

WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS
PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG
PRESIDENT and PASTOR

OFFICE OF
RODERICK C. MEREDITH, Minister

June 20, 1968

Dear Fellow Ministers:

Greetings from Pasadena! It was certainly good for many of us to see so many of you recently over the Pentecost weekend. From all reports, every area had a wonderful festival with increased attendances, offerings, etc., in many cases. My wife and I enjoyed the opportunity of being with Mr. and Mrs. Dennis Luker and the other ministers in the Bay area. We had around a thousand people there for the Sabbath and Sunday before Pentecost and it was good to see some of the local halls which are used in the area. Then, on Monday for Pentecost, Mr. Luker had planned for the entire district to meet together in the central location of Stockton. We had just about exactly two thousand people there and it was certainly an inspiring occasion to see the fantastic GROWTH which has taken place in central California since the inception of God's Work in that area.

Mr. Portune had a fine visit to Portland and enjoyed staying in Mr. Carlton Smith's fine new home. Mr. Hill had a profitable and enjoyable visit to the New York area and commented on the zeal and friendliness of the brethren there. Mr. Plache found the Seattle area surging with growth as usual, and so the reports went from around the country.

Although the major events of the school year are now over, many of us are almost as busy as usual in going over literally hundreds of college applications, catching up on our correspondence with you ministers in the Field and many, many other spiritual and departmental responsibilities.

The mass exodus just after graduation has drastically changed the campus atmosphere in the short two weeks since my last letter. But the Work is still shooting forward! A major breakthrough occurred just last week as a result of Mr. Armstrong's June 5 meeting in New York with officials of the Readers' Digest. We will be able to place ads in five foreign editions of the Readers' Digest -- in the United Kingdom, Australia and New Zealand, South Africa, Germany and France! This will provide a tremendous boost for the Foreign Work in all of these countries!

At about the same time, an equally important door has opened to us here in the United States. All 79 United States and Canadian editions of the T.V. Guide have opened to us for advertising. We will be running ads in half of the editions the week of June 22 and the other half the week of June 29. This will give us, in a two-week period, nationwide exposure in this magazine which has a circulation of 14 million!

We expect these two ads to have a great impact on our total mail volume. Two of our most popular booklets -- "Hippies, Happiness and Hypocrisy" and "The Wonderful World Tomorrow -- What It Will Be Like" -- will be offered in these ads. We advertised the hippie booklet in just the San Francisco Bay area edition of the T.V. Guide, and we got a 1% return from it -- which is excellent. If we get a similar response on a nationwide scale, our mail volume for a short period would be increased by 140,000 letters! These two ads will cost \$13,000, but if we get only 13,000 returns, the cost per return would still be only \$1. Very few of our radio stations pull in letters with a lower cost per letter than that, and if we get the expected 140,000 returns, the cost per return will be about 9¢ each! Pray with us that the response to these ads will be good -- and that the response to the semi-annual letter which just went out will also be good.

Some more good news is that a color television station in Shreveport, Louisiana has opened to us. The WORLD TOMORROW will be shown weekly at 12:30 p.m. on Sundays. This brings the number of television stations now carrying the program to five.

The television program has now gone to full color as many of you know! It is certainly being well done, with increasingly professional quality in its technical handling and production. Mr. Ted Armstrong certainly is becoming increasingly proficient, also, in this new medium. The recent color program on Robert Kennedy's assassination was nothing less than dramatic and powerful. And you may have noticed that many of the recent radio broadcasts have also been more moving and powerful than usual. I haven't been able to talk to him about this, but perhaps the stepped-up tempo of world affairs has contributed to the intensity which he is conveying into the broadcast. At any rate, it is certainly wonderful and inspiring to all of us -- and we should all do all that we can to ask for and utilize the power of God's Holy Spirit in carrying out our respective responsibilities as well.

Mr. Ted Armstrong is in Big Sandy at present. He went over there for graduation, and on the Sabbath he ordained Mr. Larry Salyer to the office of local elder. Mr. Salyer, who had just graduated from College, will be assigned to the Houston area. This brings to mind the three ordinations which occurred on Pentecost. Raised to the rank of preaching elder in God's Church were Mr. Earl Roemer, Mr. Edwin Marrs and Mr. Milo Wilcox. Congratulations to all of you!

Mr. Herbert Armstrong went to Bricket Wood two weeks ago after his meeting in New York and was there for graduation last Friday. Accompanying him were Dr. and Mrs. Herman Hoeh, Mr. Norman Smith and Mrs. Lucy Martin. Dr. Hoeh visited Belgium on this trip in order to select photographs for The PLAIN TRUTH and other publications from the collection made available to us by King Leopold.

A new monthly Bible Study at Monroe, Louisiana, began on June 9 with 148 in attendance. Mr. Leroy Neff from the College at Big Sandy will be taking this Bible Study.

Mr. and Mrs. George Kemnitz announced the birth of their second son, Carl Richard, on May 18. He weighed 7 pounds and 12 ounces. Mother and baby are reportedly doing fine. Congratulations on your new addition!

We also received an encouraging report from Mr. James Lichtenstein in Spokane about the condition of his son David Jeffrey. As you will remember, he has been seriously afflicted with hydrocephalus from birth, and his head has been growing out of proportion to his body. Although his head has not shrunk, Mr. Lichenstein reports that it is no longer growing at the former rate. His mental condition is much improved, and at the age of 16 months, he can now understand and respond to correction and can even say a few words. That is certainly good news, and we will look forward to hearing of further improvement as God continues to heal him!

There were a few changes in the Field assignments of the Texas men announced previously. Jim Ribb will be going to Philadelphia rather than Cincinnati, and Bob Ellsworth will be going to Detroit rather than Philadelphia. Because of problems with his draft board in leaving the United States, Jim Kisse will go to Chicago instead of Toronto. Also, we are moving Mr. Don Hooser, a local elder, from Akron to Cincinnati.

Those of you among the local elders who have applied for College should be receiving final word on this by the end of next week. We realize that some of you who have applied may not really want to uproot your family and come in to College, and there may be good reason for some of you not to come. Frankly, men, if you don't really desire to come to College, we would prefer that you let us know so that we can bring in someone who does want this opportunity. If any of you pastoring local Churches have encouraged men to apply who would really rather not come, let them make up their own mind. Don't push them into it. Those who will be successful here this fall are those who want to be here!

Also, all the men coming in need to realize that there will probably NOT be room in Imperial School for their children, and they should plan on entering them in the local Pasadena area schools.

Mr. Frank Brown, the Director of Student Services here at the College asked me to give you the following announcement:

"We are now looking for a fully-qualified and licensed beauty operator to take charge of the brand-new facility in the Student Center. The woman we are looking for should be capable of directing and guiding college girls (and sometimes faculty and ministers' wives) in proper hair treatment, without ratting, bleaching, dyeing, etc. She should be mature but not old-fashioned, well-groomed but not super-sophisticated and capable without being domineering. Her main function would be to teach the girls how to best fix their own hair and sometimes give demonstrations.

"The beauty shop is completely outfitted with the most modern equipment and will form an important and useful function in training young girls, many of whom may become future ministers' wives and who themselves will be later teaching others. The final selection will probably be made by Mr. Herbert W. Armstrong personally.

"Do you have such a person in your Church area? If you do, we would appreciate knowing about her and her views on moving out to Pasadena to serve at Headquarters. Thanks for your help in this matter."

Mr. Royer has asked me to make an announcement to all of you pastoring Churches in the Pocono Feast area. As explained on page 16 of the new Feast brochure, all the Negro brethren living in the Pocono Feast area are assigned to Big Sandy unless they receive special permission to change areas. However, please hold all of these requests to change areas until you receive your quota assignment for the Negro brethren who can attend in Pocono. We will notify you as soon as we have the final housing figures and can determine the quota for your Church areas. You can begin to send in any Negro change-of-area requests at that time.

Also, some ministers and ministerial assistants in the United States and Canada were mailed regular Festival Housing Applications and change-of-area request cards by mistake. Please do not send in this housing application or change-of-area card. All ministers and ministerial assistants will receive special Festival Housing forms

~~later in the summer~~, and any of you requesting a change of area should send in the request right away. Since this letter is sent only to ordained ministers, please pass this information on to your ministerial assistant.

That about winds it up for now, fellows. I just heard that Mr. Ted Armstrong may be coming back in a day or two, and we expect Mr. Herbert Armstrong back in a week or two -- although no definite date has been mentioned to me. Mr. Norman Smith has returned from Britain and Europe after being with Mr. Armstrong, and reported that he, Dr. Hoeh and Mr. Paul Kroll were all able to become personally acquainted with King Leopold of Belgium! Their purpose in this, of course, was to selectively go over the photographs and film footage which the King has available and is allowing us to use -- at least some of it -- for The PLAIN TRUTH, the T.V. program, and in other facets of God's Work. For this certainly was a fine opportunity, and I expect to be able to report to you more in the next letter about the various facets of the trip Dr. Hoeh and Mr. Kroll are having as they are still in Europe.

With Bobby Kennedy's assassination, the riots in France and all the other prophetic events taking place, we should, again, be inspired to press on that much harder in faith and love together in God's service.

Your servant in Christ,

Rodrick C. Meredith

the 1990s, the number of people in the world who are illiterate has increased from 1.2 billion to 1.5 billion. The number of illiterate people in the world is expected to reach 1.7 billion by the year 2015. The number of illiterate people in the world is expected to reach 1.7 billion by the year 2015.