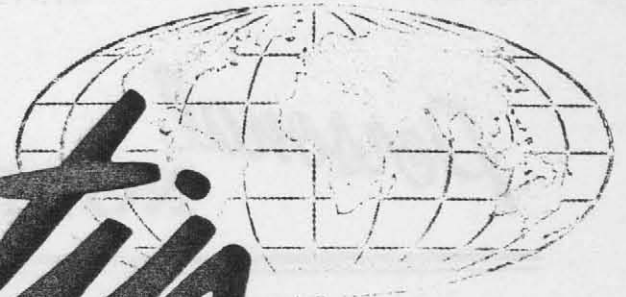


Bulletin

of the Worldwide Church of God



VOLUME 4, NUMBER 12

PAGES 153-160

JULY 2, 1973

General News and Comments

MAIL SUMMARY

PASADENA, CALIFORNIA

June 29, 1973

INCOME: The total income as of Wednesday (27th) for the year to date shows a 3.3% decrease over last year. However, when you exclude the special offering of 1972, the income for the year to date is a 2.5% increase.

MAIL: The overall mail count for June is very good. The month should end with over 260,000 letters. The main reason for the large mail count is the renewal letter responses, which by Friday should be over 60,000 letters — about a 15% response — and the response has not peaked yet.

SPECIAL REPORT: Following is a summary of a recent report concerning the Mail Processing Center.

More Bang for the Dollar

Since the Mail Processing Center was reorganized about 1½ years ago, every effort has been made to cut costs and streamline operations.

A recent study was undertaken to determine how much progress has been made over the past year. Work output from May through October 1972 was compared to production from November 1972 through April 1973. The results were as follows:

- (1) Increase in pieces of work done per dollar was 50.0%.
- (2) Increase in pieces of work done per hour was 37.4%.

- (3) Increase in total work accomplished 79.2%.

Although the above statistics reflect a true increase in total efficiency, we need to understand that some of the work done during the last six months represents rapid lit mode work which tended to inflate the percentages to a degree.

Factors influencing this rise in efficiency are:

- (1) Merging of several smaller departments into the present Mail Processing Center. This action was taken by top management to bring all necessary departments involved with processing mail together in a spirit of unity and cohesive effort.
- (2) Instilling efficiency and the awareness of costs in the employees.
- (3) Combining operations to reduce duplicated steps.
- (4) Implementing a more complete and comprehensive training program interrelating all departments.
- (5) Establishing a balance between general and specialized work.

This progress has been very encouraging to the employees. In the future we hope to effect more noticeable savings for the Work in terms of greater output for every dollar spent in labor by the Mail Processing Center.

LETTER COMMENTS

Since the summer cancellations began taking effect in the early part of June, we have been receiving a number of letters inquiring about the telecast. Following are a few sample letters concerning the cancellations.

(Continued on next page)

Personal NOTES

BABY NEWS

Jim and Lois Haeffele (Salt Lake City-Pocatello): Greetings from Salt Lake City! *Bryan John* surprised us (and he beat the doctor) at 4:30 a.m., June 8. All went well and it was quite an experience. He weighed in at 8 pounds, was 19½ inches long and is our first boy, though second child.

Dave and Sandra Mills (Jacksonville, Florida): Good news for some lucky fellow about 20 years from now — we're happy to announce the arrival of a beautiful, sweet little girl! *Maria Lana* arrived June 2nd after a short and easy Sabbath labor, weighing eight pounds even. Everyone's doing great.

LETTER COMMENTS

Just Purchased a TV Set

"I never owned a television set, but when Garner Ted came on here on Channel 32 I went out and bought one. Then to my dismay, he was not on. What in the world happened? I turned the radio on at 7:00 a.m. to hear your program but another program was on. Then at 8:00 a.m. I turned to the same station and again there was a different program. So again I ask, what is happening?"

Fred K. J.,
Chicago, Illinois

Just Sick

"I am just *sick!* Your program didn't come on this morning. I called the station, KARD-TV, Wichita, Kansas, and they said they had to take it off as the sponsor didn't buy the 30 minutes. I just don't understand! I just got all my family watching it, and getting real interested, and now it's not on. I tried to call your College but the operator said there were *two* Colleges and I didn't know which one to call. If I didn't know better, I'd think this is one more of Trickey Dickey Nixon's managing to foul up one more thing. There are so many

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Ministerial

Bulletin

of the Worldwide Church of God

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Book Review

Dr. Atkins' Diet Revolution, by Robert C. Atkins, David McKay Co., New York, 1972, 300 pages, \$6.95 hardback, paperback imminent.

There is more than one way to skin a cat — or slim a fat cat. For those of you who couldn't stomach the somewhat pharasaical Weight Watchers regimen, as reviewed here a few months ago, there are 101 other ways to fight the Battle of the Bulge. Dr. Atkins' recent best seller is as good as any, and it is perhaps better than most other diets for your particular needs.

Healthy men, aged 25 to 45, who are active exercisers, with no history of chronic illness, and who are (except for their bulk) otherwise healthy, may become lethargic or bored by a low calorie diet. If you are in excellent health and enjoy good basic protein foods (meat, cheese, eggs), Dr. Atkins' diet *may be* a lot more appropriate to your situation than Weight Watchers. The point is that there are **MANY** ways to lose weight and they nearly **ALL** work. It's a question of finding one that's both healthy and relatively easy for you to keep. Eating should never become an all-consuming Talmud of lifelong do's and don'ts, as too many diets are.

This is not to belittle the Weight Watchers diet. I lost 30 pounds with it, and many members have done even better. But many more have failed at Weight Watchers, since it didn't fit them. The four slices of white bread daily, the five weekly fish

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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

To All Ministers of Jesus Christ,

GREETINGS!

I'm presently in Orr taking a few days with my family after having finished our very successful (and exhausting!) month-long series of video-taping sessions with the remote TV unit.

My father is soon returning from a very successful trip to Europe, the Middle East, and Ethiopia -- including a personal meeting with Haile Selassie and a dinner in Mr. Armstrong's honor attended by nineteen ambassadors. I'm sure you will be hearing the exciting details in the forthcoming Co-Worker letter and future issues of the PT.

Shirl and I, with David and Matthew, are enjoying a fine time at summer camp facilities, along with the many happy young people here from all over the continent. It has been blustery here, interspersed with daily showers and with a little sunshine. Shirl and I and Guy and Jackie Carnes had the opportunity to spend two days on White Otter Lake almost 100 miles north of here over last weekend.

While the weather has quite seriously interfered with plans for the portable video-tape unit, we nevertheless managed to get what I hope will be at least some useful footage, and I am sure the experience gained by the crew was well worthwhile.

I hope, in cooperation with Mr. Norman Smith, to have a full report ready at some time in the future to present to my father concerning the obtaining of such a remote unit for ourselves. Many of us feel that such a capability will enormously enhance the quality, depth, and public appeal of our television program, as we present Christ's Gospel -- the witness and the warning -- to the world. Furthermore, I believe it may also postpone the necessity of spending millions of dollars for TV studio expansion by giving us much greater versatility and mobility, but without having to move out of the existing "temporary" TV quarters -- for perhaps three or four years or longer.

I received word today that due to many technical difficulties (the usual shortages of men, money, and especially space) at the studio in Pasadena, my TV schedule through the month of July has been delayed for the first week.

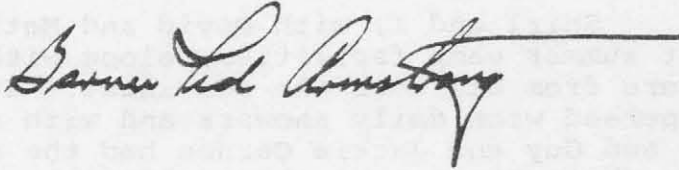
I should speak to the entire group here at Orr -- about 500 -- this coming Sabbath. I had originally planned to be back in Pasadena and doing TV no later than Tuesday morning, but it appears -- since I will be unable to do TV through that week -- I perhaps could much greater benefit by additional time in this setting, possibly being able to devote myself to a little bit of writing, which I have not been able to do for many months. I have with me a rough-draft article taken from sermon notes which I can be working on, and other article material to work on for the PT, GN, booklets, or all three.

Meantime, I have stayed, and will continue to stay, in close personal touch with Messrs. Portune, Antion, McCullough, Smith, and Hill at Headquarters, Mr. Ron Dart in Big Sandy -- and, of course, Mr. Herbert Armstrong.

Some exciting news -- I have a firm commitment to speak to the New York Association of Broadcasters Convention on July 16, and felt I should not turn it down, since it may well be a stepping stone to an important speech before the entire National Association at their annual convention at some future date.

Well, that's all for now. Keep up the fight at the front.

With love, in Jesus' name,



Church Administration

DAVID L. ANTION

A warm, balmy hello to all of you from Padre Island, Corpus Christi, Texas. We are here for the Regional Conference and I am having to dictate this column over the telephone after the first meeting this morning.

We arrived yesterday (Monday) and it was pouring down rain. But the clouds started to break up a little bit in the afternoon and evening. Today it is warm and balmy and the sun is beginning to shine, although it is still mostly overcast. We are right on the coast line with the beach just a few hundred yards away from our motel.

We began the meetings this morning at 8:00 a.m. and will have conferences that will continue to approximately 4:00 p.m. At that time we will have some recreation and social fellowship at the beach.

I understand that tonight Mr. Sharp has scheduled a cruise along the Corpus Christi bay, with a band and dancing during the evening. It should be a very enjoyable and uplifting setting and hopefully it will not keep us out too late as we have an 8:00 a.m. meeting tomorrow.

Overall, we are very pleased with the facilities for our meetings as they are private and comfortable. We also have plenty of room for fellowship after the meetings. The breakfasts and lunches are in another room which makes it very convenient.

In just about a week after we finish this conference, we will have a conference of the Regional Directors, this time scheduled for the Wisconsin Dells. This conference was planned in February and it is part of our program of getting together with the Regional Directors four times a year. We feel this is very essential in order to keep them properly coordinated and to discuss some of the policies and actions that need to be taken in the intervening period.

CAD Action Item List

Many of you are familiar with the *Action Item List*. It contains many items with regard to the field ministry which need to be acted on or studied thoroughly. We would like to bring this list up to date, and with your help we can make it a *Division Action Item List*.

Here is how it works: If we have actions that

need to be taken or policies that need to be studied or instituted, we specify in writing exactly what that action is. Then we assign the action to an individual or to a group of individuals who will give the approximate date of completion. Some action items may take as long as six or eight months to complete. Other action items are merely a study to refer to for future action. But whatever they are, we hope that we can make them effective in solving policy and administrative problems.

You can participate in this too. If there is anything that troubles you or if there are any policies that you feel are outdated or actions that you would like to see instituted, just write them down and send the proposal to your Regional Director. He will have a complete list of the actions that are *already* in progress. Then he will be able to determine if the proposed action is already being worked on.

If he determines the proposed action item is needful and has not been scheduled to be worked on, he will send it to Pasadena where we will put it on our action list. (We usually have twenty to twenty-five action items being worked on at any one time.) If that action item is determined to be a priority, it will go on the priority list and we will begin on it immediately. Sometimes an item may not seem to be a priority to us at Headquarters, but if enough of the men in the field feel that it is a priority item it will be added to the list. We want to make it *your* action list, not just the Regional Directors or ours at Headquarters.

This way we can eliminate areas that have been troublesome to any of us and positively work on our problems and institute actions that are definitely needed.

So will you help us in this? We need your participation in this matter to make our commission more effective.

The Next Passover

Since some of the ministers have been asked about it, we thought we'd better mention that the Passover will be observed on a Friday night in 1974, since Passover day will be on a Sabbath — April 6th. This may at first seem quite unusual to some of us. That is because for most of us it will be the first time that this will have occurred! It will be for me.

(The last time the Passover was observed on a Friday night was 1954.)

Of course, a Sabbath Passover means the first day of Unleavened Bread will be a Sunday, and

the last day will be a Saturday. It also means that Pentecost will be counted from the Sunday after the last day of Unleavened Bread.

This is a correct calendar calculation and we should not let it disturb us in any way. It is important that you be informed about this because our members will be asking you about it.

Well fellows, that is about it for this time. We are certainly pleased and happy about the enthusiastic response we have received at all the Regional Conferences thus far. We hope and pray that they provide the atmosphere, relaxation, inspiration and knowledge that will be helpful and beneficial to all of you in your efforts to serve God. Until next time, so long. □

BOOK REVIEW

(Continued from page 154)

meals, the nuisance of weighing foods, and the necessity of weekly meetings with \$3.00 dues did not fit the schedule, budget, or body metabolism of everyone. For instance, those who must eat out often can follow Dr. Atkins' high-protein diet much easier than Weight Watchers, while the Weight Watchers regimen is perhaps better suited to housewives or the elderly.

There has been some adverse publicity regarding Dr. Atkins' low carbohydrate regimen. It is true that some people cannot take the drastic cut in sweets, fruit, milk or alcohol, but most such people are not careful enough to imbibe the nutrients in such foods from other sources (vegetables or vitamin pills). Usually a person suffering adversely from ANY diet has failed to follow the advice of the physician recommending it.

As a disclaimer, all such books say "see your physician," but there is a need for balance here. Since most physicians have had very little training in nutrition and since most of them violently disagree with each other as to proper dieting, you're just as safe in most cases learning the idiosyncrasies of your own body and studying nutrition yourself. Of course, it is wise to have a general physical checkup to ensure you are in basically good health (except for *ye olde* spare tire), but the doctor is likely ignorant as to whether you should take one diet or the other. Dr. Atkins criticizes diet clubs, Weight Watchers criticizes Dr. Atkins, and Dr. Neil Solomon (in *The Truth About Weight Control*, now in paperback) criticizes them both! In the end, it is the individual's body and *his* decision.

Whatever diet you may wish to start, it is important that you *know what you're getting into*. If

you choose Dr. Atkins, you must read his book carefully. If you choose Weight Watchers, it is wise to learn the program yourself, and not slough off all the details to your helpmate. In restaurants or out alone, the dieter must know what to eat *himself*. Also, cooking your own meals is a good exercise in humility if not nutrition.

I am currently trying Dr. Atkins' diet for the summer — to pare off the final 20 pounds I need to lose, and also to gain the experience necessary to comment more intelligently on it for a *Worldwide News* book review next month. I come from a long line of lardo's, but we have one unique secret to losing weight. As my mother (who has fought overweight all her life, and has been under "goal weight" for five years now) said, "We lose weight by *reading*." By this, she meant that all diet books have a good effect on weight, even if you don't use their specific diet plan. They make you conscious of your problem and inculcate new ideas for attacking the age-old problem. Many books have no food program as such, and so they are particularly inspirational for "losing weight by reading." The other Dr. Rubin (not of *Sex* book fame) wrote two such books: *Think Thin* and *The Thin Book by the Formerly Fat Psychiatrist*.

Another reason for beginning this or any other diet is the exhilarating sense of *overcoming* it gives. In these days of doubt and discouragement, we need some sign that we are personally *changing*. Conquering overweight is a visible way of recapturing the spirit of overcoming that accompanied our "first love." As we carefully monitor what goes *into* our mouths and successfully instill this pattern of physical overcoming, we find it is also easier to watch what goes *OUT* of our mouths, which Christ showed is of even *greater* importance.

— Gary Alexander

WINNIPEG-VANCOUVER CAMPAIGN RESPONSE

The response to the Winnipeg campaign has continued to grow slowly, but surely. Mr. White has now received 40 phone calls and expects 25 of these to be productive. There are now 34 attending church as a result of the Winnipeg campaign. Again, Glen says that the biggest effect of the appearance in Winnipeg was the tremendous impact on the community. The Worldwide Church of God has been introduced to the public. Slowly, but surely, the church will grow.

From the Vancouver campaign, the Vancouver
(Continued on page 159)

Media

NORMAN A. SMITH

Greetings again from the Media Division! Our three one-hour Public Appearance Summer Specials have already been broadcast in several cities. Telephone responses from the first twelve stations total 3,120 phone calls for the initial three-day period. In most of these the cost per response has been fairly good. Two notable exceptions are Philadelphia and Boston where we could not obtain time clearance on a VHF station, but had to settle for a UHF outlet. The cost per response on ten stations, exclusive of Philadelphia and Boston, was \$11.73 for the initial three-day period. No mail responses are included in this figure and additional calls usually come in for a few days after the broadcast is aired. Probably the overall cost response will drop to a seven or eight dollar figure.

Watch the *Worldwide News* for information regarding city, date and time for those specials yet to be aired.

In cities where the program was on daily, I'm sure you have had many inquiries from the brethren regarding why it is no longer being broadcast. We did not make any announcement on the air to the effect that we were merely going off for the summer and this lack of an announcement has worked to our advantage. Many people are writing in that had not written prior to the program being taken away.

Our Personal Correspondence Department answers their inquiry with a form letter (explaining the reasons for the program going off the air) or a personal reply if needed. They are also sent a new radio and TV log calling their attention to the radio program which has continued, and an offering of literature.

George Kemnitz has suggested we outline in the Bulletin our policy regarding the acceptance of free radio program time. We have kept records of responses from free radio stations in the past and have found that the responses are so negligible that they do not justify the increased tape duplication and shipping costs involved in supplying tapes. Also, there is the disadvantage of the station using the "free" offer as a means of getting us on the station and then telling us in three or four months that they cannot continue it unless we pay for the time. Since our main thrust is to purchase radio time, almost any station that has a desirable time period for us would expect pay-

ment. On the surface it sounds like we ought to jump at all free offers, but experience tells us that they really aren't advantageous to us.

For the weekly TV program we recently added WMAL-TV, Washington, D.C., Sunday at 12:30 p.m.; KFDA-TV, Amarillo, Texas, Saturday at 2:00 p.m.; and KHQ-TV, Spokane, Washington, Sunday at 2:00 p.m.

In the Phoenix area we have both KTAR-TV at 3:00 p.m. Saturday and KTAR radio at 5:00 a.m. and 11:30 p.m. Monday through Saturday, 9:30 a.m. and 11:30 p.m. Sunday, to begin in September. Radio begins September 3, and TV begins September 15.

Our radio budget is pretty well committed for the remainder of the year, but we hope to be lining up a group of daily TV stations for the fall series beginning in September. On our limited budget our primary goal and main thrust is to obtain coverage in the top one hundred markets where 83% of the total United States population resides. Generally, we will not be adding coverage in the smaller markets. However, I would like to suggest that if you feel your city is a special case such as being a remote area with no other coverage, or if there is insufficient coverage and insufficient prospective members to utilize existing ministerial personnel, that you make a report of this condition to your Regional Director and to Mr. Antion. If conditions warrant we might make a station addition outside of the top one hundred markets. It would have to be a notable exception, however, as we do not wish to take money away from reaching the top one hundred markets where we will be reaching larger numbers of people.

Thanks very much for your comments. □

CAMPAIGN RESPONSE

(Continued from page 158)

office has received 947 literature requests. Mr. Wilson tells us that of the 24,000 letters sent announcing the personal appearances in both Winnipeg and Vancouver (not follow-up letters as stated in the last Bulletin), they have received 1,733 returns with donations amounting to a surprising \$3,419.81. Dean has received 30 phone calls from the Vancouver campaign to date with eight requests for visits. Approximately 25 are attending the follow-up Bible studies.

LETTER COMMENTS

(Continued from page 154)

disgusting things that are on TV, like *Flipside* on Sunday. A very vulgar display of 'homosexuality,'

and then this morning not to be able to see the most enlightening program on television, just makes me so disheartened I could feel like giving up. Why! Why! Why!"

Dorene S.,
Salina, Kansas

Would Be Happy to View Reruns

"I was so surprised and very disappointed yesterday morning when I turned on my TV (Channel 6 at 5:45 a.m.) and found you weren't on. I watched you Friday and Sunday and you said nothing at all about going off the air for the summer.

"I sat for one half hour with that 'beep' buzzing in my ears waiting for you but you never showed. I called the TV station and they told me you were on a vacation for two months... but I don't buy that. What happened? Have you been stepping too hard and too much on the politicians' feet? Why is it that this creep, the Chaplin of Bourbon St., and others like him, don't go on a vacation?"

"Surely all of your fans and followers would be happy to listen to reruns... after all, we do on all other programs throughout the summer. You helped revive a great deal of faith in me and many people I know. I hate losing you now. With all the 'garbage' in the world that one has to contend with nowadays, you were a great inspiration and relief. I don't believe you are coming back in two months and I would like to know what can be done so you can come back."

Mrs. F. A.,
New Orleans, Louisiana

Where Are You?

"Did I miss an announcement? Where is our Garner Ted Armstrong? If he is on vacation, O.K. But, we who start our day with him on Orlando, Florida station WESH-TV, Channel 2 at 6:25 a.m., experience a void! We need him. Your literature is so true to Bible truth."

Mrs. John O.,
Edgewater, Florida

Why?

"I got up this morning and turned on the TV to Channel 5 at 7:30 a.m. This is what I do every morning and guess what? No Armstrong! Has Mr. Armstrong quit broadcasting in the morning? If so may I ask why?"

R. H. S.,
Sherman Oaks, California

Why Eliminated?

"For two days now I have been unable to get your program over KTLA Channel 5 at 7:30 a.m. Will you please explain why station #9 KHJ eliminated your program? That ½ hour is vacant. Why? Your programs have meant so much to me. I do hope you will endeavor to carry on your wonderful work over some channel."

Nell H.,
Lancaster, California

Who Cancelled?

"Imagine my surprise on Monday morning when I tried to tune in the Garner Ted Armstrong program on Channel 5, and got nothing but a test pattern. And the station did not begin the daily telecasting until 8 a.m. My *TV Guide* program had listed the 7:30 a.m. program, as also does your June issue of *The PLAIN TRUTH*. I also note that you are no longer on Channel 9 at 7 a.m., and I am wondering if we are to be without Garner Ted except for Sundays at 10:30 p.m. on Channel 5. This is a great loss to me. I'd like to see more television programs for GTA, and am wondering whether the channels discontinued or whether GTA's sponsors cancelled. Thanks for some right answers."

Mrs. Lee L.,
Pico Rivera, California

What Can I Do?

"The independent local station here, WTOG, today discontinued Garner Ted Armstrong's television program. I called to lodge my complaint and was informed that his program shall henceforth be aired only on Sunday. Are there any steps I can take toward having this program returned to its former daily basis? Is a decision such as this reached by the television station or by the people at Ambassador College? I cannot begin to tell you the difference this television program, coupled with your literature, has made in my life. I am certain this must be true also of others in this area. Any information you can give me shall be greatly appreciated."

Donna S. L.,
Tampa, Florida