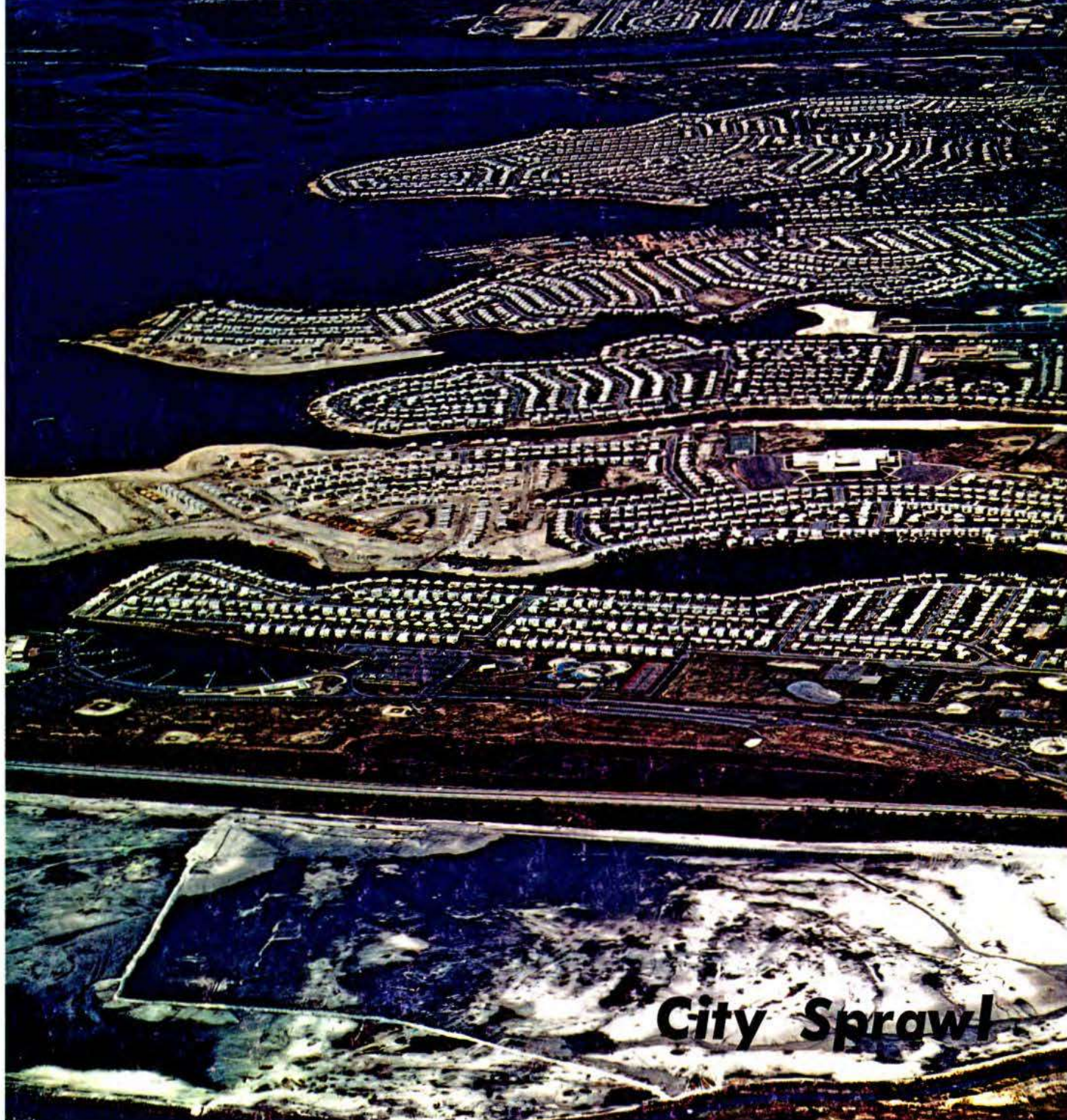


*The Good News of*  
**TOMORROW'S  
WORLD**

March-April 1970



**City Sprawl**



# Personal from the Editor

## SPECIAL NOTICE

**F**OR the next six months TOMORROW'S WORLD and *The PLAIN TRUTH* will be issued bi-monthly. Important developments have led to this temporary change.

It is due largely to unexpected and unprecedented GROWTH in the circulations of these magazines. This very success evidences the fact that people worldwide are HUNGRY for the priceless things we are able to give. This is fulfilling the GREATEST NEED in the world today!

I'm going to take you into my confidence, and inform you of the facts. Beginning July, 1968, we launched a worldwide circulation drive for *The PLAIN TRUTH*. At the same time, we changed the editorial format. It became secular in appearance and language. Yet *still* giving out the wonderful knowledge of the true values and goals in life, the WAY to the better, richer, fuller, more abundant life.

In President Nixon's 1970 "State of the Union" address, he recognized, and stressed the NEED of a better QUALITY OF LIFE. But he did not tell the nation HOW! For 36 years *The PLAIN TRUTH* has been emphasizing that *need* — and we have been telling the people HOW! That's what our Message IS — *the way* to a better, fuller LIFE — here and now — AS WELL AS THE GIFT OF ETERNAL LIFE! We have been pointing out the TRUE VALUES, helping hundreds of thousands to quit pursuing FALSE values. This, of course, is revealed ONLY in the Maker's *Instruction Book*.

But theologians have failed to *give* the world this PRICELESS KNOWLEDGE. The churches have not taught it. Science does not know it. Education does not disseminate it. It seems religion has used only *parts* of the Bible, glossing over almost entirely the secrets of THE QUALITY LIFE — the WAY that is the CAUSE of happy living, as well as the gift of eternal life.

Since these vital parts of the Bible are taught

*almost not at all* in the churches or religions of the world, few people recognize that this precious knowledge comes from the Bible! If they did, most would refuse to listen!

We had learned through more than forty years of experience that in general only a truth-loving minority will listen, when the message is given in *religious-sounding* or Bible-sounding language.

Since the injection of the theory of evolution into the educational bloodstream, it has certainly been true that "they did not like to retain God in their knowledge" disseminated in the schools, colleges and universities. Belief in God has all but disappeared among those affected by this rapid increase in the diffusion of knowledge — knowledge in which God has no place. At the same time the trend has been toward a rapid increase in prejudice against God, religion, and the Bible.

Prejudice is a positive BARRIER to the entrance of truth to the closed mind. We do not and cannot adjust, adapt, and change THE TRUTH or true BELIEF to fit changing conditions. But we must adapt our METHODS of proclaiming that truth according to changing conditions and attitudes.

We do still proclaim the same unchanging TRUTH in *The PLAIN TRUTH*. But, due to this changed attitude of the vast majority of the world's peoples, we now say it in THEIR LANGUAGE, not in Biblical or religious-sounding language.

Still, even so, there is much Biblical teaching that is too spiritually deep for unconverted minds to comprehend. So the necessity arose for the creation of ANOTHER MAGAZINE for those who DO comprehend, and hunger and thirst for these DEEPER TRUTHS. It therefore became necessary to begin publication of this NEW magazine, TOMORROW'S WORLD. *This* magazine, we fully realize, *isn't for everybody*. *The PLAIN TRUTH is!*

So, as stated above, beginning July, 1968, we



launched a worldwide circulation-expansion drive for *The PLAIN TRUTH*.

In the United States we purchased full-page advertising space in several issues of LIFE magazine, one in LOOK, and we purchased advertising space in many issues of TV GUIDE (largest mass circulation in the United States). Our ads offered trial subscriptions to *The PLAIN TRUTH*. Also we purchased regular two-page space for the same ads in *Reader's Digest* in many of their foreign editions around the world — in several languages — English, German, French, Spanish, Dutch, etc. In addition we used full pages in the London Sunday Times and other media in England, besides the largest-circulated magazine in Germany, and other countries.

The response was OVERWHELMING — far in excess of expectations. At the end of the three months' trial subscription, these subscribers were offered a year's already-paid subscription. An astonishingly high percentage renewed for the full year's subscription.

Let me give you one example. Our first two double-page ads in the *English language* edition of *Reader's Digest* in India brought us 20,000 new subscribers. We had expected only a thousand or so from India, since it was the English language edition. We were not prepared to get SO MANY copies mailed to subscribers in India. We ran into complications getting such huge shipments of magazines into India for mailing.

*The PLAIN TRUTH* is printed on our own huge web-fed magazine presses, full color, at Pasadena, at North Sydney, Australia, and at Radlett, England. The shipment to India had to go from our Sydney plant. We had to send our manager from Australia to Bombay to investigate regulations by which this might be done. We had to fly him, then, all the way to Pasadena to go into conference with executives at Headquarters to plan ways to accomplish this. It was going to mean at least a two-month delay getting in the first shipment of magazines.

So I wrote a new ad, rushed it to *Reader's Digest* to be published in the third issue of our campaign in their magazine. The two-page headline said: "WE APOLOGISE — but you swamped us!" Thus we EXPLAINED to *Reader's Digest* subscribers in India why the magazines would be late in arriving. The *Reader's Digest* people were so elated that their magazine brought such an overwhelming response that they

made a special brochure — or leaflet — reprinting our ad — to be sent to advertisers.

But all this overwhelming response did TWO THINGS:

1) It shot *The PLAIN TRUTH* circulation from a little over one million to more than TWO MILLION COPIES. That was FINE — GREAT — GOOD. BUT —

2) This sudden jump in circulation of *The PLAIN TRUTH* forced us to buy additional huge 4-color web-fed magazine presses — build larger printing plants — increase number of employees in these plants — increase number of personnel on staffs in offices around the world. We had to immediately open new offices in New Zealand, and in Mexico City. In Sydney and in Vancouver, B. C., Canada, we had to move into much larger quarters. We had only recently moved into larger quarters in Johannesburg, South Africa. BUT — we were not able to build fast enough!

RESULT? We had to build an entirely NEW printing plant in England, and in Pasadena, and also move our presses into larger quarters in North Sydney. But these plants *already are outgrown!* So in both Pasadena, and at Radlett, England, we are proceeding to DOUBLE the size of these plants. But it will take time to build!

We have to get along meanwhile in our new overcrowded plants. With circulations expanding, we simply cannot handle additional expansion UNTIL the new plants and additional presses and equipment are installed.

THEREFORE we are forced to SLOW DOWN operations in the meantime UNTIL our expanded facilities are ready. WE KNEW we probably would have to build bigger than we did. These NEW EXPANSIONS were planned — but we did not want to spend the money to build bigger than the need. So we did not build the maximum size at once.

We are MORE THAN DELIGHTED at this overwhelming GROWTH and SUCCESS. We are SORRY we have to ask you, our readers, to receive TOMORROW'S WORLD only every two months temporarily, instead of monthly.

BUT — on the month you do not receive TOMORROW'S WORLD you *will* receive *The PLAIN TRUTH*. And on the month you do not receive *The PLAIN TRUTH* you will receive TOMORROW'S WORLD.

Also, the savings in cost of production will ease the load of paying for the new expanded facilities. To

(Continued on page 34)

# Why Christ Died — and ROSE AGAIN!

*IT IS revealed that Jesus was "Emmanuel" — that is, "God with us" — GOD in the human flesh. He was both God and man; divine, as well as human. Can God die? Was Jesus really dead, or did only His body die? Was Jesus the Divine One alive during the three days and three nights a body was in the tomb? What, then, is the NEED of the resurrection? Here is a brief, pointed answer.*

by Herbert W. Armstrong

**T**HIS is a question that has perplexed millions. It is an enigma that has never been made clear and plain to many minds.

Yet the Scriptures give us a clear revelation, in plain, simple words — if we can *believe* the Scriptures — which is to believe they mean *exactly what they say*.

We read: "Christ *died* for our sins according to the scriptures" (I Cor. 15:3).

"Christ" means "Anointed," or "Messiah"; and while the name "Jesus" may be used to denote the human man, the title "Christ" certainly refers to the Divine One — the One who was GOD with us. This Scripture says He died, and was buried. And it was He — the CHRIST — the Divine One — who ROSE FROM THE DEAD. He did not rise from *life* or a living state, but from DEATH!

"For to this end *Christ both died, and rose, and revived, that He might be Lord* both of the dead and living" (Rom. 14:9). There is the answer. Through His death and resurrection Christ became Lord of the dead as well as the living. He paid the penalty for our past sins. He made possible the *way* so that both the dead and those now living might have life eternal — not mere temporary existence, but life everlasting.

When Christ rose, He was *revived*. When a boxer is knocked unconscious, the attendants work over him to *revive* him. The expression "He was revived" indicates Christ had been unconscious — that He was dead — not that He

rose from a state of conscious mental activity.

"For when we were yet without strength, in due time Christ *died* for the ungodly. . . . while we were yet sinners, Christ *died* for us" (Rom. 5:6, 8).

## God in the Flesh

Notice again: "In the beginning was the Word, and the Word was with God, and the Word *was God*" (John 1:1).

The Greek word is *Logos*. It means "Word," or "Spokesman." This is referring to the One who co-existed with the Father from eternity — who always existed — who is one with the Father, yet, as He Himself said, His Father is greater than He.

Always He referred to Himself as One *sent* by the Father. He said that the words He spoke were not spoken of Himself, but the Father who sent Him gave Him a commandment what He should say and speak. The one who gives the orders and sends another is in a position superior to the one sent, and who obeys the orders. A husband is set by God in a position superior, in the family relationship, to that of the wife. Yet they are both human — both on the same level — and they are ONE. Not one God, but *one flesh*.

In the Church, or local congregation, an elder is in authority during a service that all things may be done decently and in order, and he has the rule over the congregation. Yet Christ prayed that the Church would be kept as ONE, *even as* He and the Father are One. The Church is composed of many members, yet ONE

BODY. And its members, more than one, are to be kept ONE in the sense of harmony and unity in love and purpose, as Christ and the Father are One — and they form ONE CHURCH, even as the Father and Christ form ONE GOD — yet more than one member, or one person.

## Christ the Everliving

In the Old Testament the *Logos* is called by different names. God calls people and beings *what they are*.

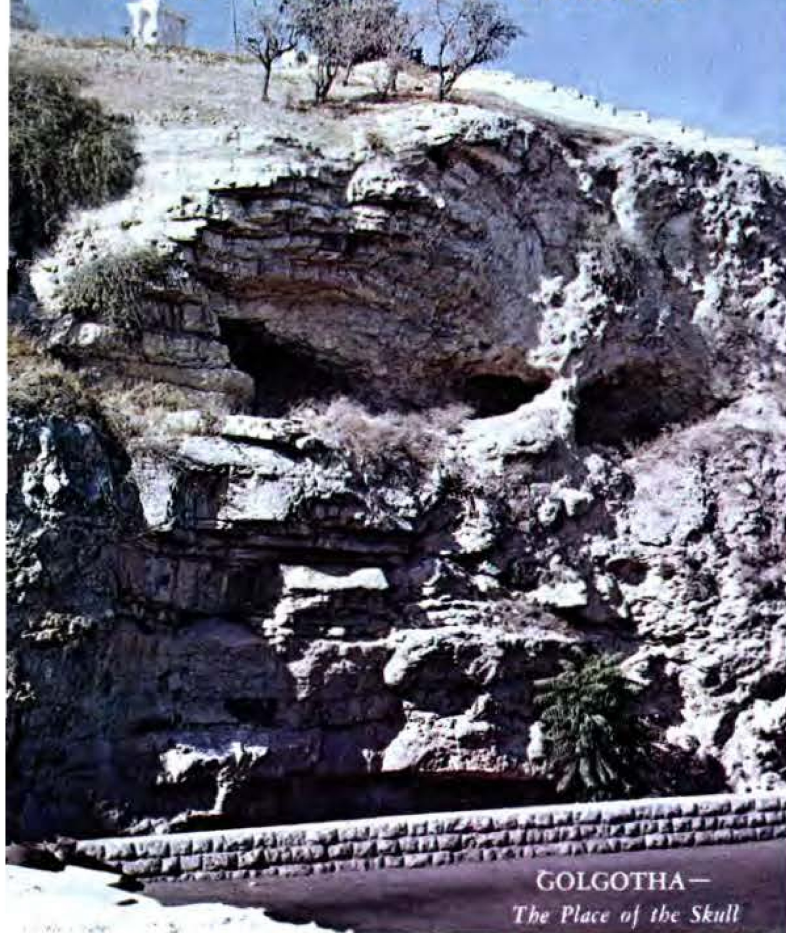
There was an archangel, perfect in beauty, full of knowledge. He was named what he actually was — LUCIFER, which in English means "Shining Star of the Dawn" — or Lightbringer. But when through pride he decided to compete against God for supremacy of the universe, and to take possession and rule from God, his name was changed to what he now was — SATAN, which in English means "Adversary," or rival, or competitor.

Therefore the names of Christ have always been — whether names or titles — words which describe *what He is*. Most frequently He was called *Yahweh*, erroneously translated in the American Standard Version "Jehovah." In the King James Version it is rendered "LORD."

Today we do not know either the correct spelling or pronunciation of this name — it was regarded as so sacred it was never pronounced in ancient Judah, any more than a son who properly honors his father would call him by his first name. Yet we know its MEANING — *it* means "The Eternal" — or the



# THE CRUCIFIXION WAS NOT ON FRIDAY



GOLGOTHA—  
The Place of the Skull

Golgotha — the place of the skull — where humanity crucified and murdered Jesus Christ. In the general area of the trees on top of the rock is the place where the gruesomely disfigured body of our Creator and Saviour was nailed to the stake, contemptuously hung and publicly displayed for all passersby to see and ridicule (Mark 15:29). (The above picture is the cover of an Ambassador College publication which details the circumstances surrounding this most critical event in human history. We'd be happy to send you one — free, of course.)

Ambassador College Photo

One in whom is inherent LIFE. *It signifies One who possesses life inherent from eternity to eternity — life-source!* He also was called *Yahveh-rophehcha* — God your healer. He gave His name to Moses as "I AM." That is, the One who IS — who EXISTS — who has life inherent in Himself!

He also is the Word, or Spokesman. God is Creator — but the Father created all things by, and through, Christ the WORD.

He (Christ) is the One who "SPAKE, and it was done." He is the One who said, "Let there be light" — and the Holy Spirit (the spiritual essence or power which emanates from both Father and Son) moving upon the face of the

water performed the command, and "there was light."

Yet Jesus spoke, or commanded, only what the Father had commanded Him. Father, Word, and Holy Spirit combined in perfect harmony in Creation!

Now, the *Logos* — the WORD — was God. "The same was in the beginning with God. All things were made by Him. . . . In him was LIFE. . . . And the Word *was made flesh*, and dwelt among us" (John 1:2-4, 14).

## Christ Was CONVERTED Into Flesh

Notice, the "WORD," who was the ETERNAL — the EVERLIVING — in whom was LIFE — eternal life — by whom all things were made and created — the very

GOD Himself — HE WAS MADE FLESH.

Notice, He did not merely enter into some mortal fleshly body — the body of another. He was not separate from the flesh, as One inside the flesh. It says in plain language — IF we believe the Scripture — IF we believe it means what it says — *it says He was made flesh!*

That is, He who had existed from eternity — He by whom God created the worlds and all things therein, He who *was* and *is* LIFE, He who was GOD — He *was made flesh* — converted INTO flesh, until He *became* flesh; and then He *was* flesh!

And, being flesh — being human — He divested Himself of inherent immortality for the time being. He gave

up immortality for us — that He might *die* for us — pay the penalty of our sins in our stead.

But, though human, He did have from birth, what we *may* receive as God's GIFT, by GRACE, the indwelling of God's Spirit — that He, even as we, might be resurrected from the DEAD, and given by the Father immortal life — that is, *converted* back into spiritual immortality so that He by the resurrection once again *became* divine Spirit — or very GOD! Thus He made the same resurrection possible for us — that *we* may also become divine Sons of God.

Yes, Jesus was a fleshly MAN. He was God come in human flesh. And, when converted into human flesh, the LIFE that kept Him alive resided IN THE BLOOD, as in all who are *flesh* (Lev. 17:11). The breath oxidizes the blood and is called the "breath of life" — of animal, or human life.

Jesus was also GOD — He was both human and divine. But He was not GOD inside of, yet separate from, the body of flesh — He, God, was MADE FLESH, until He, still GOD — God *with us* — became God IN (*not* inside of) the human flesh — God manifest IN THE FLESH (I Tim. 3:16) — "Forasmuch then as the children are partakers of flesh and blood, he also himself likewise took part of the same" (Heb. 2:14).

That is, as we humans are partakers of flesh and blood, Jesus Christ, also, in exactly the same manner, was partaker of flesh and blood.

And why? Why, in order that He *might* DIE! — "that through *death* he might destroy [annul] him who had the power of death, that is, the devil. . . . for verily he took not on him the nature of angels; but he took on him the seed of Abraham. . . . made LIKE unto his brethren" (verses 14, 16, 17).

Jesus came, NOT in the nature of angels — that is, spirit nature. He was a human being. He was MADE FLESH — made HUMAN — He took on, at birth, HUMAN NATURE. He was tempted in all points like we are. He suffered as we do. He was forced to resist the pull of human nature, even as you and I. He, God, BECAME MAN — man so that He



COULD DIE for us, that our sins might be erased and forgiven!

### It Was CHRIST Who Died

Jesus DIED! Jesus WAS DEAD!

And for three days and three nights the Second Person of the Godhead — EMMANUEL — GOD with us — GOD *made* human flesh — was DEAD!

And dead matter cannot impart life. Life can come only FROM life. As a human, Jesus was the Son of God the Father. God was His only Father. Mary was His mother. He became the SON OF man at His human birth. And now He was DEAD — yes, DEAD! If He was not DEAD, then the penalty of *your* sins is not yet paid. You are yet in your sins. You are without hope! But Jesus was DEAD!

If there were no other Person in the Godhead, then the Giver of all Life was dead and all hope was at an end!

If there were no FATHER in heaven while Jesus Christ lay dead — His blood in which resided His LIFE, shed from His veins, given for you and for me — then all human life everywhere had come to its doom.

But the Father still reigned in high

heaven! And the FATHER had LIFE INHERENT IN HIMSELF!

Life can only come *from* life! And Christ Jesus was now DEAD! *His* life had gone from Him — poured out on Calvary's cross — poured out from His veins! That's where His life resided — in His BLOOD, not in spirit! He did not shed a *spirit* to save us from our sins; He shed His BLOOD, and in so doing GAVE His LIFE.

But, "as the Father hath life *in himself*; so hath he given to the Son to have life in himself" (John 5:26). *God the Father raised Jesus from the dead!*

### Not Resurrected in Same Body

Now notice carefully. God the Father did not cause Jesus Christ to get back into the body which had died.

Some seem to believe that it was only the *body* which died — that Jesus Christ never died — that Christ was alive,

and preached to "spirits in prison" during the three days and nights His BODY was dead. What they believe is that a BODY Christ lived in died, but CHRIST HIMSELF never died. Christ was God, and, they argue, God could not die!

They do not realize that Christ had given up His immortal life inherent in divine glory and been converted into human mortality for the purpose of DEATH.

If they are right, they are lost and doomed to eternal punishment! *If Christ* did not die for their sins — if it was only a mortal *body* which died — then we have no Saviour, and we are LOST.

What happened is that the *Logos* — the WORD — the Eternal — was MADE FLESH. He was converted into, CHANGED INTO, *flesh*. Now He *was* FLESH AND BLOOD, exactly as you and I.

His *life* was in His blood, and He

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Mr. Herbert W. Armstrong points out the Garden Tomb — where Jesus Christ fulfilled the most important prophecy in history. It was here that the God of Israel was resurrected from the dead after *precisely* three days and three nights — unequivocally proving that He was indeed the Messiah (Matt. 12:39-40).

*Ambassador College Photo*







Ambassador College Photo

The Mount of Olives — the setting for the most awesome, cataclysmic occurrence in the history of mankind, the Return of Jesus Christ as King of kings and Lord of lords. Today a modern hotel stands at its summit. Tomorrow the Feet of God! (Zechariah 14:4.)

gave His LIFE by the fact His blood poured out while He was on the cross! He had taken on a HUMAN nature. He was God — but now God changed INTO flesh and blood — God WITH US — Emmanuel!

Yes, the Word was MADE FLESH, and He WAS flesh and blood, not just an immortal spirit IN a body of flesh and blood.

We may argue that God is immortal and could not die. But the Scriptures reveal that GOD SO LOVED US *that while* we were yet sinners, The Eternal, the *Logos*, who was with God and who *was* God in the Second Person, permitted Himself voluntarily to be CHANGED INTO a flesh and blood MAN, until He BECAME a human who could and did DIE. But God the Father — God in the First Person — still reigned in High Heaven; and HE RAISED JESUS FROM THE DEAD, not from life.

It was CHRIST HIMSELF who was DEAD. He was REVIVED. Nowhere does the Scripture say He was alive and active, or that God had Him get back into the human BODY that had died and was now resurrected.

Jesus Christ was DEAD. He was as

much “out” as a boxer knocked senseless — much *more*, for the boxer usually is not dead but only unconscious. Jesus was DEAD — but was REVIVED!

And the resurrected body was no longer human — it was the Christ resurrected IMMORTAL, once *again* CHANGED! As He had been changed, converted INTO mortal human flesh and blood, subject to death, and for the PURPOSE of DYING FOR OUR SINS; now by a RESURRECTION FROM THE DEAD, HE WAS AGAIN CHANGED, CONVERTED, INTO IMMORTALITY — and He is alive forevermore! Now a LIVING Saviour, not a DEAD Saviour. He *was* dead — but only for three days and three nights.

#### Now, How About YOU?

Do you realize WHAT a tremendous price was paid that you might be released from the death penalty of YOUR SINS? The very Eternal — the Spokesman of the Godhead, and very GOD Himself — permitted Himself to be changed into a mortal human — stepped down, descended to the human plane, suffered, was tempted, persecuted, despised, rejected of men, crucified!

If Jesus had been *only* human, His death could have paid the penalty for but *one* other human being who had incurred that penalty by transgression of God’s spiritual Law (Romans 6:23). Since God the Father created all things by Jesus Christ (Col. 1:16), and since all things, including man, were made by Jesus Christ, He is our Maker and therefore God; and His life which He gave was of *greater value* than the total of all human beings (John 1:1-3).

He died and for three days and nights WAS DEAD! He who was IN THE BEGINNING, and WAS GOD! He stooped to human level, submitted to DEATH — trusted the Father to restore Him to life! *That is the PRICE* paid for you and for me. He GAVE Himself for YOU — and in so doing bought and paid for you! And therefore, *you BELONG TO HIM!* Will *you GIVE YOURSELF to Him?*

That is the only way of salvation — the only way this GREATEST PRICE EVER PAID IN THE UNIVERSE FROM ETERNITY can save you, great as it was.

You must GIVE YOURSELF up! GIVE yourself TO HIM! Give Him your life — YOURSELF. Let HIM come into your mind and heart, through His Spirit, and live HIS LIFE IN YOU!

It means full, complete, utter, unconditional SURRENDER. You are no longer your own, you are HIS. Give your life to HIM, and see what great usefulness and accomplishment He will put it to! See what great joys will be yours as a result of the great GOOD He can and will do through you — IF you are His, wholly IN HIS POWER, wholly subjected to HIS WILL!

Yes, Jesus Christ died and was dead! But God the Father RAISED HIM FROM THE DEAD. HE LIVES FOREVERMORE!

*You* are already dead in trespasses and sins unless, or until, you REPENT of sins, surrender to God, GIVE YOURSELF to the LIVING SAVIOUR who died for you, but was RAISED to become your High Priest and coming King! We have to DIE in order to LIVE. Give YOURSELF to Christ, and He will give *you* ETERNAL LIFE!

“And this is the record, that God hath given to us eternal life, and this LIFE is *in* His Son. He that hath the Son hath life; and he that hath not the Son hath not life”! (I John 5:11-12.) □



parts of the world, ready to counsel with you **PERSONALLY** — to answer questions — to help you with any spiritual problems — even to baptize any who are ready for it, if any should, voluntarily, and with no solicitation from us, so desire. Please do not construe this announcement as an “invitation” of any sort — but from time to time, people write to us, wanting to know if a *personal* visit is possible.

Because we say in literature, and you hear on radio, “there is no follow-up — no one will call on you” — many may have **MISUNDERSTOOD**. What we mean to say to the public is that there will be no follow-up trying to sell them something, or trying to talk them into becoming a “member” of anything. We

have **NOTHING TO SELL**. Giving us your name and address for requested literature, or a subscription (free — already paid) to any of our literature does not mean someone will come knocking uninvited on your door.

We **WON'T** send anyone to see you, **UNWANTED**. Not unless you **REQUEST IT!** But, if you would like one of our trained men, graduates of **AMBASSADOR COLLEGE**, to call and counsel with you about any problems, answer any questions — even explain anything in the Bible, there is such a man **NEAR YOU!** So please feel free to invite such a visit. That's what they are there for. And of course you know they have nothing to sell. They won't ask you for money. They won't plead with you —

or even urge you — to “be converted” or baptized, or to join anything. Of course, if you **WANT** and *request* help in finding God and letting Christ **REALLY** come into your heart and life, they are fully qualified to **HELP**. But they will not try to shove anything on you. They are qualified to **EXPLAIN** the Bible if you ask but never will they argue. Actually most of them are consecrated and ordained ministers. They, and we here at the Headquarters of this great Work, want only to **HELP** — to **SERVE**. We count it a **PRIVILEGE** to do so.

Remember you **NEED** God's Holy Spirit. Without it, life will just “happen” to you.

With it, *you* will happen to life! □

## Personal from the Editor

(Continued from page 4)

this end, further, we will, until October, reduce the broadcasting of *The WORLD TOMORROW* on many stations to once a week. However, on most of the larger, more powerful stations, the program will continue through the summer daily.

We started this magazine — **TOMORROW'S WORLD** — with the June, 1969, number, with a circulation of 125,000. This current issue has grown to almost a **HALF MILLION** copies in ten short months — actually 475,000 copies!!!

**REMEMBER** — our *temporary* bi-monthly plan does not shut off receiving **NEW SUBSCRIBERS**. It merely reduces the frequency of issue until new facilities and increased revenues make possible monthly issues once again.

But I must take you into my confidence one step further.

These cutbacks in publishing and broadcasting *alone* do not solve the situation.

This Work is the Work of the living God. It is directed, headed, guided (and blessed) by the living Jesus Christ. We are His instruments. As such we must be wise stewards. The moneys that come to supply the needs of this Work are **GOD'S**. We are

His stewards, and must give account. We cannot handle God's funds carelessly, as many in this world who are right now going under. Cutbacks in the government's space program and in Vietnam are forcing many firms, giant and small, into deep financial trouble and even failure.

So, although we **DO NOT** solicit new Co-Workers to join those who do support this Work financially with their tithes and offerings, it is necessary to explain that there is *need* to increase revenues. This very **GROWTH** and **SUCCESS** of our circulation-expansion plan has increased operational expenditures.

Therefore it is incumbent on me to make a frank and candid **STATEMENT** of the circumstances that led to the temporary bi-monthly policy in regard to the magazines, and temporary summer reduction in frequency of broadcast on many radio stations.

This is the first time such a statement has been made in this magazine. It is not a request — we want new Co-Workers to *become* contributors voluntarily — unsolicited. But when additional ones do wish to have part in this great Work, in *whatever* amount, they are welcomed gratefully. (Incidentally, there is nothing to join, never any obligation.)

**TOMORROW'S WORLD** was designed, originally, to serve the 125,000 Co-Workers who, of their own volition and initiative, have become regular con-

tributors to the financial needs of this Work. But by the time of issuance of the first number, we felt that many others — readers of *The PLAIN TRUTH* or listeners to the **WORLD TOMORROW** broadcast — would also want to share in reading this magazine of Biblical understanding. So we offered it to **PLAIN TRUTH** readers, and made — I think it was **TWO** announcements of it by radio — and now the circulation has grown to nearly a half million copies.

And I felt, personally, that this complete frank and candid announcement should be made to our entire readership, and not to our family of Co-Workers only.

This expansion program has proven an overwhelming **SUCCESS**. It has, it is true, brought problems. We know they will be solved, and the Work of the living God will leap on to constantly accelerating **GREATER** success, serving and helping **EVER-INCREASING MILLIONS!**

The world is **HUNGRY** for what we have to give. **NEVER** has it been so vitally **NEEDED**. I repeat — the overwhelming **SUCCESS** of our new circulation drive demonstrates it! It's the **GREATEST NEED** in the world today! But we have to slow down temporarily, for we can **GIVE** only as we receive and as facilities permit.

I guess I have to end this **SPECIAL NOTICE** by saying, “**WE APOLOGIZE** — **BUT YOU SWAMPED US!**” □