

"The WORLD TOMORROW"
A WORLDWIDE BROADCAST

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

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Dear Co-Workers with Christ:

This must be short -- and rushed to our little inner family of Co-Workers by airmail.

Today we are mailing, also, my semi-annual letter to the ENTIRE 600,000 names on The PLAIN TRUTH mailing list, answering several questions many radio listeners are asking. You, too, will receive it, but by a much slower type of mail service. This year I am simply unable to offer all our PLAIN TRUTH subscribers any fine new special book, as we have been doing the past few years.

The present financial condition of the Work of God will not allow it. LET ME TELL YOU WHY -- and WHY we do face a financial EMERGENCY! I have told you before about Radio London opening, the first of the year. Just two weeks ago, another station, reaching all the NORTHERN half of the British Isles, opened the prime listening time of 8:00 p.m. every night. These are the TWO MOST COSTLY STATIONS we have ever used. BUT their potential listening audience is a condensed, concentrated 55 MILLION PEOPLE! The British Isles in area are only about the size of the southern HALF of the State of California -- only a third as large as Texas -- just a trifle larger than the State of Kansas. Yet some 55,000,000 people are condensed in that little area.

Since the first of the year, SEVERAL very IMPORTANT radio doors have opened up choice listening times for The WORLD TOMORROW. Just yesterday I approved putting the program DAILY on a 50,000- watt superpower station in Ottawa, Canada (population a half million), a 10,000-watt station in one of Canada's more populous areas, and two other important Canadian stations. Also one of the best and most-listened-to stations in Montana -- we have not had the program on local stations there before. Also additional stations in Australia.

Dear Co-Workers, I SIMPLY HAVE TO STEP OUT ON FAITH, when Jesus Christ opens these vitally important radio doors! It means we are going considerably BEYOND our projected budget for the year. BUT IT MEANS HUNDREDS OF THOUSANDS -- EVEN MILLIONS -- OF ADDITIONAL LISTENERS, BEING REACHED WITH CHRIST'S GOSPEL!

I have to ask all our loyal family of Co-Workers to "tighten your belts" with us, and try, if possible to INCREASE the offerings you put into God's Work for the rest of this year -- besides your faithful tithes. If you cannot GIVE outright larger sums you may have on hand, send any such larger sums AS A LOAN, and let them BE WORKING in CHRIST'S HANDS -- under His direction -- WHERE HE WORKS and blesses His Work -- until such time as you require the use of the money.

I have to make this short and URGENT. Remember, we never ask the public for financial support. We never put a price on anything. Of 600,000 names on The PLAIN TRUTH subscription list, 90% or 540,000 of them have never sent a cent for the support of this Work -- AND HAVE NEVER BEEN ASKED FOR ANY. YOU became one of our inner family of Co-Workers, working together with the Living Jesus Christ, VOLUNTARILY -- of your own free will -- without any solicitation from us.

So we must do OUR PART, faithfully, even at sacrifice. Jesus Christ certainly is more than doing HIS part! So please hurry!! -- and keep sending tithes and offerings AS OFTEN as possible! THANK YOU!!!

Urgently, with love, in Jesus' name,

Herbert W. Armstrong