we do understand that the comments do not tell the full story.

It is estimated that over 12,000 people attended during the three sermons in Richmond and about 7,400 attended in New Orleans. The minister in the Richmond area, Mr. Tom Williams, reports that over 125 attended the first follow-up Bible Study.

From Member of Council —
City of Richmond

"I attended your meeting at the Mosque, Richmond, Virginia, on Friday night, February 9. My wife, Violet Carwile, and my 17-year-old son, Bo, were present all three nights. We have been following you on station WRVA for approximately one year. I am an attorney-at-law and serving my seventh year in City Council.

"We have some extremely beautiful public parks in the city of Richmond; however, these parks are reeking with hoodlums, dope fiends, sex fiends, homosexuals, sex deviates, and child molesters. They

are not safe for women, babies, and young people — day or night. One uses a park toilet at his own peril.

"Recently, the park rangers of Richmond resolved to free the public parks of these dangerous and unsavory elements. They launched an undercover police campaign for the purpose of taking these parks from the freaks and fiends and returning them to peaceful citizens and their children who are being taxed to the bone to pay for the operation and preservation of these parks.

"This meritorious undercover drive was a flaming success for ten days: perverts and crooks were being apprehended and prosecuted. Only one thing went wrong: the park rangers arrested a few blue-blooded homosexuals from the decadent aristocracy. High officials in city government immediately demanded that the park rangers call off the undercover drive to make the public parks safe for women, children, and young people.

"I introduced a resolution in Council, which came up for public hearing and vote on Monday night, February 12. This resolution called on the nine members of City Council to place themselves on public record as fervently favoring and supporting the park rangers of Richmond in their dedicated drive to purge the parks of crime, filth, and indecency. The taxpayers of this city were shocked and appalled when my resolution was defeated by a 6 to 3 vote.

"After observing the unspeakable behavior of two thirds of City Council, I certainly hope that your prophecy concerning an early return of the Lord to this earth will be fulfilled.

"We were quite impressed with your three lectures at the Mosque."

Howard H. Carwile,
Richmond, Virginia

Grateful for Mr. GTA's Talk

"I am a teen-ager from Richmond, Virginia. I would like to thank you for bringing the Personal Appearances to Richmond. It was great being able to sit there knowing you were in the very city I live in talking and I was there watching you. I also had a great time being an usher and was happy and glad to be able to serve.

"The very best part of the whole thing was probably when the last meeting was over and you took time out to talk to the teen-agers, this was a bit unusual and a surprise. I would like to thank you for taking the time. I just wished you could have stayed longer. I will be looking forward to seeing you at the Feast of Tabernacles this year."

Ray L.,
Richmond, Virginia