

New Approach in
Worship.

WORLDWIDE CHURCH OF GOD

WORLD HEADQUARTERS
PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG
PRESIDENT and PASTOR

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OFFICE OF
RODERICK C. MEREDITH, Second Vice-President

Dear Fellow Ministers:

Greetings again from Headquarters! I wanted to write a brief newsletter this week to bring you up to date on the news here at Headquarters, but I will write a longer one next week announcing the summer assignments and changes in the Field. I know you are all anxiously waiting to hear those announcements!

Mr. Herbert Armstrong left this morning for New York. He plans to preach there this Sabbath and then leave for Bricket Wood on Sunday. From there he plans to go on to Jerusalem for a brief visit and return to Pasadena by May 5th or 7th.

Mr. Ted Armstrong had planned to be back here next week, but I believe he has decided to go on to South Africa to visit the office there after the European Office Conference, which was to end today. This would mean he will return a week or so later than he had planned. I hope that all of you will be praying -- and that you will ask the brethren to be praying -- for the safety of both Mr. Armstrong and Mr. Ted Armstrong on these trips.

Mr. Portune, by the way, arrived back here on Monday. He had a successful trip to England that was very fruitful in helping coordinate our business and IBM Departments.

We are all looking forward, as I'm sure all of you are, to the first issue of our new magazine for Co-Workers, TOMORROW'S WORLD. The first issue will probably be the June number. I don't believe it has been announced previously, but the Managing Editor -- the one who will be responsible for much of the actual editing and lay-out of the magazine -- will be Mr. David Jon Hill. He will be working very closely with Mr. Armstrong and Mr. Ted Armstrong in the production of the magazine each month. This is, of course, a very important responsibility, and I'm sure Mr. Hill would appreciate your prayers -- not only for God to help and guide him in the carrying out of his responsibility but also for the success of the magazine.

Pray

We expect this new magazine to have a significant impact on the Work! It will fill a void that has developed in recent years as we increasingly de-emphasized Biblical articles in The PLAIN TRUTH. It will be a fine-quality, full-color magazine of 36 pages, but we will probably not use as many pictures in it as in The PLAIN TRUTH since the purpose of this magazine will differ from that of The PLAIN TRUTH. While the content of The PLAIN TRUTH is designed to appeal to the general public, TOMORROW'S WORLD will appeal to those who are interested in more spiritual meat -- more directly Biblical, even doctrinal subjects. As Mr. Armstrong has explained in Co-Worker letters, the emphasis in the content of TOMORROW'S WORLD will be on Biblical and Christian living topics. We feel that this format will attract many new Co-Workers, help hold the Co-Workers we presently have and help turn many of the present Co-Workers into members. It will also -- along with The GOOD NEWS, which will continue to be sent to our members -- help strengthen the members. All of these are of vital importance in building up this Work in these last remaining years.

We are increasing the number of Co-Workers at the rate of about 30% per year, but I just checked and found that we are losing one-half to two-thirds of that number currently! We need to attract more than 30% each year and hold more of those we already have in order to have a net increase in numbers of Co-Workers of at least 30%. And since members give far more to God's Work in tithes and offerings than do regular Co-Workers, turning Co-Workers into prospectives and prospectives into members is the next important step. As I have explained before, those of you who are responsible for visiting and following up on the prospective members have an important part in bringing prospectives along. But we expect TOMORROW'S WORLD to be a big help in this.

And another big help in doing all of these things I have described will be a re-vitalized Correspondence Course. I don't have to explain how the Correspondence Course, down through the years, has been effective in helping multiple thousands of people come to a better understanding of the Bible. There is certainly no question that the Course has been serving the purpose for which it was begun back in 1954 -- and serving that purpose very well. But the Work, overall, has changed a great deal in recent years. It has changed its approach.

God guided Mr. Armstrong to see the need to change the format of the broadcast so that it would be an educational broadcast rather than a religious one. The PLAIN TRUTH is now geared to attract and hold a non-religious readership. In this way the readers won't be offended and driven away before they open their minds to our message -- which is the gospel of the Kingdom of God! The gospel is being preached, but the

listeners, readers and viewers are receiving it gradually -- in bite-sized pieces, so to speak. Then, when the time does come for us to blast the world -- especially the nations of Israel -- with its final warning, we will have a vast readership and listening audience which will hear, in no uncertain terms, just what is about to occur!

The Correspondence Course is now being revamped to fit in with this new approach. Mr. Ted Armstrong is now the Executive Editor of the Correspondence Course, and Mr. Richard Sedliacik was recently appointed as the Managing Editor. Mr. Sedliacik assisted my uncle, Dr. C. Paul Meredith, for many years in writing the Course, and he is certainly trained and well qualified for this new responsibility. I'm sure he, too, would appreciate your prayers as he takes over this new position and responsibility!

I understand that the first three new lessons will be ready soon -- probably within a couple of months or so. They will go into the subject of education in this society, showing its failings and problems. It will be written with the goal of gaining the interest of the type of people reading The PLAIN TRUTH and gradually leading them into study of the Bible. It will have a full-color cover, and later on, it will be full color throughout. Rather than our sending out a test after four lessons, at the end of each lesson will be twenty questions over the material covered in that particular lesson. The questions will be strictly for the benefit of the individual, and no test card will be sent in to Headquarters for us to grade. With this new format and approach, we expect the Correspondence Courses' circulation to skyrocket as more and more non-religious people write for it.

I should explain that we don't intend to have everyone begin over with lesson one -- in fact, we would prefer that no one ask to start over since the same basic material will have been covered in previous lessons. Those writing in to be enrolled on the Course at the time the new lesson one is ready will begin to receive the new lessons, but those already enrolled will continue to receive the old ones. We will continue adding lessons to the old Course so that, as before, everyone can continue the Course from now right on out without ever having to start over. Those already enrolled who will be receiving the old lessons need not feel that they are missing out since, as I explained, the same basic material will be covered in both the old course and the new. The first few lessons will be slightly different, but as they progress, the same basic knowledge will be expounded -- the difference being in the approach rather than in the actual content.

Recent new booklets such as those on Crime, Pollution, Dating and Evolution, which were written with this new approach -- from the

viewpoint of the general public -- have been very successful, and we are receiving many letters from a group of people we have not reached to a great extent in the past -- the highly-educated people, including college professors and students, doctors, scientists, etc. This all means that even though we have had no major breakthroughs and advances in the Work thus far in 1969 -- such as we had last year with mass advertising opening up, two new editions of The PLAIN TRUTH beginning and many new television stations added -- the Work is going forward, and a firm, solid foundation for growth is being laid which will pay off big later on. Also, we are taking time to consolidate and handle the phenomenal growth in the overseas work and even in our own PLAIN TRUTH list as a result of the advertising campaign.

That's all the news for now. But let me say that it has definitely been agreed on here that all of you in the field should start cutting the Bible studies back to every other week or twice a month -- whichever works out better for you and the hall managers. Unless otherwise stated, the only exceptions will be at the three colleges.

Keep up the good work, men, and we'll try to get out even more short and news-filled letters like this in the future.

Your brother in Christ,



Roderick C. Meredith

P.S. Mr. Carl McNair called the other day and announced the birth of his fifth child and second son. His name? Roderick Carl McNair! How about that?