

AMBASSADOR COLLEGE

PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG
PRESIDENT

GARNER TED ARMSTRONG
EXECUTIVE VICE PRESIDENT

Dear Friend:

By now you should have received your first copy of the new tabloid-size PLAIN TRUTH! I hope you thoroughly enjoyed the wide variety of articles, the many new features, and the very fine pictures in this first edition! Even though we have had to cut back on the quality of paper, use of color, and heavy cover, we believe the added emphasis on UP TO THE MOMENT articles, and the impact of editorial content will more than make up for it!

Too, we feel it is far more important to reach more tens of thousands of human minds with God's message than human eyes with pleasing color, even if we might wish we could have both!

Our circulation goal is FIVE MILLION as fast as we can be assured those five million people are readers of the PLAIN TRUTH, and not just disinterested recipients. If and when we reach five million--we'll be striving toward TEN million! So far as we're concerned, we feel the PLAIN TRUTH should become the publication with the largest circulation on the face of the earth!

We have already sent over 213,000 complimentary subscriptions to libraries (both public and academic), dentists and doctors offices, in addition to sample copies to 26,000 media VIP's.

The latter part of this month begins introduction of a new five-part series of half-hour TV SPECIALS in up to ONE HUNDRED U.S. cities! Topics being covered will include Famine, Agriculture, Upset Weather, Alcoholism, and the Occult.

For hundreds of thousands, this will be the very first time my TV program will be shown in your locality--I hope you'll remember to tune in! (Incidentally, we'll keep you up to date with the television schedule both through announcements in the PLAIN TRUTH and your local newspapers.)

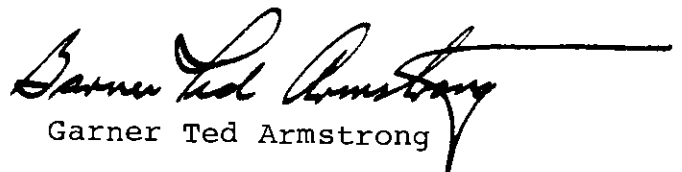
As I write, my father has just completed a meeting with over 400 distinguished Indian leaders in Bombay, preparatory to his forthcoming campaign there before many thousands! Since he first began having personal meetings with heads of state several years ago, he has visited many, many countries, speaking before many VIP groups, and conducting private meetings with kings, emperors, premiers, prime ministers, and other leading government officials, continually striving toward carrying Christ's true Gospel of the coming WORLD GOVERNMENT into the very highest seats of governments.

As we begin early 1975--it promises to be the most CRUCIAL year in all history--momentous, mind-boggling events are swiftly hurtling this world toward the smashing climax of all history! We desperately want the MILLIONS to hear this last-moment announcement of the soon-coming return of Jesus Christ to RESTORE PEACE to this overarmed, war-torn world! If they are to hear-- it can only be done by the use of mass media!

With a much larger circulation to the PLAIN TRUTH, new one-hour TV specials with powerful evangelistic messages, new half-hour specials with strong commentary on world conditions fulfilling prophecy, with the additional THOUSANDS becoming more and more interested in studying more deeply into God's truth--1975 promises to be a year of GREAT GROWTH for God's Work! But it will grow only as fast as those who loyally support it are growing in faith, in true Christian character, and in knowledge of God's way of life! Thank God He is adding, daily, more and more dedicated co-workers with Christ to get this monumental job done!

What a fabulous opportunity it is--being totally absorbed in doing the very Work of God! THANK you, for your loyal support, enabling us to reach tens of thousands of precious human lives with Christ's message!

Sincerely,


Garner Ted Armstrong

P.S. In a recent letter to all our Co-Workers, my father offered a free copy of our new full-color brochure, chock-full of pictures showing Mr. Armstrong with heads of state and top government officials all around the world; emphasizing the whole new dimension in God's Work of going directly to the TOP of government with God's truth. I thought you might like to see a copy! They are truly beautifully done. An envelope is enclosed. Send your request today. THANK you!