

Weekly Comments

WORLDWIDE

May 19, 1972

WORLDWIDE SUMMARY

HEADQUARTERS

The income for the year through Friday showed a 5.7% increase over last year. Last Friday the year-to-date stood at 7.0%. The mail count for the year lags 7.2% behind 1971. Month to date totals for the mail were 8.1% below last May.

So far we have counted 8,968 responses to the ad in the April issue of Reader's Digest. Responses to the May ad are disappointing. After 29 days they total 2,072. In comparison, the April ad in the same period of time drew 6,444 coupons.

The combined worldwide circulation of the English and all foreign editions of the April TOMORROW'S WORLD magazine was 898,598. Worldwide circulation of the April TOMORROW'S WORLD in the English language totaled 810,402. This was a 627% increase over the total for the first issue in June 1969. The foreign language editions had a total circulation of 88,196 for the April issue. The French edition was 27,585; the German--26,657; the Spanish--26,824; and the Dutch--7,130.

Here is the breakdown by file for the first and last issues in the English language:

<u>File</u>	<u>June 1969</u>	<u>April 1972</u>	<u>Percent of Increase</u>
United States	85,982	550,906	541%
Canada	11,828	56,153	375%
West Indies (P. U. A. S.)	360	11,314	3043%
England	6,222	71,610	1051%
South Africa	925	23,396	2429%
Australia	4,213	24,447	480%
New Zealand	892	30,605	3331%
(includes Pacific Islands)			
Philippines	1,058	23,310	2103%
India	---	18,661	---
TOTAL	111,480	810,402	627%

LONDON, ENGLAND

May 10, 1972

Each month we receive 5,000 request cards from the 70,000 copies of The PLAIN TRUTH circulated to the news-stands and libraries. This in itself is an excellent response. Latest computer data, however, clearly indicates that we receive a SUBSTANTIAL number of letters requesting subscriptions as a direct result of this distribution.

The March-April issue has been delivered to the news agents and is already causing much comment. During the first week, the new insert has brought double the normal response. To date the number of cards received for the March-April distribution is 1,200.

VANCOUVER, CANADA

May 11, 1972

The Canadian Work ended the first week of May with a 20.3% (year-to-date) financial increase. Letters continue to be below last year's figures, however, we did break the 100,000 (letters received) mark on May 8th.

FRENCH WORK

April 30, 1972

Money is up 36% over the same month last year. The income for the year is up about 30%.

Mail for the year is running just about 70% over last year. The latest ad in Reader's Digest, which appeared in the March issue, was for the Dating booklet and has only pulled 726 responses to date. This is not as good as the ad for the Pollution booklet--which appeared in January, pulling 1,240 requests. Total mail count for the month was 7,634 letters. The mail count for the year is 34,421.

Weekly Comments

WORLDWIDE

May 26, 1972

WORLDWIDE SUMMARY

HEADQUARTERS

The total adjusted increase in income for the year through Friday is 5.5% compared to last year. We are compensating for the fact that the Feast of Pentecost occurred in June last year. Offerings from Pentecost this year are being matched against last Pentecost now-- instead of later in June. What results is a truer, more stable picture of the income--roller coaster rises and falls in the percentage of increase are avoided. Mail income for the year through Friday shows a 5.8% increase over 1971. The mail count for the year is -10% for the year to date.

After 66 days we have counted 9,165 responses to the April ad in Reader's Digest. After 35 days 2,329 responses have come in from the May ad. Returns from the June ad have just started and total 128 so far.

VANCOUVER, CANADA

May 25, 1972

The mail continues to stay low while the finances, though holding up fairly steady, are beginning to show a gradual percentage drop.

Mail count for month to date.....	-21.5% decrease
Mail count for year to date.....	-21.8% decrease
Mail income for month.....	-16.0% decrease
Mail income for year to date.....	13.7% increase

SYDNEY, AUSTRALIA

May 18, 1972

This year's mail income is continuing to decline so that it is now 3.2% below the total received in the same period last year. This situation is further emphasized by the mail income for May. May 1972 is 26% below May 1971 so far.

The percentage of letters received is still falling. To date we have received only 16.3% more letters than the same period last year. For the month to date we have received 41.7% fewer letters than in the first 17 days of May 1971.

JOHANNESBURG, SOUTH AFRICA

May 18, 1972

Mail count for month to date.....3,607 letters
Mail count for year to date.....33,773 letters
Mail income for month.....4.0% increase
Mail income for year to date.....14.6% increase

This week's mail was boosted by 300 letters received from England. Many Mauritians are still writing to England. Many people are requesting The PLAIN TRUTH because they have seen it with friends. Our 119 library copies have produced 10 new subscribers to date. This month 53 trial renewals have been returned.

AUCKLAND, NEW ZEALAND

May 19, 1972

Mail count for month to date.....2,948 letters
Mail count for year to date.....26,623 letters
Mail income for month.....3.39% increase
Mail income for year to date.....11.5% increase

Mail has been slackening off for the past two months due to a normal trend for this time of year and the cut back in advertising. Our final "Womans Weekly" ad for Hippies, published April 24th, has pulled 172 and the final "Listener" ad for Pollution, published last week, has started well with 72 coupons. April Readers Digest ad now totals 274.

May's broadcast figures for the three stations are: Radio Hauraki 68, Radio "i" 96 and Radio Whakatane 25. For the past three weeks the "Faith" booklet has had the heaviest requests and more than 50% of all radio responses request the Correspondence Course. We have 1,500 people in New Zealand and the Pacific taking the Course--many of these being added as a result of Mr. Herbert W. Armstrong's programmes.

Circulation figures show 24,000 people registered on New Zealand files and 2,100 on Pacific--a total of 26,100.



Weekly Comments

WORLDWIDE

June 23, 1972

WORLDWIDE SUMMARY

HEADQUARTERS

Total income for the year through Friday rose to 11.5% above last year--a very encouraging sign. Only four weeks ago the increase for the year was 5.5%. Special offerings which boosted the income figure now total over one million dollars. As a result the total income for the month shows a 55.1% increase.

Total responses for the April ad in Reader's Digest total 9,741. Returns from the May ad total 2,948 and from the June ad on marriage 3,703.

This week we sent out 11,206 copies of "Why Were You Born?" filling requests accumulated in the computer since March 27. In addition, 5,545 copies of "Just What Do You Mean... Born Again?" were sent out filling requests accumulated since last November. These figures coupled with the questions people are asking in their letters indicate the high interest people have in these subjects.

So far we have received over 31,000 coupons for the Correspondence Course advertised in the May PLAIN TRUTH--a 2.0% return from our mailing list.

VANCOUVER, CANADA

June 16, 1972

Mail count for month-to-date..... 75% Decrease
Mail count for year-to-date..... 33.4% Decrease
Mail income for month-to-date.... 31.2% Increase
Mail income for year-to-date..... 15.1% Increase

Letters are now beginning to arrive at the Canadian office in response to Mr. Armstrong's member and co-worker letters. The response has been very good considering the unemployment and strike situation throughout the country. We do not anticipate reaching the same peak as to Mr. Armstrong's first appeal two years ago, but the response thus far is very encouraging. Interestingly enough, while the amount of mail is down, we can report a 56.4% increase in the number of co-workers over last year.

SYDNEY, AUSTRALIA

June 16, 1972

Mail count for month-to-date..... 22.6% Decrease
Mail count for year-to-date..... 7.0% Increase
Mail income for month-to-date.... 36.0% Increase
Mail income for year-to-date..... 3.2% Increase

Mr. Armstrong's broadcasts promoting the Correspondence Course continued to bring in a greater than usual number of requests for the course during May. We received 176 requests from Australia and 606 requests from Asia.

As of the end of May total subscribers for the Australian edition of The PLAIN TRUTH totaled 47,043 and the total for the Asian edition was 47,341. Correspondence Course totals were 1,787 for Australia and 925 for Asia.

AUCKLAND, NEW ZEALAND

June 16, 1972

Mail count for month-to-date..... 37.2% Increase
Mail count for year-to-date..... 78.9% Increase
Mail income for month-to-date.... 14.9% Increase
Mail income for year-to-date..... 12.7% Increase

The PLAIN TRUTH circulation for New Zealand and the Pacific now total 28,153 which is a 103% increase over 1971.

JOHANNESBURG, SOUTH AFRICA

June 15, 1972

Mail count for month-to-date..... 3,618 Letters
Mail count for year-to-date..... 40,358 Letters