

"The WORLD TOMORROW"
A WORLDWIDE BROADCAST

HERBERT W. ARMSTRONG
Proclaims to the World the
GOOD NEWS OF THE WORLD TOMORROW

BOX 111, Pasadena, California

Publishing
The PLAIN TRUTH
a Magazine of UNDERSTANDING

October 6, 1953

Dear Co-Workers in God's Work:

Here's REALLY BIG NEWS! God has opened another tremendous door!

Beginning Sunday, October 25th, The WORLD TOMORROW goes on one of the major net-works -- ABC, transcontinental!

We have placed the order with the American Broadcasting Company for more than 175 of their largest stations, Coast to Coast. This is the most powerful net-work on which time could be purchased for proclaiming the true Gospel of Christ.

Until a few weeks ago the DOOR WAS CLOSED to any further time for Gospel broadcasting on major net-works. But the time has come for God to OPEN THE DOOR for His own work. It required an entire new change in policy by American Broadcasting Company officials in New York and Hollywood. They reconsidered their policy which had closed the door to any further religious broad- casting. They decided to OPEN THE DOOR to JUST ONE MORE religious program over their great chain, Coast to Coast. The net-work officials decided that the one and only additional religious program to be admitted to this great transcontinental chain would be The WORLD TOMORROW!

THIS MEANS MILLIONS OF NEW LISTENERS -- IT MEANS THE TRUE GOSPEL WILL NOW BE HEARD ON STRONG LOCAL STATIONS IN MANY PARTS OF THE COUNTRY WHERE ONLY A FEW HAVE HEARD BEFORE! It means that now we shall reach, with clear strong signal, EVERY part of the United States, most of Canada, -- AND ALASKA!

But it means a TREMENDOUS RESPONSIBILITY -- which you share with me! This vast undertaking will require GREAT FAITH! It will cost several thousand dollars every week -- and IT MUST BE PAID EVERY WEEK IN ADVANCE, or else we fail and the time will be sold to others! As I write this, the receipt of funds for the work has dropped off ALARMINGLY through the entire month of September. Every physical circumstance and indication, at this minute, is that we shall not be able to provide the money for even the first broad- cast! It will require the greatest sacrifice and loyalty on the part of EVERY ONE of you Co-Workers since his work began, if we are to make it.

But first, let me tell you more of the details.

The TIME of the net-work broadcast: Atlantic Coast stations, 11:35 to 12 noon every Sunday. Middle-West, 11:05 to 11:30 A.M., Central Standard Time, every Sunday. Mountain States, 12:05 to 12:30 P.M. Sundays, and on the Pacific Coast, 11:05 to 11:30 A.M., Sundays.

The STATIONS: The emergency is so great I cannot take time to list all the stations in this letter. I will give you that later. But the list includes stations from Miami, Florida, to Maine along the Atlantic Coast, including the great superpower New York station WABC -- stations all through the middle-west, mountain states, and Pacific Coast, and most of the key cities through the South. It also includes the great 50,000-watt station at Toronto, Canada, and 4 strong stations in Alaska!

THINK OF WHAT THIS WILL MEAN, in addition to the every night broadcasts over the giant super-power Mexican stations!

It is very possible that this addition of the trans- continental ABC net-work to the every-night super Mexican stations and

the world's greatest station at Luxembourg, reaching all Europe, now makes The WORLD TOMORROW the most powerful broadcast of any kind in all the world today!

WE MUST NOT FAIL!

But there is DANGER! While nearly a thousand of us were attending the great Festival of Tabernacles in our new Tabernacle near Gladewater, Texas, our business manager had to call me long distance at midnight one night to tell me that less money was being received at the Pasadena offices than any time in three or four years. I have just returned to Pasadena to find an ALARMING SITUATION! Unless every Co-Worker will now LEAP to our rescue immediately, sending in the largest possible amounts -- and unless you will STAND SOLIDLY AND LOYALLY BACK OF ME WEEK BY WEEK, AND MONTH BY MONTH, WE WILL BE UNABLE TO TAKE ADVANTAGE OF THIS GREATEST OPPORTUNITY EVER TO COME TO US, EVEN AFTER GOD HAS MOVED TO OPEN THE DOOR!

Listen, Co-Workers! Listen, and then ACT! In the year 31 A.D., Jesus Christ BUILT HIS CHURCH, and sent His own chosen ministers, the Apostles, to proclaim the same Gospel He taught to the world. It took them one time-cycle of 19 years to cover Palestine and Asia Minor (all in Asia) with this great Gospel Message. After 19 years GOD OPENED THE DOOR for the Apostle Paul and the other ministers to carry the Gospel to Europe. It took them 19 years to cover Europe with it -- AND THEN THE ROMAN ARMIES STOPPED ALL ORGANIZED PROCLAIMING OF THAT GOSPEL.

Believe it or not, that Gospel has not been proclaimed to the world from 69 A.D., until 1934 A.D., when again GOD OPENED THE DOOR of radio and the printing press to us. It took one time-cycle of 19 years to cover the North American continent, and after 19 years, January 1953, GOD HAS OPENED THE DOOR to us to carry the Gospel to Europe! MAIL IS NOW POURING IN FROM EUROPE! Prophecy reveals that after this one more 19-year cycle -- if God does not shorten the time and bring it earlier -- the resurrected ROMAN ARMIES once again will stop all organized preaching of the Gospel to the world.

THIS IS THE MOST IMPORTANT WORK ON EARTH. It is the WORK OF GOD!

It now faces the MOST SERIOUS CRISIS IN 19 years! WE MUST be able to pay for this great ABC net-work broadcast week by week! The program begins October 25th. Consult your local news- papers for time and station. BUT CO-WORKERS, LET'S ALL RISE TO THIS OCCASION. MAKE ANY SACRIFICE JUST NOW. SEND WHATEVER YOU CAN, WHETHER SEVERAL THOUSAND DOLLARS, OR ONLY ONE OR TWO DOLLARS -- EVERY DOLLAR COUNTS NOW -- THE SITUATION IS DESPERATE. This is an S.O.S.! God will bless you! HURRY!

Urgently, in haste, in Jesus' name,

Herbert W. Armstrong