

WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS

PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG
PRESIDENT and PASTOR

OFFICE OF
RODERICK C. MEREDITH, Second Vice-President

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Dear Fellow Ministers:

Greetings again from Headquarters! All of us attending this year's Ministerial Conference, which ended last Thursday, felt it was one of the most profitable and inspiring Conferences we have ever had in this era of God's Work! With a total of only 48 men who came in from the Field and overseas offices, it was the smallest Conference in terms of the percentage of ministers attending, but since the men attending were primarily District Superintendents, Faculty members from Big Sandy and Office Managers, it was, in a sense, the highest-level Conference we've ever held as well.

The sessions were very basic and practical, and the overall emphasis in the Conference was directed not toward minor doctrinal or Scriptural questions but toward the awesome job that lies ahead of us in finishing this Work.

We came to see that many of the brethren in God's Church just do not have the vision to comprehend their part in this Work and that many have begun to compromise with sin at a time when we as a Church need to be closer to God than ever before in gearing for the final push to finish this Work. I won't go into detail now about what was specifically covered since all of you will be getting that at District Conferences soon.

We are right now in the process of moving into the new "Hall of Administration -- which is the official name for the new building. The old Administration Building was often referred to as the "Ad Building," but as Mr. Armstrong pointed out at the Conference, this will be God's Headquarters Building -- the Headquarters for God's Work on earth. The "Hall of Administration" is a more fitting name for this impressively beautiful and fine building. It is the finest building in Pasadena, and we feel that it is the finest building of its type in the world! Perhaps we can put some color pictures of it in The GOOD NEWS along with an article about it in the near future.

The Pasadena City Council recently unanimously approved closure of Grove Street and Terrace Drive. The College address will no longer be 363 Grove Street since that street will be closed, but rather, it will be 300 West Green Street which is the address of the Hall of Administration. As soon as final details are worked out with the city, we will partially barricade these streets, and later on, they will be torn up and replaced by walkways which will also provide access routes for emergency vehicles.

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The Work really leaped forward during the year of 1968. With the opening of major circulation magazine advertising all over the world, we experienced the greatest surge of growth in a one-year period that we have ever experienced. The PLAIN TRUTH subscription list jumped from 1, 150, 000 to 1, 530, 000, and we began two new editions of The PLAIN TRUTH -- the Spanish and Dutch editions. Here is a breakdown of the total number of mail returns brought in by some of the ads in the advertising campaign up to the beginning of the Conference:

18, 291 -- Life magazine
53, 575 -- T.V. Guide
14, 330 -- Reader's Digest in Britain
10, 024 -- Drive Magazine in Britain
60, 996 -- Newspapers in Britain

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These ads offered a three-month trial subscription to The PLAIN TRUTH as well as various booklets, and an amazing 43 percent responded to a letter at the end of three months encouraging them to renew their subscriptions! This means that almost one-half of those writing in for a trial subscription to The PLAIN TRUTH will remain on the mailing list, and many of them will eventually become Co-Workers. We are losing Co-Workers, however, almost as fast as we are gaining them, and this is a problem we must solve if we are going to continue to grow as in the past. The Correspondence Course is the most important means we have of getting and holding Co-Workers. We have found that many Co-Workers are not taking the Correspondence Course, and many prospective members are not either. I hope that all of you in getting acquainted with prospective members are making a point of asking them if they are taking the Course and encouraging those who aren't to begin. Encourage those who are taking it to continue, and emphasize to all of them how very important the Course is to their spiritual growth.

The growth of the Churches last year was not spectacular, but it was certainly consistent with the growth we have had in past years and was encouraging in that sense. In the calendar year 1968, 26 new Churches were raised up -- 21 in the United States and Canada and 5 in foreign countries. In the way of comparison, we started 26 new Churches, also, in 1966, and then 21 in 1967. The number of new Churches alone does not give a true picture of Church growth since the size of the average Church is now increasing. Another point to keep in mind is that when a new Church begins today, most, if not all, of the people were already attending a local Church; whereas just a few years ago, a new Church meant that most of the brethren were able to attend a local