

WORLDWIDE CHURCH OF GOD  
WORLD HEADQUARTERS  
PASADENA, CALIFORNIA

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PRESIDENT and PASTOR

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Dear Co-Workers and Brethren:

Everything is now looking UP! This great worldwide Work is fast taking on NEW LIFE -- new vitality -- new POWER -- new ENTHUSIASM! Important new doors are being opened to reach additional MILLIONS of people -- especially in nations we have heretofore reached very sparsely -- such as Japan, the Scandinavian nations, and the Arab nations.

I want personally to tell you in advance, of the special 39th anniversary offer coming in the February, 1973, PLAIN TRUTH.

We plan to publish a special booklet -- (sent free -- of course -- no price) -- to go hand in hand with a coming daily television-radio series by Garner Ted Armstrong on the much discussed, much written about, but perhaps MOST MISUNDERSTOOD subject of SEX. In 1964 I wrote and published a 324-page book on the subject, and last year I published a revised edition titled "The Missing Dimension in Sex."

The forthcoming booklet will give a plain-spoken description of sex in today's society. Immorality is at an all-time high.

You may, or may not realize it, but YOUR CHILDREN are being constantly bombarded on every side by SEX in a subtle manner that they -- or even YOU -- may be unaware of. In one form or another SEX is being constantly hurled at them, on television, in movies, in advertising, in magazines and books they may read, from their peers -- and all from improper and uninformed sources.

It is impossible to estimate the DAMAGE that may result.

This new booklet will help parents to cope with this modern danger. It will explain the pitfalls and dangers subtly involved in changing modern attitudes, in permissiveness, in the influences brought to bear on every side.

I feel that this new booklet fills a VITAL and URGENT NEED! With today's mixed up world in the throes of a moral revolution, I feel that the need for this missing dimension is desperately urgent.

In addition to this forthcoming booklet, I am now beginning work on the long-planned first volume of three instruction books on this subject -- one for children ages 6-7, one for those around 10, and one for young teenagers. These will offer parents a much needed help in the proper teaching of their children. I hope to have at least the first volume, for the little children, ready by February. It will be a comparatively short book which can be read by second grade children -- or, parents could use it in teaching children themselves. This first volume is being written in a style adapted for reading by children of about age seven.

I will be happy to send you a copy of each of these, when published.

Now I mentioned the new doors being opened to reach millions of people in countries heretofore not thoroughly reached. At the same time, conditions in the United States and Canada are taking a turn that gives promise of making possible the increased income for the Work that is necessary to step up God's Work to this new intensity.

The Vietnam war appears to be ending. Inflation has slowed down. The rise in prices is now at a level of only about 3.2%, and average incomes are up approximately 9.7%. Industrial output is up above 8%, retail sales are up more than 10%, and unemployment is DOWN -- with almost 11% fewer UNemployed.

And again this year, of course, advance reports shout "Christmas Shopping Biggest Ever!"

Yes, once again we are facing that season when most people get so involved in Christmas shopping they forget all about gifts for the living CHRIST and HIS WORK, at the season they suppose celebrates His birthday. It seems that very few have ever heard the REAL TRUTH about Christmas -- how it started -- origin of Santa Claus, gift-exchanging, the holly wreath, and all the things that go along with the Christmas season. Probably most people suppose the custom of exchanging gifts was started by the wise men giving gifts to the Christ child.

But, 1) THEY gave their gifts TO CHRIST -- they didn't exchange presents between themselves and ignore Christ, as so many do today. And 2) Christ's birthday was NOT on December 25, or even near that date, and 3) the wise men did not arrive until some time AFTER Christ's birth. And 4) their gifts had nothing to do with birthday presents. For thousands of years it has been CUSTOM, when visiting a king or ruler, to present him with a gift. Jesus was born to be a KING of kings of the whole earth -- as He soon will be!

In the past three years, I have had private meetings with a number of heads of state -- kings, presidents, prime ministers. Because it is CUSTOM, and proper protocol, I always take a fitting yet non-extravagant gift, especially on a first meeting with one in such high office.

We have available, now, a booklet giving the PLAIN TRUTH about Christmas. If you haven't read it before, you'll find it quite interesting, informative, and perhaps quite surprising! There is no price -- SENT FREE, of course -- so if you have not previously received a copy, one will be sent on request by return mail.

Co-Workers and Brethren, the very WORK OF GOD faces a real sobering PROBLEM during this Christmas shopping season. We need your most URGENT, PREVAILING AND EARNEST PRAYERS that God will stir up the spirits of all Co-Workers to avoid NEGLECTING God's Work during this difficult season -- but to be MORE GENEROUS THAN EVER in REMEMBERING CHRIST and HIS WORK at this time.

Most sincerely, in Christ's name,

Herbert W. Armstrong

P.S. Be sure to request your copy of the forthcoming booklets on SEX, including the one for young children, if you have children that age -- and as soon as the booklets are off the press, they will be sent.