

Setting names to give
to the High

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 Pasadena! I just wrote last week, but I wanted to rush this letter to you to ask you to pray about two critical problems that we here at Headquarters are especially concerned about.

The first I'll mention is that two of our men in England, Mr. Paul Suckling and Mrs. Chris Hunting -- son of Mr. and Mrs. Charles Hunting -- were involved in a serious automobile accident last Wednesday. Mr. Suckling sustained only cuts and minor injuries, but Chris was critically injured and seemingly near death for awhile. His pelvic bone and shoulder were broken, his skull was fractured, and one of his lungs was punctured by a broken rib. At last report he was somewhat improved, and he appears to be out of immediate danger, but he is still in serious condition.

Pray that God will completely heal and restore his broken body and that the skull fracture will mend without causing any permanent brain damage. As far as can be determined now, his brain was not damaged, and he has a good chance of carrying on a fairly normal life if he continues to improve and the bones heal properly. But pray with us for his complete, speedy recovery.

Since all of you have, no doubt, received the Weekly Comments, you are aware of the second problem -- which in one way is the more serious of the two. The increase in income for January was less than one-half of what we actually need just to meet our commitments! We could, of course, use far more than a 30 percent increase, but 27 percent to 30 percent is the bare minimum if we are to pay our bills. The final total for January was only 14.8 percent increase over last year. Men, this situation is serious, and I hope all of you will comprehend just how serious it really is! Please earnestly pray -- and ask the brethren also to put their whole hearts in their prayers for the Work. Pray especially that God will bless the recent Co-Worker letter in an unusual way.

In the January PLAIN TRUTH Mr. Armstrong, in his "Personal from the Editor" column, made the most straightforward explanation of how this Work is financed that has been made in The PLAIN TRUTH in recent years. He did not solicit anyone to become a Co-Worker, but he hinted very strongly, and it could produce thousands of new Co-Workers for God's Work if God uses it in that way. ~~So, ask God to bless that "Personal from the Editor"~~
~~column also.~~

The time has come for all of us to begin to sacrifice for God's Work -- not to the extent that we should neglect the needs of our families -- God does not want us to become paupers -- but He does want us to put our hearts in His Work and begin to put the Work ahead of our desires.

Some members of God's Church have valuable property which they have been intending to give to the Work at some time in the future, but have been holding off until the time is right. If any of the brethren come to you asking about selling large farms or other large holdings to give to the Work, this may be the time to begin doing this. You should help them write up the details and send in the information to us here at Headquarters for a decision as to how it should be handled. If it is an especially large amount of property, Mr. Portune or Mr. Rader may fly out to take a look at it firsthand before deciding.

Don't ever feel that just because you exhorted the brethren last week to pray for God's Work and to dig deeper personally to give more to the Work that they don't need the same exhortation this week. They need to be constantly reminded. They need to continually have their minds focused on the Work yet to be done and on just how great this commission is which God has given to us. If your mind is always on the Work, you will inspire the brethren to think in the same way, and as I said last time, this is what will help them to grow spiritually. This will benefit them the most!

Some news that you might pass on is that we are planning a Summer Educational Program -- which will be held at Big Sandy -- for the children of our Negro brethren! Mr. Floyd Lochner will be the Director of the Program, assisted by Mr. Tom Hall, pastor of the Los Angeles #2 Church -- the Church for the Negro brethren in this area. Mr. Ted Armstrong will be sending you the full details about applications, dates, tuition, etc. soon.

We recently added a new television station in Las Vegas, Nevada -- Station KHBV, Channel 5. The WORLD TOMORROW will be aired at 5:30 p. m. every Sunday. And we were happy to learn last week that the prestigious 50,000 watt radio station, KSL in Salt Lake City, Utah, has opened time to us twice daily -- at 5:30 a. m. and 11:00 p. m.

We will soon be going in the T. V. Guide again, nationwide. This means that we will be exposed to the 14 million circulation of this very effective advertising medium once again, and we expect another good response. These

ads will also produce more new listeners for The WORLD TOMORROW radio broadcast since the local radio stations which broadcast The WORLD TOMORROW are advertised as well as the booklets.

We are now reaching a readership of about 150 million through the world-wide advertising campaign which we began last summer! We were initially reaching about 100 million, but we have added several magazines such as Hör Zu, the popular, four-million-circulation German magazine which is similar to the T. V. Guide in the United States.

The first ad in the English language Reader's Digest in India so far has brought in an amazing total of over 30,000 responses! This represents 20 percent of the circulation of that edition! This is an unheard-of response to an advertisement, and it is far beyond even our expectations. Mr. Abraham George, by the way, still has not yet found a suitable office for the Indian Work. Remember to pray for him! He is all alone there in India with very few converted brethren within thousands of miles, and separated from his wife and children who are still here in Pasadena.

Most of the brethren do not realize that the advertising campaign which has so dramatically shot the Work forward this past year not only costs a great deal of money just for the ads, but the greatest cost is in handling the responses. Every office has, in recent months, had to increase the size of its operations -- either in office space, employees or both. The cost of printing of hundreds of thousands of additional PLAIN TRUTH's each month, as well as the millions of booklets that we are distributing, along with the cost of postage for mailing them represents a far greater expense than the cost of the ads themselves. The price of the kind of growth that we are experiencing is high -- but this growth must continue and increase if we are going to reach the world in the way God intends!

This is a BIG Work God has called us to -- a bigger Work by far than most of the brethren remotely comprehend. It is a WORLDWIDE Work that is beginning to have an impact in most of the major nations on earth. I hope -- we hope -- that the brethren can begin to grasp and comprehend just what they are called to be a part of -- and the responsibility they have, as well as the great reward they will receive as the firstfruits in God's Kingdom if they rise to the occasion in fulfilling that responsibility! We are not only warning the world and fulfilling Christ's commission to preach the Gospel as a witness, but we are also helping additional thousands of people to be in the first resurrection. These will then help in the gigantic task of re-educating this world!

* As Mr. Armstrong pointed out at the Conference, many of the brethren have the idea that this Work is going to fold up in about three years. Nothing could be further from the truth! This Work is not going to fold up! We are not in a no-win Work with a no-win policy such as this nation has in Vietnam, and when it is over, we won't close up shop and retreat to Petra in defeat.

We will experience a temporary moratorium for three and one-half years, but even then, the two witnesses will be carrying on the Work on an earth-shaking, worldwide scale unprecedented up to that time. Then, at the return of Christ, we will, as a body, continue the job we are now engaged in -- and on a far greater scale! This Work is not going to withdraw to a place of safety and fade away--it is going to carry on into the world tomorrow! This is the vision -- the overview -- that the brethren must come to have! We must inspire them to go over the top to victory!

This Work must become the all-consuming, all-important interest in their lives. Otherwise, they won't be a part of it when the persecution begins in earnest. They will be like the "wood, hay and stubble" that will burn up. They won't be able to withstand what is to come if they are not now becoming solid, stable, wholehearted members of the team that God is using. For their sakes, fellows, help them to catch the vision!

Your brother in Christ,

Roderick C. Meredith

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