

Bulletin



of the Worldwide Church of God

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MAY 1, 1973

General News and Comments

MAIL SUMMARIES

PASADENA, CALIFORNIA

April 27, 1973

Unofficial figures for the special Holy Day Offerings show that the combined offering taken up on both Holydays was about 16% higher than last year's combined offerings for the Days of Unleavened Bread. This should give the year-to-date increase a nice boost.

On April 11 the first of the TV specials was aired in Oklahoma City on Channel 9 KWTW-TV. The topic was "Why Did God Let Tommie Die?" We received around 130 letters and the WATS line received over 130 calls. However, there was a large number of "busy-outs" (the caller received a busy signal).

The coupon in the April PLAIN TRUTH announcing the booklet *Ending Your Financial Worries* has pulled about 50,000 responses. The article, "The Man Who Couldn't Afford to Tithe," in the April issue, has already inspired a number of people to begin tithing, though it is still too early to tell the full effect the article will have.

INDIA

April 10, 1973

The Work in India is expanding. Already plans are being made for another Indian tour to take place in July. Mr. Frankel, who has recently arrived for a short stay at Bricket Wood, commented that the prospective visits are mounting at the rate of ten per month. We already have nine baptized members in India and seven in Sri Lanka (formerly Ceylon).

Mr. Frankel said we are reaching a well-educated section of Indian society. Many prospective members either hold college degrees or are students. A good many are doing some type of clerical work.

VANCOUVER, CANADA

April 11, 1973

The French aspect of the Canadian Work is surging ahead with several innovations to reach the French-speaking Canadians with the Gospel. Last week 15,000 French PLAIN TRUTH's were placed on newsstands for free distribution. To date, we have had 296 requests for a year's subscription.

LETTER COMMENTS

RESPONSE TO THE TV SPECIAL

The Shortest Hour

"Thank you for airing the Garner Ted Armstrong Special tonight. I can safely say that it was the shortest hour on TV that I can remember in a good, long while. My wife and 23-year-old daughter agree with me. Powerful stuff! Hope we can see more of it. Is there any chance of more of the same? I've heard that you have a half-hour TV series, but I don't think anyone here in the city carries it."

Bert A. C.,

Bethany, Oklahoma

From Members

"I am a member of the Worldwide Church of God in Oklahoma City, and after watching the Garner Ted Armstrong Special here last Wednesday night I just wanted to make a comment or two and also to thank you for the tremendous job you are doing.

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Personal NOTES

BABY NEWS

Robert and Zenda Cloninger (Pasadena): We are pleased to announce the birth of our "firstfruit." *Lisa Christine* was born April 13th, weighing 7 pounds even and was 19 inches long. Mother has overcome her swollen tummy. Father is overcoming his swollen head!

George and Merry Kackos (Milwaukee AM & PM): Greetings! On the Sabbath, March 24, our day started earlier than usual. My wife woke me at 5:30 a.m., and at 10:53 a.m. she delivered our firstborn — a 6-pound, 11-ounce girl named *Anita Ann*. It left me just enough time to change my sermonette topic for the afternoon service, comparing physical and spiritual birth. It is not a new analogy, but it surely is especially exciting after seeing your own child born!

Jim and Kaye Kisse (Big Sandy PM) Howdy Y'all! Our first daughter and second child was born at 2:07 a.m., February 27th. From papa's point of view, it was such an "easy birth" — hard labor for only 25 minutes. He suggested another child soon! Mom's reaction: "No deal pop — 8 pounds and 20½ inches is enough labor for awhile." Mother and daughter, *Janna Kaye*, are doing fine.

Jim and Charlene (Douglas) Lichtenstein (Philadelphia AM & PM): We are happy to announce the birth of *Laura Anne* on Friday, February 9. She weighed six pounds and joins her two brothers. Since our other children have birth defects, we were very happy she was born looking just fine. However, within four days she went into heart failure and was taken to the emergency room of our nearby hospital. She has an enlarged heart for some reason not really known by any of the dozens of doctors who have examined her. We are sure God has intervened with the problems she had so young in life because she is home now, gaining weight and looking very good. She is a joyful addition to our family.

Ministerial

Bulletin

of the Worldwide Church of God

EDITOR

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Book Review

The New Aerobics, by Kenneth Cooper, Bantam paperbacks, 190 pages, \$1.25.

Many of us tried aerobics ("a system of exercise designed to improve overall health, particularly the condition of heart, lungs, and blood vessels"), but fell by the wayside. Others jogged on stony soil, and promptly dropped the habit when the going got rough. Others were too "busy," but still exercise on a catch-as-catch-can basis. Some few jogged on good soil, and logged 30, 60 and even 100 aerobic "points" each week.

Exercise is a lot like dieting and other physical "details." They're often overlooked on the basis that "bodily exercise profiteth little: but godliness is profitable unto all things" (I Tim. 4:8). We must remember, however, that the 50-year-old Apostle Paul probably walked 20 miles the day he wrote that verse, because walking was a way of life in his day. It isn't today: exercising and dieting are needs which are new to the twentieth century. In Paul's day there was no need for weight-lifting equipment, handball courts, stationary rowing machines or running-in-place! Instead, they walked and ran to go somewhere, lifted weights while building tents, and rowed a *real* boat across *real* lakes!

But the contemporary white-collar job and expanded leisure have left us bereft of exercise as a "way of life." Hence, hundreds of dieting and exercise books flood the market. Since proper exercise and balanced natural food don't come to us natu-

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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 in His service!

This has got to be one of the busiest days I've had in a long time. I am leaving for Europe tomorrow morning at 9:00 and have had to get many things accomplished today.

I spent the morning with my father immediately preceding his departure to Japan. We drove to the airport together, updated each other regarding our mutual activities over the last week, continued our far-reaching discussions about the entire Work, and coordinated our respective itineraries for the next 2-3 weeks.

Next on the day's agenda after returning from the Burbank airport, was a campaign meeting in which we discussed the success of Mr. Ron Dart's campaign in Toronto and the future prospects of instituting many other similar campaigns around the country as soon as possible.

I spoke to Mr. Dart on the phone, and he was very enthusiastic about the Saturday night-Sunday night campaign he conducted. We had an excellent crowd -- roughly 1750 the first night and 1600 the second. There were at least 150 church members who attended the first night but could not the second (due, in many cases, to a long distance traveled) -- so, if anything, Mr. Dart might have even picked up a few more "outsiders" on the second night! All who attended agreed that Mr. Dart had a superb presentation, thoroughly captivating and moving the audience. He is certainly very enthusiastic to have a repeat performance in some other city whenever we give him the word.

Mr. Albert J. Portune, who attended the Toronto campaign in anticipation of his own campaign in Edmonton, was equally enthusiastic. Mr. Portune is one of the most heartfelt and profound speakers that we have in God's Work. He projects warmth, conviction, dedication and sincerity whenever he speaks. He will be a powerful instrument and, although I am not a prophet, I can safely "predict" that Edmonton will be the first of many campaigns for Mr. Al Portune.

There is no doubt in my mind that as speakers such as Mr. Dart and Mr. Portune and others get a few campaigns under their belts, they will become even more effective in relating to audiences around the world. I have been thinking of some rather far-reaching ideas along these lines -- too formative to discuss in detail now. But I could get pretty excited about our conducting four,

five or even more smaller localized campaigns simultaneously around the United States, Canada and the rest of the world every week! We need to fully utilize the God-called and God-trained ministry in this Work. I would eventually like to see many Regional Directors, office managers, and local church pastors involved in getting God's message as a witness and warning to the entire world in this end time. But this is for the future -- for the present, we must proceed "decently and in order," and the two-evening campaigns by Mr. Dart and Mr. Portune are ideal in this vein. I find myself almost more enthusiastic about their campaigns than I am about my own!

Then, as this incredibly hectic day continued, we made final preparations for the European trip which will now include interviews in Bonn with Franz Josef Strauss and Chancellor Willy Brandt's press secretary.

Brandt himself will be in Washington the first few days in May and because of the seriousness of his talks, will not grant private interviews to anyone, including the large American networks. Brandt will then be going to Yugoslavia, Israel, Algeria, and perhaps other nations during the month of May. In addition, Leonid Brezhnev, the Party Secretary of the U.S.S.R. and the man who has emerged as the most powerful in the U.S.S.R., will be making an historic trip to West Germany around May 13. So, although I won't be able to talk to Chancellor Brandt on my present trip, channels are being opened for the future.

Germany, at this time, has become a focal point of world politics. Many now speak of Germany as the mediator between East and West -- and the political involvement in the Middle East could portend significant future developments. Furthermore, not only is Germany becoming more and more internationally active in world politics -- even taking the initiative away from the United States -- but also Germany's confrontation with the U.S. -- over money, trade, troops, etc. -- is reaching a crisis stage.

Mr. Hans Quast, who has arranged the present series of interviews, has also lined up some of the chief cabinet members of the West German Government -- the Foreign, Defense, and Economic Ministers, the three key posts in the government. What better time in recent German history to begin an active, personal -- and, I hope, continuing -- relationship with the German Government!

From Bonn, we go to Strasbourg, where the European Community, alternately designated the European Union (they no longer call themselves the European Economic Community, because their confederation now goes well beyond economics -- a significant development all by itself!), will be holding some very far-reaching meetings. Arrangements have been made for me to interview at least two of the Vice-presidents of the European Community,

including Sir Christopher Soames, the new British representative, in line to be the next president of the Commission. (Part of the problem, of course, is getting men who can speak fluent English.)

As I look at it, there are at least three major purposes of these interviews at the highest level of government: 1) to properly educate our television and radio audiences while building the quality and prestige of the program; 2) to establish personal high-level contacts of inestimable future value; 3) to learn, firsthand, what is really happening in Europe -- in other words, do the job of a "watchman": WATCH!

We are also planning to film a number of "GTA-on-the-spot" type segments in Europe -- perhaps in Rotterdam, the Ruhr, etc. -- to be used in upcoming series on Trade War, Europe, World Government, etc. I also hope to do some new on-the-spot radio programs (which have proved so successful in the past).

Upon take-off from Burbank tomorrow morning, I will fly to Gander, Newfoundland [editor's note: Zero visibility forced a route change to Goose Bay, then on to Keflavik, Iceland], then to Madrid, and on to Bricket Wood where I am eagerly looking forward to spending some time on our English campus. As I mentioned in the last Bulletin, it's been a number of years since I've been there -- some of the graduating seniors I've never even met face-to-face! I plan to take a forum, have a sing-along -- and spend time with the Huntings, the Merediths, and many old friends. Because of the number of days required for the interviews and on location commenting, I won't be able to spend as much time as I would like in Bricket Wood, but I do plan to make regular trips there in the future. Immediately after the European interviews, we will head on back to the Western Hemisphere where I have campaigns scheduled in Winnipeg on the 18th, 19th and 20th and in Vancouver on the 25th, 26th and 27th.

Then, in the month of June, we have a heavy schedule of on-the-spot video-tape (not film) recording. This is something new -- it's just an experiment, but we're all pretty excited about it. I'll be able to do long segments -- and even whole programs -- completely out of the studio, in the real world!

We have rented portable video-tape equipment for the entire month, and we are planning at least three programs (to be aired next season) to be recorded on location inside the California Institution for Men at Chino and the California Institution for Women at Frontera (both about a one hour drive from Pasadena). We have been given official permission by the state of California to

talk to prisoners (including murderers, rapists, robbers, women who have killed their children, etc.), correctional officers, administrators, etc. We are going to talk about crime, its cause and prevention, the interaction between the prisons and society, etc. We have divided subject material into three parts: 1) Life in prisons (sodomy, death row, peer-group pressure, capital punishment, racial pressure, TV and movie distortions, prison myths); 2) What brought you to prison? (personal stories, family background, environment, poverty, race, mothers who kill children, how has prison changed you?); 3) The relationship of prisons to society (rehabilitation, society's ignorance about the system, former friends of prisoners, opinion of society, crime begins at home, prison system as a deterrent to crime, prisons as a microcosm of society, penance vs. repentance). The objectives of the programs -- which we hope will be of extraordinarily "gutsy" interest -- will focus on the society which generated the conditions for increasing crime, etc.; then, when the problems occur, society puts them behind stone walls. Society treats the effect, not the cause. We will state that God's system for dealing with crime is the only perfect way -- but it cannot work until this same way of life is implemented for all of society.

We are also anticipating at least four programs on Ambassador College at Pasadena: one on the history of the college -- on location at the old Administration Building (now the library); another program on student life -- perhaps a segment inside a classroom (Family Relations class), a second segment at a sing-along, and a third at the gymnasium; then we will have two programs on the Work itself -- the first focusing on how literature requests are processed (television advertising, Mail Processing Center, Data Processing Center, Postal Center), the second program on how the literature is produced (TV planning, editorial, booklet production, press).

The third week in June we will take our equipment to Big Sandy -- for two-four programs on the farm program, the digester, and the college there. In all programs, we will emphasize the uniqueness of Ambassador College as a living, vibrant institution actively fulfilling its God-given commission in the training of manpower to staff this worldwide Work of God.

For the last week in June, we'll go up to the Summer Educational Program in Orr, where we'll talk to kids at all age levels, asking them a variety of questions to be used in different types of programming. We'll also show the recreational facilities of God's balanced way of life in the great outdoors.

Then, in July, we again resume a heavy studio taping schedule in preparation for next season, to be aired beginning in the second week in September. We anticipate at least 40 programs to be taped in July to accumulate our needed 90 by the Feast!

I had a very enjoyable Feast of Unleavened Bread in Big Sandy, preaching there the first Holy Day. I came back to Pasadena for a TV planning meeting on Sunday, which we continued today (Tuesday). We went through a long list of programs prepared by our research team in accord with the general guidelines I have tentatively described as the WITNESS and the WARNING aspects of our commission. (WARNING includes all aspects of showing the world its sins in the areas of geopolitics, society, environment-ecology, religion. WITNESS consists of informing our audiences about God's truth in the areas of the existence of God, creation, anti-evolution; true doctrine, and anti-paganism; prophecy, end-time, the return of Christ, the government of God, the World Tomorrow; our Work and commission; individual salvation and conversion; and God's way of life.)

I gave overall directives and specific program ideas and approaches to the TV team in a very free, give-and-take, shirt-sleeves atmosphere. It was a very productive meeting. We need to begin preparing the research, film clips, and graphic aids NOW so that we can begin to be ready to tape in July. (In fact, we're a bit late already!) As these program ideas are being developed, I will be spending time focusing in on each individual series.

One program idea was the Communications Revolution (as a part of the knowledge explosion -- Dan. 12) -- showing how our tightly-wired world has the most incredible means of instantaneous mass communication including computers that talk to each other by telephone, a million telephone calls that can soon be transmitted by a thin beam of light (laser), etc. I suggested that we give a human twist to the subject -- by contrasting the enormity of channels of communication with the failure of human beings to really communicate with one another, between mates, parents and children, different races and different nations. So many ways to talk -- but nothing to say!

On all programs, witness or warning, dealing with a "secular" subject or with a directly biblical one, our message -- who we are and what we stand for -- must always be very clear.

Other aspects of this thoroughly enervating day included a business luncheon with Leslie McCullough and Robert Kuhn (discussing aspects and future plans of the foreign work and Mr. McCullough's upcoming trip to Australia), rewriting and editing two articles which were prepared from sermons that I have given: a PLAIN TRUTH article, "Uncle Sam Is Sick" -- taken from a number of campaign sermons, and a GOOD NEWS article on the "fear-syndrome" in the church (now rapidly disappearing) which was taken from a sermon here in Pasadena (and you may recognize some paragraphs from a previous Bulletin).

Just before leaving Big Sandy, I approved the second edition of The Worldwide News and wrote a personal article for it. It continues to be packed with all the information the brethren

really need. But we must continuously improve it. However you and the brethren in your area feel that The Worldwide News can be upgraded, added to, etc., please forward this information through the proper channels. This is your newspaper and its success depends entirely upon you.

I keep hearing of the growing enthusiasm of the ministry regarding the open lines of communication laterally and vertically that are being built. Let's keep it up -- you are the guys out there on the firing line, and you are the ones who have to keep us fully informed about what's going on. Use the structure that Mr. David Antion has set up in the Regional Directors and channel as much information as possible through the ranks. Mr. Antion needs your support so he can properly represent your views and what's happening to my father and to me. The same is of course true for all those outside of the United States -- channel all information to the office managers in each country and they will forward it to Mr. McCullough. He will then be thoroughly informed to make suggestions to Mr. Armstrong and me.

The working relationship that is being developed at Headquarters and in the "field" is a thoroughly enjoyable product of the last few months. It takes time for us to develop all the systems and procedures to fully run such an enormous and incredibly unique Work -- and I suppose we'll never be finished with that, since the more we grow, the more problems we have to solve (which is the way it should be) -- but so much progress has been made on both the personal and production levels that I am continuously more enthused and dedicated to getting our job done (for however long we've got left!).

Mr. Armstrong and I are very thankful that God has given us such an intelligent and responsible group of executives to carry out our policies with loyalty and resourcefulness. It is only because of this -- because of these men (and I obviously can't list them all; if I had to, I would have to list all of your names, too) -- that my father and I can confidently leave Headquarters, traveling to various areas of the world in order to further God's Work.

Mr. Armstrong's contacts at the very highest levels of government will no doubt yield incalculable results in the future. At my level, I am going as a news commentator -- a watchman to us -- to learn from on-the-spot discussions and from seeing the sights and hearing the sounds of some of the vital areas certain to be focal points of world crises in the future. So, as my father and I depart, we recognize that it is only because of you that we can do so. Keep up the good work!

In Jesus Name,

Barney Led Armstrong

Church Administration

DAVID L. ANTION

A warm "hello" from southern California!

The weather is becoming smoggier as more sunlight hours increase the ozone levels and smog.

We just returned from New York where we observed the weekend and last Holy Day of the Feast of Unleavened Bread.

We had an inspiring festival and a very meaningful Passover. I hope all of God's people and all of His ministers were spiritually uplifted.

Not only did we have good weather where we were — in Ohio and in New York — but the warmth of the congregations and the generosity expressed in the offerings showed where the hearts of God's people are.

Some of those offerings were really outstanding! We were very pleased to see the offerings averaged out at the \$10 level. There were no big single offerings that brought the average up. It was just that everyone did his "fair share" contributing a solid offering. I understand some churches went up over the \$15 mark and one or two were right at \$20 per person.

This was certainly a generous free-will offering which God's people contributed to Him for use in His Work, and I know God is pleased.

A Potpourri of News

Many of you may have already heard about the two-night campaign Mr. Ronald Dart conducted in Toronto over the Easter weekend. This campaign was not heavily advertised, but notices were sent to *The PLAIN TRUTH* subscription list in and around the area.

The attendance was approximately 1700 per night. Mr. Dart spoke on "Is This the End Time?" and "The Age of Depression."

We have not heard any follow-up results yet as it is too early for that.

Mr. and Mrs. Portune were there to attend that campaign as well. Mr. Portune is scheduled for a campaign in Edmonton in just a few months.

Many have asked about Mrs. Portune's health. The last time I saw her she looked very well. She is able to move about with the cast on her leg by using a walker. But she has to be in a wheelchair

for long-distance traveling. I feel that she is mending very well and both she and Mr. Portune are very encouraged by her good progress. I know they are very thankful for all of your concern and your prayers.

We are about to enter one of the busiest months on campus — as the college year comes to a close. This next month will be filled with all types of college activities — finals, socials, concerts, last club meetings, etc. It is quite a hectic time with a lot of pressure on most of the students. I am sure they would all appreciate your prayers and the prayers of God's people during this time.

Church Administration

The Regional Directors are scheduled to be in Pasadena for meetings beginning April 30th. They will probably be arriving April 29th, and hopefully we will start our meetings at 8:00 a.m. April 30th.

There are a number of things we have to cover while they are here, as well as to establish another agenda for our next Regional Director's meeting.

We hope to finalize the manpower assignments and to assign our new ministerial assistants to their respective areas for training.

We also want to fully understand the budget and work out any budgetary problems that we may have as a division.

It will take us quite awhile yet to really work out all of the systems and policies necessary in this new regional structure. The delegation process will continue during that time as we decentralize functions that can be decentralized. In the next year or year and one-half we should have things to the point where the operation is running more smoothly.

Meanwhile, we hope all of you will renew your fervent prayers for God's Work, for God's people, and that God will grant more of His Spirit to His ministry. We also hope that you will continue to upgrade your education and knowledge of God's Word — *really study the Bible!*

I will end my column at this point. Must get back to agenda preparation and planning for the Regional Director's meeting.

We hope to be seeing many of you this summer at the Regional Conferences.

So from all of us here at Headquarters I'll say, "So long." □

Media

NORMAN A. SMITH

Our heartfelt thanks to all of you for sending in the broadcast coverage map of your area along with your recommendations.

Jim Cosenza informs me that ninety-five percent of the reports are in. He has analyzed practically all of them and they will be used in the future when specific considerations are made for coverage in each area. So the information provided will be of great help.

Our staff of researchers and buyers working with Worldwide Advertising is making contact with station representatives and station personnel in those markets where we presently have poor or no coverage. Therefore, it would be in the Work's best interest if you permit all future contacts to be made through Worldwide Advertising.

Our goal is to have *The WORLD TOMORROW* program in every major radio market in the United States and Canada on a station that has mass appeal and a desirable time. Unfortunately, we have experienced difficulty in several markets; that is, no station with mass appeal will carry *The WORLD TOMORROW* at a reasonable time. Hopefully this situation will be rectified in the future. However, we have met with success in many other areas.

To help you understand why your area may not receive better coverage as soon as you had hoped, I would like to give you Jim Cosenza's summary report and thoughts on the recommendations you sent in.

"Generally the ministers in the field are looking for a local mass appeal station at a time convenient for the members to hear the broadcast. This is laudatory and a great idea, but unfortunately we have problems getting station availabilities. To be realistic, unless God performs miracles in station owners' and managers' minds, we are not going to be able to open up all the good times and stations we would like."

(Please impress on your people's minds the necessity of praying diligently for these miracles.)

"In many cases they don't need money from us, they can get it elsewhere. The Word of God is often not palatable and if the station is not in financial need they will go with other programming. Often, the station that needs the money and will accept our program is a station that is floun-

dering and doesn't have a good audience at the moment.

"Our reports show that occasionally some of the weirdest times get good responses. Some of the big stations pick up an audience late at night when other 'Mickey Mouse' stations go off the air. It is at this time, and when their regular format programming is concluded for the day, that these big stations put us on the air.

"I have gone over the reports and am generally familiar with the requests. By way of explanation, we are first looking for the best availabilities in markets with poor or low coverage. If a market does have poor coverage and there is no decent avail at the present time, we may pass this market up. Of course we are concentrating on the larger markets, and smaller markets may have to wait also. Due to the present limited budget, we must take the best availabilities even though some markets may continue to be without adequate coverage."

Under Budde Marino's auspices, Jim has done an excellent job of compiling data and providing us with a thorough analysis of each market in order that intelligent decisions can be made regarding media buys. Unfortunately, this past year Jim has been suffering from a weakness, which appears to be mononucleosis, which prevents him from working on a regular basis. It appears that a period of complete rest, which we are going to arrange, is required in order that he may fight off this malady and return full time to his important duties. In the meantime, Dean Smith who is familiar with Jim's work and has been assisting him, will carry on.

We earnestly solicit your prayers on behalf of Jim that he may enjoy a speedy recovery.

By now I'm sure some of you have missed *The WORLD TOMORROW* broadcast on a station you had been listening to regularly. As explained previously in Ted's Personal Letter, these were stations that were not producing as we felt they should and were thus curtailed as part of the budget reduction and reallocation program. We advised you previously of the addition of 50,000-watt stations in Cleveland, Louisville, and Albuquerque. In addition the following local area stations have been added: WJAC, 850 kc, Johnstown, Pennsylvania, 12:30 p.m. daily; WFIR, 960 kc, Roanoke, Virginia, 7:00 a.m. daily; KTUC, 1400 kc, Tucson, Arizona, 8:00 p.m. daily; KCLS, 600 kc, Flagstaff, Arizona, 12:30 p.m. daily; KGU, 760 kc, Honolulu, Hawaii, 10:00 p.m. daily; and WHIM-FM, 94.1 mc, Providence, R.I., 8:00 p.m. daily.

Worldwide Advertising recently sponsored a luncheon meeting at Perino's in Los Angeles, for all the television representatives in this area. About twenty were in attendance. Their firms represent practically all the television stations in the United States and Canada. Henry Cornwall, Budde Marino, Dan Ricker, John Amos and I were all present. We showed them a short preview tape of the Personal Appearance summer specials and a complete half-hour daily TV program. We presented them with information regarding our fall programming, emphasizing the capabilities of our Research Team worldwide. We also emphasized the high level meetings of Mr. Herbert Armstrong as well as the worldwide educational efforts of Ambassador College.

Several of the reps gave sincere comments of appreciation for this additional information about Garner Ted Armstrong's programs.

Again, we solicit your prayers that they will follow through with an enthusiastic presentation to station owners, managers and program directors in order that we can receive some good availabilities for the fall program series, and a complete portfolio of availabilities for the Personal Appearance Specials.

We plan to publish a list of these markets in *The Worldwide News* with definite information regarding stations, dates and times for each market as they become available.

Please emphasize to the brethren the importance of publicizing these specials on a person-to-person basis to all of their friends, relatives and associates. Possibly we'll be able to come up with a package of promotional materials (flyers, posters, cards, etc., with guidelines) for member distribution as we do in cities where Ted and the other speakers are appearing personally. We will keep you informed on this if it develops.

We now have summer special availabilities in Albuquerque, New Mexico; Beaumont, Texas; Cedar Rapids and Davenport, Iowa; and Tulsa, Oklahoma. That's five down and about sixty to go! □

CAMPAIGN RESPONSE

The mail response to the campaign in Salt Lake City has been the best yet! The Mail Processing Center has not as yet even processed all that they have received. So far, we have processed 731 of the program tear-out slips. (The previous all-time high for response to the program tear-out slips was 586 for the Richmond campaign.) We also received 300 of the "Worth Writing For" cards from those

attending, giving us a total of 1031 responses at Salt Lake City.

The Dallas campaign mail response has also been very excellent and above average. To date we have received a total of 808 responses — 468 of the program tear-out slips and 340 of the "Worth Writing For" cards.

Carl Koellner reports that about 48 persons, including children, are now attending church in Salt Lake City as a result of the campaign. An additional 32 families are prospective members but are not as yet attending church. Five have been baptized. These 32 families are for the most part Mormon and are reluctant to attend church for fear of being seen doing so by fellow Mormons. They are, however, quite interested, and in a matter of time should be attending.

Ozzie Englebart conducted his first follow-up Bible study in Dallas on Friday, April 20, and as yet we do not have any attendance figures. He has, however, received 42 telephone calls. Forty of these persons seem to be interested in learning more about God's way of life.

BOOK REVIEW

(Continued from page 102)

rally anymore, we must go to them. Just as much as they were a given "way of life" to Jesus Christ, Paul, and 90 percent of everyone who's ever lived, they must become a way of life to us.

That means you must organize a planned program. Dr. Cooper writes, "If you can't exercise regularly, you're better off not exercising at all." Sudden start-and-stop jogging is what caused the bodily pains of the "jogging fad" of 1968. *The New Aerobics* rights all the wrongs of that fad period and introduces a new exercising "way of life." It answers all the questions engendered by the earlier book, gives greater precautions, and explains the modified program for women, children, and decade-grouped men (under 30, 30-39, 40-49, and 50 or over). Expanded point charts cover every conceivable aerobic situation, from stair climbing to rope skipping.

The reason for the book is self-evident. Over half of all American deaths result from cardiovascular diseases. Of these one million deaths annually, a mere two deaths were "caused" by premature unsupervised jogging by a couple of severely overweight cardiac patients. Although this book and the original *Aerobics* warned against such headlong dives into exercise, nevertheless aerobics got a bad name, instead of the men's past life of non-exercise, which was the true "cause" of death.

A further word to the overweight: aerobic exer-

cise is *not* an effective weight-loss tool alone. To lose weight, you must eat right, but a combination of a sensible eating program (like Weight Watchers) and a sensible exercise program (like aerobics) will melt off excess pounds. If you are more than 20 percent (35 pounds) overweight, do NOT begin jogging without a doctor's examination. It will probably take ten to sixteen weeks to gradually build up to a 30-points-weekly plateau.

A new extensive chapter "Mostly About Women" has been added to this edition. As a rule, women exert more calories "on the job" than men, but household chores don't provide the aerobic workout for the heart, lungs, and blood vessels that is necessary for overall health. Housework should be supplemented by aerobics, even if just a brisk walk.

If you set your hands to the aerobic plow, remember that it must become *habit*, just as it was habit to the men living in Christ's day, although it came more naturally to them. As Dr. Cooper said, you'd be better off forgetting exercise altogether than to overextend yourself once a week or so. The best solution, of course, is to exercise 5 or 6 times weekly, at a regular time of day. Another advantage of aerobics is that it provides the most exercise in the *least* time — 15 minutes or so.

Go back to the first paragraph — which soil do you stand (or run) on? □

LETTER COMMENTS

(Continued from page 101)

"My husband (not in the Church) and I sat and watched with undivided attention for the whole hour. Needless to say, I thought it was simply great and that's the first time he's ever paid much attention to a broadcast.

"Several members who have color TV had parties for those who didn't have color and they all thought it was tremendous. Some of my friends in worldly churches watched and maybe their reactions will come trickling in to me soon."

Mrs. Harley B.,
Oklahoma City, Oklahoma

"My husband and I want to tell you how very good the telecast was on KWTW, Channel 9, April 11.

"Since there is no regular WORLD TOMORROW program in our area (Oklahoma City), we were all quite excited by the rare opportunity of seeing you on TV.

"We had a couple of inspiring incidents we'd like to share with you. First, my husband's parents who view our beliefs with a very guarded attitude,

invited us to join them in watching on their color television. Happily, we accepted.

"Second, a friend of my husband called after the program to say how much he enjoyed it. He had not known it was on and had settled down to watch his regular show, *Adam-12*. Then he thought he should check the other channels and upon turning to Channel 9 the words 'Ambassador College' caught his ear. Of course, he considered his turning the station just a happy 'coincident.'

"Thank you for the work you do, Mr. Armstrong. We love you and pray for you."

Mrs. Robert G.,
Norman, Okla.

Two Typical Views About the Special

"I so enjoyed your program on Channel 9 in Oklahoma City tonight at 7:00 p.m. I listen to Billy Graham and Oral Roberts, but I have never heard Garner Ted Armstrong until tonight. He is truly an Ambassador for Jesus Christ. Please mail to the address below *The PLAIN TRUTH*.

Vera T. F.,
Oklahoma City, Okla.

"I watched your TV Special Wednesday night. It was a beautiful message — hope you will have many more broadcasts like the one Wednesday night."

Mrs. Pauline C.,
Wayne, Okla.

RESPONSE TO ARTICLE REPRINTED IN POST MAGAZINE

Mr. Hogberg's article, "The Truth About Ireland," was reprinted in the March/April issue of the *Saturday Evening Post*. We received about 20 letters about the article and requests for *The PLAIN TRUTH*. Following are several comments about this reprint.

"I recently had the opportunity to read in the *Saturday Evening Post* a very fine piece of objective journalism. The article was called 'The Truth About Ireland' and it was written by Gene H. Hogberg. As a student of journalism I would like to pass my congratulations on to him for an exceptionally fair coverage of such a 'sticky' situation.

"I noticed that the article appeared in your magazine and if that is any suggestion as to how the other articles are, then you must have a good one. If it is at all possible I would like to obtain a subscription to your magazine or at least a single copy."

Kevin H.,
Studio City, California