

# PASTOR'S REPORT

PUBLISHED BY THE WORLDWIDE CHURCH OF GOD

VOL. 2, NO. 46

PASADENA, CALIFORNIA

DECEMBER 12, 1978

## FROM PASTORAL ADMINISTRATION

Dear Fellow Ministers:

Warmest greetings to you all.

Here at Headquarters we are all very much looking forward to the soon-coming Ministerial Conference in January. It will be great to have the majority of our pastors of churches back together again for several days of meetings and fellowship, and we expect it to be a very profitable time.

In addition, I want to mention that the various Area Coordinators from across the U.S.A. will be coming in to Pasadena ahead of time for additional meetings. If you have any specific questions that you would like to pose -- in the hope that as many of them as possible can be addressed during the conference itself or perhaps during the meetings with the Area Coordinators -- please send them on to me as quickly as possible. We will then put together a number of recommendations that can be passed on to Mr. Armstrong for possible discussion.

Once again, I want to express my appreciation for the support, backing and dedication of you fellow ministers. This is certainly a time when we need to emphasize unity in the ministry, support for one another, as well as responsiveness as members of the team that has been called to assist in the performance of God's Work reaching out to mankind with God's true message.

Continue to be strong in your ministry as you continue to strengthen the people of God.

Sincerely, in Jesus' name,  
C. Wayne Cole

## NEWSSTAND UPDATE

Several reports have come in from various Plain Truth distribution areas about the fact that some are frustrated because Pasadena is not supplying church areas with more Plain Truth magazines. Others have even told their people to prepare for immediate distribution of over one million more copies of the magazine.

I think it would be good if I mentioned again our plans for the coming year and for future growth. Firstly, at no time have I or my staff said that we would definitely be increasing our circulation beyond the January 1979 level. (See my comment in Pastor's Report dated September 11, 1978). To my knowledge, neither Mr. Armstrong, Mr. Rader nor anybody else have said that we would be increasing newsstand distribution immediately. What we have all said is that we hope to take our

circulation to over 3 million copies as soon as possible. The "possible" depends, obviously, on two things: 1) the availability of funds for expansion of our print order and 2) from my point of view, as manager of the program, our collective ability as good stewards to handle more magazines from a cost effective point of view. While it is true that most areas do manage their Plain Truth allotments very well, using careful placement and monitoring, some areas and individuals are lax and frankly are not handling things as they should.

Our position then in Publishing is that even if more funds were made available right now, we would want a tightening up in the way in which some areas are handling their allotments of magazines. Plus there are other P.T. promotional programs we want to get into in addition to newsstand distribution. (See my comments in September 5th Pastor's Report regarding direct mail).

To help me improve our service and direction to newsstand co-ordination teams, I have appointed Boyd Leeson, who has worked for some years in Plain Truth Circulation. He will be responsible to me for Plain Truth distribution which includes the Newsstand Department.

--Roger Lippross, Publishing Services

#### A VERY BUSY YEAR FOR MPC

1978 was a year of "growing pains" and changes in the Work, yet at the same time, it was a period of accomplishment and achievement! Good fruit has been borne as the Gospel has been preached and God's Word has been made known to the world under Mr. Herbert Armstrong's renewed leadership. Tremendous good is being accomplished in the lives of many of the MILLIONS of people who are reached by all facets of this Work every year!

It's almost staggering to realize that since Mr. Armstrong made the first "World Tomorrow" program back in 1934, approximately one-half BILLION pieces of literature have been mailed to people who have heard our programs! (This includes The PLAIN TRUTH and GOOD NEWS magazines, booklets, Correspondence Course lessons, reprint articles, co-worker letters, etc.).

We thought you would be interested to know that during the past eleven months (January to November):

In the United States alone, we mailed out a total of 7.6 million PLAIN TRUTH magazines, and distributed an additional 9 million copies on newsstands.

1.1 million copies of the GOOD NEWS were circulated.

4 million pieces of gospel literature were distributed.

9 million letters were mailed.

730,000 Bible Correspondence Course lessons were sent.

We filled 77,000 requests for Mr. Armstrong's new book,  
The Incredible Human Potential.

Also in 1978, we received 1.8 million letters plus 450,000 telephone calls on our toll-free line. All told, 600,000 new people were added to our mailing list and 64,000 enrolled in the Bible Correspondence Course.

I hope this brief summary can be encouraging to you as it is to us in MPC.

--Richard Rice, Mail Processing Center

ON THE WORLD SCENE: FITFUL START FOR EMS

The new European Monetary System will begin, as expected, on January 1, 1979. However, some of the glitter surrounding what would have been Europe's most ambitious step toward unity to date has been rubbed off. At the last minute Italy and Ireland decided against taking the EMS plunge.

The decisions on the part of Rome and Dublin surprised all the delegates who had assembled in Brussels for the December 4-5 EEC summit. The summit was expected to routinely endorse the EMS plan, backed primarily by the Germans and the French. Everyone knew the British were not going to join up, although Prime Minister Callaghan had promised to closely coordinate British fiscal policy with EMS members. In effect, Britain would be a "half member" of the currency alignment.

Other than British reticence, the go-ahead decision on the part of the remaining eight was such a forgone conclusion that the summit was expected to conclude early afternoon on the second and final day. Instead, the summit dragged on fruitlessly for another eight hours.

In the end, Premier Giulio Andreotti of Italy and Prime Minister Jack Lynch of Ireland were unsuccessful in getting the other six to agree to a \$3.6 billion economic assistance package they felt was needed to help their weaker, more inflation-prone economies adjust to the strict discipline of the MES currency "snake" (named for the tunnel-like appearance, on a graph, of the fluctuations permitted in the relative values of the member currencies).

The last-minute pullout by Italy and Ireland came as an embarrassment to Chancellor Schmidt, prime mover behind EMS. From all indications, Germany was willing to respond favorably to the Italian and Irish demands, even though these were much larger than earlier anticipated. But as has happened so often in post-war European history, it was France that was the fly in the ointment.

President Valery Giscard d'Estaing stood fast. "This is not a system to hand out money," he reportedly commented at one tense moment during the deliberations.

Giscard was under heavy political pressure back home from the French Assembly to curb any drift toward European federalism. The German plan to expand the Community's regional fund to provide the massive loans

necessary to Italy and Ireland didn't stand a chance of passing the French Assembly. The latter had also recently served notice that no increased authority would be given the soon-to-be expanded directly-elected European Parliament.

The Brussels summit thus once again revealed the below-surface tensions of the continent's "Big Two"--Germany and France--even in the light of their unprecedented "convergence" in the last few years in foreign policy. The Wall Street Journal, Dec. 5, 1978 reported: "Underneath the present relationship remain latent French fears of Germany. France has made plain that it's entering the EMS currency plan partly to keep Europe from becoming a Deutschmark zone, as a means of counter-ing Germany's economic domination of Europe--and of France. President Giscard has set France the goal of catching up, in 10 years, with Germany's economic development and power to provide Europe with 'at least two countries of comparable influence.' A Europe dominated by Germany is 'unacceptable,' according to Mr. Giscard. France still fears the prospect of being 'dictated to' by Germany, explains a government official."

The cloud over Brussels which suddenly appeared December 5, must be seen in proper perspective, however. The EMS will begin on January 1, with its strong six members fully in tow. Ireland and Italy are said to be keeping an open door, hopeful of negotiating entry on terms more favorable to their situations. The Daily Telegraph reported on December 7 that "the Irish Republic is having second thoughts about remaining outside the European Monetary System" and that it was "by no means definite that Ireland was opting out."

The EMS, after all, represents a major decision for Ireland, not to be taken lightly. Since Britain is not likely to join up, Irish membership entails breaking the comfortable 152-year link with sterling.

Observers feel that if the EMS does get off to a good start, and doesn't collapse like previous currency "snake" alignments (it shouldn't, because this "snake" has a formidable multi-billion dollars worth reserve fund backing it up), that both Ireland and Italy will have no choice but to hop on the train quickly before it gets too far down the track. It's either that or be permanently assigned to second-rate status in Europe, at a permanent disadvantage to those who have linked their fortunes to the powerful deutschmark.

--Gene H. Hogberg, News Bureau