

Bulletin

of the Worldwide Church of God



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February 20, 1973

General News and Comments

MAIL SUMMARIES

PASADENA, CALIFORNIA

February 16, 1973

The mail for a second week in a row has broken 100,000 letters. If the incoming mail continues at the present rate, February will be the all-time record month for mail. With only 16 days of the month gone by we have received over 249,000 letters. During 1972 this would already have been considered a very high month for mail.

We are now into the fourth week of the February PLAIN TRUTH "Is Sex Sin?" offer and have received about 107,000 responses. Requests for the booklet from all media now are nearing 150,000.

LONDON, ENGLAND

January 31, 1973

The January German and Dutch language editions of *The PLAIN TRUTH* magazine were published using the same format as the January English magazine. The same month, 5,000 copies of *The PLAIN TRUTH* magazine were distributed in Germany and Holland in their native languages for the first time. This brought a further increase in the total number of subscribers to *The PLAIN TRUTH* for the month. We received approximately 7,000 response cards from newsstands and libraries during January.

West African Section:

Week by week hundreds of new subscribers are added to *The PLAIN TRUTH* mailing list without any concentrated advertising campaign. Most of

those requesting *The PLAIN TRUTH* for the first time specifically state they have seen the magazine with a friend or relative. *The PLAIN TRUTH* is recognized as a source of right principles to govern private lives, and its reputation is spreading with little effort on our part. The following extract indicates that influential men also recognize the value of *The PLAIN TRUTH*: "Thank you for the receipt of your most interesting and stimulating PLAIN TRUTH magazine, which I have received from your wonderful news organization in England. I have truly enjoyed and had great pleasure reading the interesting articles, which I digest and endeavor to use as a part of my thinking. I shall definitely remain grateful to you for receiving a continuous supply of your issues."

(General J. S. J., Aide-de-Camp to the President of Liberia, Jan. '73)

Indian Section:

For the first month of 1973 we received 3,400 new requests for *The PLAIN TRUTH*! Before July last year, only 65% of these people would have received the magazine — those whom we considered would understand the language sufficiently and appreciate the contents. In many cases it was hard to accurately evaluate each letter, so 1,190 of this month's requests would not have been accepted. Under a new system, everyone who writes in for *The PLAIN TRUTH* will receive the magazine for 6 months. A renewal form is sent along with the second copy so that only those who are really interested will write in for it to be continued. We have had many enthusiastic replies to the new improved system.

SYDNEY, AUSTRALIA

February 2, 1973

The income for January 1973 is 1.4% below that

Personal NOTES

BABY NEWS

Ron and Patty Lohr (Cleveland): We are very pleased to announce the birth of our second daughter, *Jennifer Lurae*, at 5:37 a.m. on January 18th. She weighed 8 pounds, 4 ounces and was 22 inches long. Patty had a relatively short labor (4 hours) and everything went exceptionally well. Rhonda, age 2¾, is especially thrilled with the new addition.

Don and Geri Mason (Joplin): Greetings from Joplin, Missouri: The last thing Mr. Spence told me before he went back to Kansas City was "whatever you do don't pull a 'Wiedenheft'." But the next morning at 3:20 the doctor was nowhere to be found. After quick consultation with our Father, *Elizabeth Renee* was born in our living room. P.S. The doctor still hasn't shown up!

Frank and Sonja McCrady (Uniontown, Pennsylvania): We would like to announce the birth of our second son, *Scott Andrew*. He pulled a dirty trick and waited until January 3, 1973 to be born. But, then I guess we can't blame him, can we!? Mother and son are doing fine — father is very excited. Weight 9 pounds, length 21½ inches.

Dick and Onnie Thompson (Big Sandy): Our family was increased on January 30th by the addition of *Brett Conerly*. He was born at 7:07 p.m. and weighed 8 pounds, 6 ounces. His big brother, Scott (2½ years old), and parents are all happy and doing well.

for 1972 and the mail is down 33.8% compared to last year.

The article "New Hope for Mental Illness" in the January PLAIN TRUTH caused many to write in for the article "How to Overcome Emotional Stress." Some expressed their appreciation for finally seeing another article on local conditions.

VANCOUVER, CANADA

February 7, 1973

Finances and letters continue to remain steady. As we enter the second month we will probably
(Continued on page 38)

Ministerial

Bulletin



of the Worldwide Church of God

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Book Reviews

The New People: Desexualization in American Life, by Charles Winick, a Pegasus Paperback, 1969, 390 pages, \$2.25.

The American prisoners of war, now returning from Hanoi, are being bombarded with startling changes in a country which must seem like a new nation populated by new people: long-haired men, short-haired women, the Gay Liberation Front, unisex singers (such as David Bowie), *MS* magazine, the Jesus People, hippie communes, the Unisex Dress Shops, Marlon Brando's "Last Tango in Paris," Masters and Johnson sex clinics, and the Women's Liberation Movement.

These are the "new people" described in painstaking detail by Charles E. Winick, professor of anthropology and sociology at the City University of New York. Winick's ten major chapter headings and 45 major sub-headings analyze every emerging factor of American life, from architecture to Zen Buddhism — each from the point of view of the "unisex" movement toward neutered "neitherness." He scores many telling points about neuter color (The Beige Epoch), baby's names (often interchangeable between sexes), clothing ("Wear and Share" fashions), and entertainment (the death of the male hero in television, music, movies, opera, and even the death of the male lead in dancing).

Unfortunately, he strains this excellent analysis by labeling thousands of questionable com-
(Continued on page 34)

Church Administration

DAVID L. ANTION

Hello again! The new regional directors should be in today, Tuesday the 13th. We are going to have a couple of conferences — an orientation conference and then a workshop conference in order to properly orient them in their new jobs.

I want at this time to review for you the growth pattern in the Work that has made this transition necessary.

When I was first ordained as a preaching elder in 1960, I had the opportunity to attend the ministerial conference every year. All preaching elders were allowed to attend. In fact, most of the local elders who were full time in the Work came in for the conference. Other local elders were invited to come at their own expense if they wished to do so.

The field ministry was small then. Everybody heard first-hand the decisions and conclusions and discussions at the Headquarters conferences.

But with a 30% growth, the picture soon began to change. Greater numbers of men were ordained and took their places in the field.

Soon it became apparent that not all the men could come to the ministerial conferences. The expenses were just too great. Then it was decided that just the district superintendents would be allowed to come in *every year*, and the other pastor rank ministers or pastors of churches would come in *every other year*. This is the basic pattern that has continued to the present.

The growth has not stopped. Basically, more and more men have gone into the field ministry every year. Districts multiplied until we had a total of 16 districts.

Because of the widened scope of the field ministry and the difficulty of bringing everyone in for first-hand decisions, the ability to control the entire scope of the field ministry from Headquarters became more and more difficult.

In the spring of 1972 it was decided to allow the district superintendents to give up their local pastorates and lend themselves full time to the district superintendent's responsibilities. However, because the sizes of their districts were designed to allow the district superintendent to do his district duties as well as pastor a church, the superintendents found themselves full time being able to handle far *more* than their one district.

And so the need for enlarged regions encompassing two or more districts became apparent.

Structuring Down Rather Than Up

Based on growth patterns, it was inevitable that we would have to structure up over the top of the district superintendents as growth continued. Let's analyze the situation for a moment by projecting current growth for a few years.

Suppose we had forty or fifty districts rather than sixteen. Eventually we would be *forced* to have regional directors over the district superintendents. Now suppose we grow to have sixteen or twenty regional directors over a period of years. We would then be forced to have another structure on top of the regional directors. In other words, we would have to structure on top every so many years because of growth.

The present plan is to structure down. If we stay with eight regions we will surely be able to handle much growth in the next few years. As more churches spring up in each region, the regional director will eventually have more work than he can handle. At that time it will be necessary — as he sees the need — to structure under him. He may need assistant regional directors. They may need various supervisors, etc. By structuring down we avoid a continuous climate of reform.

This transition has not been easy — not for the district superintendents, not for the pastoral ministers, and certainly not for me. However, we hope, God willing, that this will be the last of any major structure changes in the field ministry. We hope this structure will remain permanent with many new opportunities coming about within the present structure.

Final Selection

By now all of you have probably heard who the regional directors are — but here is the officially approved list. We have not yet completed the specific regional assignments for each man, but we hope to do that in the next week or so.

Here are the names in case you didn't happen to hear them yet: Raymond Cole, George Kemnitz, Burk McNair, Carl McNair, Dennis Pyle, Walter Sharp, Ed Smith, Ken Westby.

It wasn't easy to make these selections. We spent considerable time with interviews and looking at the prospective regional directors from all angles. We tried to be as objective as is humanly possible, asking God for His Spiritual guidance in the matter.

We sought counsel from many and of course

have the approval of Mr. Portune, Mr. Ted Armstrong and Mr. Herbert Armstrong.

District Superintendent Duties

Until such time as the regional directors are ensconced in their offices, the district superintendents will continue with their duties as usual. These duties may continue until February 20th (the day we mail this Bulletin) or longer, depending on the needs. When that time comes the district superintendents will all turn in a final report on their districts just before the districts dissolve and become a part of the larger regions.

I would like to ask all of you ministers and elders to join me in a hearty salute to the men who filled the post of district superintendent. These men have contributed much to the growth of the United States field ministry, and I would like all of them to know that all of us will not forget their contributions.

I could not have asked for better cooperation, more loyalty or dedication, than all of these men have given me in this transition.

It has not been easy for any of us and I think we all know that.

Passover Plans

In any church area where you are having fairly large combined services for Passover and the first day of Unleavened Bread and/or the last day of Unleavened Bread, would you please write in and let me know where these areas are, and approximately how many people you will have attending. We need to know this information as soon as possible so that we may plan Passover assignments for some of our men at Headquarters.

The Ministry and You

This section of the Bulletin will have to be omitted this time. However, I would like to say that all of you are welcome and encouraged to submit material for this section. I really do appreciate the contributions I have received thus far, and have used several items of knowledge and inspiration which I thought would be most beneficial to share with all of you. We definitely need to continue doing this.

If we are to strengthen and up-grade our entire ministry, we are all going to have to apply our minds to the task of knowledge, personal growth, spiritual growth, ability to do our jobs better, better service to the brethren, preaching, counseling, etc.

There are many areas of pastoral administration, and I hope that you can be thinking of some

points, ideas and exhortations that you would like to share with all of your fellow ministers. We are all in this same great Work — *together!* Each of us, it is assumed, is a praying, studying, learning and growing individual. We want to hear about some of the things you are doing and learning and hope we can share them with all of our fellow ministers.

Thank you!

Because of some of the urgent duties of these regional directors conferences I will have to terminate my column at this point. I will be looking forward to giving you a detailed explanation of the manpower assignments and regional director areas, including a map, in the next Bulletin.

We are going to make as few moves as possible. We are not planning on any disruptions of the field, and the majority of you will not be affected in any way.

Thank you again for your cooperation.

Love and best wishes to you and your families. □

REQUESTS FOR NEW HYMNAL

Many men have written in to Headquarters inquiring about the availability of the new Bible Hymnal. Although many areas received their quota of books after the Feast of Tabernacles, there were some which did not receive enough and even a few areas did not receive any. At the present time, the supply of hymnals at Headquarters has been depleted. More hymnals are presently in the process of being reprinted but, because of some needed corrections, they will not be ready for two or three months. As soon as printing is completed, sufficient quantities will be sent to each area that has requested additional hymnals. If there are any areas which need more hymnals but have not as yet requested them, please let the Church Administration Department know within the next couple of weeks how many will be needed. Also, additional quantities of the looseleaf hymnals for pianists and songleaders are being printed and will be sent to those who request a copy. It is our hope that the new hymnals can be ready before the spring Feast.

— Gary Arvidson

THE GOOD NEWS

As one of many steps being taken to economize during this year in the Work of God, we are planning to publish *The GOOD NEWS* once every three months during 1973. Each issue will be 36 pages in length, instead of the regular 20 pages.

You can look forward to receiving the January-
(Continued on page 38)

Media

NORMAN A. SMITH

I'm sure you would like to know more about what's happening in radio, television and advertising. We here at Headquarters are very enthusiastic about the progress being made and we want to share our hopes and expectations with you because we know you long for information to share with the brethren also.

Mr. Herbert Armstrong, in meetings just before and after the conference, has strongly emphasized the need to spend the money God sends us in those areas which are efficiently proclaiming the Gospel and fulfilling the commission we have been given.

I assume this means a renewed emphasis on spending money for the media which reaches the public, the Mail Processing Center which handles the mail, the Publishing and Printing Division — those areas which more directly serve the public. And, of course, the ministry which supports the work we're doing here at Headquarters.

Just as Mr. Armstrong wishes to spend the money more efficiently from an overall point of view, we most emphatically wish to upgrade the results obtained from media dollars.

As Mr. Ted Armstrong mentioned in the February 6 issue of the Bulletin, we are affecting important budget cuts by cancellation of radio stations which are costing us \$30 per letter or more. These cancellations may come as a shock to you and to some of the brethren because a few are stations you may be depending upon for daily contact with the broadcast. To avoid consternation and concern, we want to explain briefly some of the work which has gone into these decisions, and the expectations for greater results with the dollars saved. We crave your understanding, your help, and most importantly, we crave the sincere, earnest, prevailing prayers of you and the brethren in order that we, despite our human weaknesses, can please God in what we are trying to do.

Budde Marino has been working with us a year and a half now. He has helped tremendously in organizing our Advertising Department with its Media Research section.

Jim Cosenza compiles and provides data from numerous sources for radio and TV station evaluation and subsequent reallocation of funds into other top priority areas. He uses station coverage maps, the Nielsen and ARB Rating Services, letters from you with personal observations, and the

in-depth data supplied by Jon Hill's information services team headed by Fred Peace.

This team working hand-in-hand with the Data Processing Center is now able to provide us with a complete breakdown of coded mail received classified both by zip code and by the various media, which includes radio, TV, advertising, and our own advertising through coupons, offers in *The PLAIN TRUTH*, etc. Jim can look at a station in question and tell exactly which zip code areas are being reached by the station and how many letters from each zip code are received. As a cross-check he can then look at each of these zip codes and determine whether or not it is being reached by any other stations. By structuring all of this information available in the boundaries of each designated market area, we will be able to determine which areas need coverage and weigh this information against population density, church size, co-worker and PT growth, etc., in light of maximizing our media reach.

Henry Cornwall, of Worldwide Advertising, has been in urgent need of information of this type for some time. Now Henry has the assistance of Budde Marino, Terry Warren, Dan Ricker and John Amos who will be working as Worldwide Advertising Agency representatives making contacts with all media regarding program placement on radio and TV stations, time changes and cancellations to upgrade our overall media coverage.

Terry Warren, who is an Ambassador graduate and had previous advertising experience before coming to college, is primarily handling the placement of advertising in magazines and newspapers.

Dan Ricker, a long-time church member, has had extensive experience in advertising and promotion. He worked for about a year in Australia also. His recent experience before coming to work with us was as Promotion Manager of Channel 7 in Albuquerque.

John Amos, a deacon in the Phoenix congregation, has had several years experience in the radio and television field, both as an announcer and as a time salesman. His selling experience in other fields and his enthusiasm for the Work should be very useful in his new job.

Dan and John will be contacting radio and TV stations for the purpose of obtaining new and/or better time periods as well as obtaining effective station promotion and generally maintain much closer supervisory contact on all station-oriented matters.

All of these people should be a tremendous help to Henry who has worked so valiantly, attempting to keep up with the vast number of station con-

tacts which needed to be made in order that we could obtain the most efficient benefits from our relationships with the stations.

For the past several months now we have been providing a promotional spot on the front end of every radio tape which goes out. Hopefully the stations have been using these. We expect more use as we maintain closer contact with the stations.

Also, we are planning to provide one-minute commercials in the radio programs at about eight and eighteen minutes into the program as we do in the TV program. We think our radio program has been handicapped by Mr. Ted Armstrong not having the opportunity to offer booklets *during* the program as he did prior to simulcast of radio and television.

Mr. Ted Armstrong has mentioned about the great research team and the production team that is helping him produce the TV and radio programs, so I will not elaborate further on that.

If you are the pastor in an area where a station is cancelled, we intend to send a personal letter to you explaining the reasons and some information regarding where those funds may be spent for the time being, and the hopes we have for eventually improving the coverage in your area. These letters should be out in a week or two. This will give you specific information to encourage the brethren to understand that we cancelled the station because of our responsibility to spend God's money wisely. You can explain that we hope to be using the money in a more efficient manner even though it may, in some cases, be in other markets and, as funds permit, will improve the coverage in their area. In addition, the Advertising Department will be sending a form letter to all of you giving you the opportunity to rate the broadcast coverage in your area and suggest revisions or additions in stations or times.

Please impress upon the brethren how much we here at Headquarters desire God's guidance to do His Work in a way that pleases Him. We know that we are weak and fallible human beings, but we also know the power of God's inspiration can enable us to improve the efficiency of His Work. We are very optimistic and hopeful for the increased efficiency of the media-publishing work.

I have just come from a budget revision meeting with Wayne Cole for publishing, Jon Hill for mail processing and circulation, Keith Hunter for data processing, John Egbert for printing, Budde Marino for advertising, and one or two others. The rapport and spirit of cooperation was absolutely fantastic, and in our planning we expect to be fol-

lowing the principle "In multitude of counsel there is safety."

Perhaps you would like to review Exodus the 35th chapter, from about verse 20 on, and chapter 36, verses 1 and 2, reminding the congregation of God's ability to put not only wisdom and knowledge, but understanding in all manner of workmanship in the minds of those doing His Work.

We can't do the job by ourselves, but with the intense, fervent believing prayers of all the brethren for God's inspiration and guidance, we will be able as a team to produce powerful articles and broadcasts, make the right media reallocations, and of utmost importance, receive grace and favor in the eyes of radio and television stations so we can get the program on at better times.

I hope to keep you posted by more regular use of the Bulletin in the future. If you have any questions you'd like to see discussed here, please just drop us a line. Pray for us. Write to us. Together, with God's help, we'll do His Work. □

BOOK REVIEWS *(Continued from page 30)*

parisons, such as Teflon pans, disposable diapers, and blended whiskey, for example, as instances of the unisex trend. In attempting to fit every phenomenon or well-known personage into his vast thesis of unisex, Winick often sounds like the proverbial "male chauvinist pig" or Archie Bunker. Not all of the past excesses of masculinity or femininity were as Godly as he makes them out to be.

Be sure to use discernment when reading such portions of this book. There is a proper balance to be found between the masculine-feminine dichotomy of sex roles, which God intended, and the legitimate claims of the more moderate Women's Liberation spokespersons. Perhaps, as some say, men could afford to have more of the so-called "feminine" traits of tenderness, mercy and "mother-love." After all, Jesus Christ elevated women of His day above their mundane duties, and He even compared Himself to a mother hen, yearning to gather His/her children under His/her wings. Likewise, many women could use more of the so-called "masculine" traits: the ability to lead, to make family decisions when necessary, and to nurture their minds and personalities through varied reading and their own experiences. This may be especially true when she is the head of a household (single, divorced, or widowed), or married to an unconverted mate, who often expects the wife to be more decisive.

(Continued on page 38)

Foreign Educational Service

RONALD L. DART

With the internal budget cuts, the devaluation of the dollar and its effect in foreign areas, and other challenges, life continues to be exciting. As we promised in the last Bulletin, we want to highlight the year's activities in our overseas offices.

The Philippine Work

The Work in the Philippines continued to show steady growth in 1972. The brightest spot was the mail increase which at times was 100% over 1971! The year finished with a 61% increase in total mail received.

This picture was encouraging because 1972 was not an outstanding year in regard to new media openings. In fact, after the end of television broadcasting in May, there was no further advertising the rest of the year. The few radio broadcasts we had were ineffectual, apart from DZAQ (Manila), and all media came to a halt mid-year with the imposition of martial law. Thus, even though our media slowed down in 1972, the percentage of increase in our mail continued on the upswing. Of course, we now have been given approval to go back on the radio stations, and thus 1973 should be an exciting and vibrant year.

After a very fine income increase in 1971 over 1970 (31%), we hoped for similar results in 1972. However, this did not materialize. It was an uphill struggle all year. Part of the problem was caused by the poor conditions among the brethren in Mindanao. The tithes and offerings of our people there fell quite substantially. However, in spite of this, the Philippines managed to keep the income on the plus side and finished the year with a 5.8% increase over 1971.

With the increase in mail, it was necessary to look for more office space. This was obtained in the latter half of the year. The office was able to lease a suite half the size of their current office, and the entire mailing department was transferred to this location. Shortly after this, they were able to acquire storage space near the main office. Now they have three office suites right next to each other on the 6th floor. The total office staff currently numbers 13 full-time employees (excluding ministers).

In January 1973, we were given approval to ordain two local men to the rank of local elder. This will really help our manpower situation in the Philippines.

With the establishment of martial law, it looked like the Work would be seriously jeopardized. However, it turned out to our advantage and we were able to get clearance to continue with our literature distribution and broadcast within a very short time. This was made possible as a result of Mr. Herbert W. Armstrong's previous visit with President Marcos in 1970 (as was mentioned in his last Co-Worker letter), and also by a member who is related to the Secretary of the Department of Public Information. God's Work is known in this country and Christ granted favor with those in authority. The improved peace and order in the country as a result of martial law makes it much easier for the Work to continue its functions.

Martial law also brought a change in the customs and tariff codes, scrapping the Religious Act of 1916 under which our material was imported tax free. Once again, God granted favor in helping us work out this problem with high officials who just "happened" to be PLAIN TRUTH subscribers! We were able to come under one of the new sections and are permitted to continue bringing in our literature untaxed.

Churches in the Philippines

Membership continued to increase this year in spite of the lack of media. The total number of baptized members now stands at 938 — an increase of 11.6% over 1971. The Manila Church now averages about 430 every Sabbath and the Bible study about 220. The Urdaneta Bible study has a total of 130 attending and will be held the first and second Sabbaths of each month in 1973.

The Bible study in Cebu and Iloilo had disappointing attendances at their monthly meetings. Some of this was due to the financial hardship, but part was caused by lack of zeal of the brethren. In 1973 we plan to have a Bible study and Sabbath service on the last Sabbath of every month in these places. It is painfully evident that the scattered brethren there need pastoring as their poor understanding and zeal would indicate.

The Mindanao Churches continue to hold together, but growth is almost nonexistent. Times are still hard for them, but the leaders continue to encourage the brethren to bear up under these trials. One large problem they have is being faithful in tithing in the face of extreme poverty. This area certainly needs our prayers.

Outlook for '73

The Manila office has budgeted for a 10.8% increase in income over 1972. Now that we're back on radio, we're expecting good growth in all areas of the Work. The PT circulation is now around 72,000 for the Philippines and we have a total Correspondence Course enrollment of 3,000. The letter response and income for January of 1973 has so far proven that this optimism is well founded.

We hope to resume monthly advertising in national newspapers this year. Interestingly enough, in 1972 we advertised in the *Manila Times* and received what has to be a record for cost per response. The total cost for the ad was \$31 and the total number of responses was 580, making a cost per response of 5 cents (U. S.). This is truly outstanding when you consider that most advertising in the foreign areas costs an average of \$5 per response. (Colin Adair has written an article covering the history and current activities of the Work in the Philippines which should appear in an upcoming issue of *The GOOD NEWS*.)

In the next Bulletin we plan on highlighting the French Work for 1972 and the Australian Work. □

WHY PEOPLE COMPLAIN ABOUT OUR MAIL SERVICE

Many of you have heard complaints from people about the poor mail service they are receiving from Headquarters. No doubt you have wondered why there are delays in answering a letter or filling lit requests.

You can be sure that we at Headquarters are fully aware of the problem and have made an in-depth study into the causes. We would like to take this opportunity to give you the results of that study and to clarify a few additional points.

Listed below are five major categories of lit complaints with an explanation of each:

1. Literature Not Available at Time of Request

It is necessary for one reason or another to update our literature or discontinue a specific piece entirely.

Due to our large inventory of available literature and the constantly changing demands of the public for this or that specific booklet or reprint, our stock of certain items will at times run out before new ones are printed. Also due to tight scheduling in the press, we haven't always been able to produce a new

publication at the time of its announcement. Another example of this problem is the Correspondence Course. In February 1970, Lesson 1 of the new course was mailed, but in twenty-three months we were only able to publish ten lessons. Although forms were sent to students answering their inquiries and explaining delays, they were still impatient and disgruntled with our service because they did not understand the complexities of meeting printing schedules and deadlines, as well as other editorial factors involved.

2. Negligence on the Part of the Requestor

We receive letters every day where the person has failed to give his name or address. It may be a name with no address, or an address with no city. (You can't always go by the postmark.) Or, people will state their address one way on the envelope, such as 3450 First Street, and differently in the letter, such as 3540 First Street. The odds are 50-50 that the literature will be sent to the wrong address. If simple street directions are omitted, such as "SW" or "E," etc., some postmen will return second and third class mail, even though the addressee may receive his first class mail.

A wrong address could be entered into the computer if the handwriting is not clear. For example, some people make their "7" look like "2" or vice versa. When this occurs, the terminal operator has to guess what she thinks to be the right number or letter. The literature will be returned by the post office if she guesses wrong.

Also, many people miss an issue of *The PLAIN TRUTH* when they fail to send their change of address notification two weeks prior to moving. Most magazines require 4 to 6 weeks advance notice! It is important that our subscribers notify us when they move. Otherwise they may miss two or more issues of the magazine before the problem is corrected. The post office will not forward second and third class material except when forwarding postage is guaranteed by the addressee.

3. Postal Mis-routing, Thefts, and Other Irregularities

One of our largest single complaint causes is

due to literature getting lost, stolen, or misrouted in the mail. Postal employees are human and do make mistakes, and third class mail is not treated with the same respect that is given to first class material. There have been numerous instances where literature and/or magazines have been returned to us as undeliverable only for us to find out later that it was returned in error by the post office.

Mail theft is becoming a more difficult problem to cope with. When a person consistently has trouble receiving literature from Headquarters, we strongly suspect someone is intercepting his mail. Some mailboxes are only letter-size, with magazines being jammed in at the top or put in open magazine racks. This makes copies of the PT easy prey for people who don't want to bother writing in for their own copies. This problem seems more prevalent among apartment dwellers.

4. Delay in the Mail

The largest single cause for complaint can be summed up in one word: DELAY.

Because of the very expensive cost of first class mail most of our literature is sent by second and third class mail. By using permits and bulk shipments, a great deal of money is saved but literature delivery can take up to three weeks and sometimes longer! However, our response to people is not out of proportion with other mail-order requests.

Consider a typical example:

- (a) A request for the CRIME booklet is mailed on the first day of the month.
- (b) It takes 3-5 days to reach us, arriving on Sunday, the 5th.
- (c) The letter is processed on Monday, the 6th.
- (d) Literature requests might be stored in the computer from three days to a week before getting mailed because of tight scheduling in our postal operation, and also to effect a savings in postage by mailing in bulk shipment. So the booklet is mailed on Monday, the 13th.
- (e) Add three more weeks, at the outside, for delay in the mail, and the literature arrives the first week into the *next* month!

Why don't we use first class for faster service? The cost is prohibitive. Postage alone would amount to about \$5,000,000 annually! At present, we are spending about \$1,000,000.

Even though slower and less efficient, second and third class postage makes it possible for us to get the printed gospel into the hands of millions of more people. For the record, we are sending 45,000,000 pieces of mail each year (PT, CC, booklets, member and Co-Worker letters, etc.) from our offices to all parts of the world!

5. Mail Processing Errors

Let's answer an obvious question: do we make mistakes? Yes, we do. But detailed studies have proved that our percentage of errors is only 1.5% to 2.0% of total mail processed. In comparing these figures with large mail order houses (Montgomery Ward, Aldens, etc.), we find this percentage is right in line with their employee performance which is quite often motivated by special incentive pay. To reduce our mistakes to rock-bottom minimum and to ensure continued high performance, a whole new section of quality checking was installed and has been operating now for just over a year. Incidentally, of all complaint-producing areas, mail processing is the smallest.

A final note regarding lit for PMs:

We always try to send literature first class to PMs when the literature is recommended by the local minister. But often we don't know that a request originated from a visit because the letter gives us no indication. When a PM is writing for booklets at the suggestion of a minister, we can cut 2½ to 3 weeks off the waiting period if he will *specify* to send it first class. Otherwise, we will process the request through normal channels and the person can expect to wait from 3 to 6 weeks for delivery.

We hope this report will give you a better insight into the "whys and wherefores" of our mailing problems at Headquarters. We have given you some information about how and why we process the mail the way we do. Please don't hesitate to recommend improvement or ask any questions you have. After all, our *purpose* is to serve the people you serve and, we hope, to serve you also. Thanks a lot.

— Jon Hill

BOOK REVIEWS

(Continued from page 34)

None of this is meant to minimize the impact of this fine, well-researched, highly readable book, for on the whole, modern society is in the grip of Satan's plot to neuterize mankind, blinding him from the purpose of sex roles and their analogy about men and women becoming members of the God family. In this way, *The New People* is a very valuable book, exposing Satan's devices in these latter days. It is well worth scanning and spot-reading, if nothing else.

In this age of the highly visible unisex minority, and the sheeplike majority who are heavily influenced by this unisex trend, perhaps the material in this book could inspire a sermon or two on true masculinity and femininity. In any regard, many such people are being called by God, and you will have occasion to counsel them more and more as the unisex trend continues. This book will definitely help you be more aware of how to help them. □

THE GOOD NEWS

(Continued from page 32)

March issue during the third or fourth week of March. It will contain 14 different articles and short special features which we hope and feel will be interesting, educational and inspiring to all of our members.

— Jon Hill

MAIL SUMMARIES

(Continued from page 30)

encounter difficulty in maintaining the present high year-to-date percentages because of the exceptionally good month of February last year. The "experiment" we mentioned previously is already bringing results. This involves sending cards to new readers which advertise six additional pieces of literature. The response so far is very encouraging.

MANILA, PHILIPPINES

February 1, 1973

January ended with a very small and almost imperceptible increase in mail. Our mail increase has been adversely affected because of some difficulties we presently have in bringing the December PLAIN TRUTH out of the Bureau of Customs.

LETTER COMMENTS

COMMENTS FROM ANNUAL THANK YOU LETTER

The thank you letter that went out with the annual receipts has precipitated a number of positive comments. One thing they all show is that people appreciate being told how much good their support accomplishes. Some are even writing letters now who didn't before because they thought processing a letter cost so much.

Didn't Write Before Because of Cost of Sorting

"I have never written you because I have heard how much it costs to have someone sort, open and read all the letters. I felt my tithe wasn't very much and I thought if I would write it would take what little I sent in to read the letters and I have only asked for booklets. But after getting your letter with the annual receipt, it made me very happy to know that I was doing some good for the Work. I could hardly keep back tears to know I help, if only in a small way."

Diane M.,
Knoxville, Tennessee

Drew Tears to Think Her Donations Do So Much

"Thank you for the letter of January 15. It drew tears in my eyes to think my donations did so much for proclaiming the good news of the world tomorrow. It worried me to think my widow's mite wasn't helping much. I am humbled and thankful that it is helping as much as it is."

Iola M.,
Tenino, Washington

Never So Elated Over a Letter

"Never have I received a letter that made me so elated as the one you just sent me. I feel so good knowing that I have a part in the work of spreading the Gospel all over the world. For a long time I wondered if we were really accomplishing any part of the goal set up. Now I know it is doing just that. Thank you, Mr. Armstrong, for your letter."

James R.,
Buffalo, New York

Made Him Very, Very Happy

"It was a pleasure to receive the wonderful encouraging letter from you the other day about the money that I sent to the Work throughout 1972.

It made me very happy that my money is doing so much. It made me happy to know that I don't have to have a big job in a corporation to make lots of money, because the only money I send comes from my Social Security. It also makes me very happy to know that my money is getting the broadcast over the air for 2,000 people to hear it. And I hope 2,000 more people will get the broadcast through to them in 1973. I'm very happy to know that the \$2.00 that I send in is paying for three people to receive *The PLAIN TRUTH* for one year. It makes me very happy to find out that my money paid the cost of nine more students to get the Ambassador College Correspondence Course.

"Mr. Armstrong, really, it makes me very, very happy to know how much my \$2.00 does. And, I hope and pray that in 1973 you will do more with the \$2.00 that I will send in. Thank you very, very much for writing and letting me know what my money is doing for the Work, and let me tell you once more that I am very happy!"

Frank L. M.
Farmington, Michigan

Was Embarrassed to Send Such Small Donations

"I am so thankful for your letter telling me all my little 'mite' does. Sometimes I've been discouraged and embarrassed because I couldn't send more and thought, 'Why send anything?' But thank God you said my little bit does help. So will send as much as I can."

Helen S.,
Chicago, Illinois

Gratifying to Know How Much Good Contributions Do

"Thank you very, very much for your letter of January 15, 1973. It is most gratifying to know how much good our contributions do help in the overall effort. We certainly agree that 'No other place on earth accomplishes so much with every single dollar.'"

Mr. and Mrs. L. D.,
Arvada, Colorado

Made Her Feel Better

"I hope that one of these days I can send more than just my tithe to help you in your wonderful work. Your last letter made me feel better, considering the small amount that I make."

Mrs. Agnes B.,
Stonewall, Oklahoma

Wants Mr. Armstrong to Know . . .

"I would like Mr. Herbert Armstrong to know how much I appreciate his letter that came with my offering receipt for the year 1972."

Miss Alice P.,
New York, New York

GENERAL COMMENTS

Marriage Booklet Saved Her Marriage

"Last week I received your booklet *Your Marriage Can Be Happy*. I wish I could tell you what this book has meant to myself and my family. I am 20 years old and a mother of a five-month-old son. My husband is a policeman and that in itself has caused more problems than I care to think about. My husband had given up trying to save our home, but I just couldn't. Your booklet has really opened my eyes and my heart. I wish I could put into words what this has meant to me."

— Mrs. Brenda J.,
Greensboro, North Carolina

Dating Booklet Gives a Parent Confidence

"I want to thank you for the excellent book *Modern Dating*. It was surprising to me to find out just how far my responsibility goes as a parent. So many times I was afraid I was trying to live my children's lives for them, but your book gave me confidence and I know my daughters will benefit so much."

— Ruth R.,
Holton, Kansas

Employer Arranged Hours So He Could Keep Sabbath

"I would like to say thanks for the letter and literature you sent me about the Christian Sabbath. I showed it to my employer and he was real friendly about it and arranged it so I wouldn't have to work Saturday."

— Mr. R. B.,
Monon, Indiana

Theory for the Birds Would Convince an Atheist

"Thank you so much for the booklet, *A Theory for the Birds*. I am at a loss for words to explain what an inspiration, and a revelation it was to me. If anything proved God's existence, that book alone should do so. I can't believe that even an

atheist after reading it could doubt God's existence. As for me, it has opened up an even stronger faith in God."

— Ethel E.,
Brooklyn, New York

From a Teen-ager

I don't always agree with some of your views, but I most definitely enjoy your program, which is unusual for somebody my age. I'm only 19, and young people my age would turn your program off if they accidentally ran across it while trying to tune in on a good rock and roll station. I used to, too, but one night I flipped the radio on and was too lazy to change the station when you came on. I found myself uncannily glued to the radio, and actually listening to what you were saying. I found it most interesting, and now listen to you quite often.

In actuality, I think most other young people would find what I found in your show, too, but are embarrassed to admit it and are afraid of showing their squareness in front of their hip friends. That is why they would rather change to another station than sit down and listen to what you have to say. I hope someday all this will change, and we'll all be a little wiser.

Please send me your Dating book, as it was referred to during one of your programs; my curios-

ity gets the better of me. I would most certainly appreciate it.

— Mike H.,
Fairbanks, Alaska

The Result of Today's Educational System

I'm a college student and I finished a course in Western Civilization. I studied people such as Luther, Calvin, Nietzsche, Sartre, Marx, Lenin, Fanon, Darwin and Huxley to name a few. After completing this course, it seemed that man can't make up his mind of what he wants and that he is lost.

I don't know what to believe. Everything in our society is stupid, absurd, and meaningless. Life itself seems to be a cruel fake. I was taught that man is a biological freak. I read books that say man is predestined and then in other books the writers claimed that man has free will. What is it? I don't know what to do with my life. Some people say live the middle-class lifestyle and be an executive. I don't want that. I don't want to be like most people because they are screwed in the head.

I've been listening to your radio show. You seemed to make more sense than anyone I hear, even George McGovern. You say things that most politicians feel are not politically feasible. College is useless. Maybe life is useless.

— Kirby C.,
Topeka, Kansas