

# AMBASSADOR COLLEGE

PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG, *Chairman*

OFFICE OF  
GARNER TED ARMSTRONG  
*Vice-Chancellor*

Dear PLAIN TRUTH Subscriber:

This letter is vitally important! As costs continue to soar in almost every area, the PLAIN TRUTH magazine you receive each month continues to cost more and more, making it more difficult to give away free.

Don't misunderstand! We feel deeply we MUST continue, no matter WHAT the costs, to give out this vital end-time message; that we cannot consider discontinuing such a powerful voice of witness and warning to the millions of readers who need it and want it.

Let me share with you an in-depth report I received from our own Purchasing Department as it reflects on the activities of printing the PLAIN TRUTH:

"Classifications of commodities are shown below, together with average percent increases in suppliers' prices during the last year:

## Press Paper

PLAIN TRUTH page paper	up 33%	PLAIN TRUTH cover	
Booklet paper	up 49%	paper	up 32%
Letter paper	up 85%		

## Press Supplies

Alcohol	up 59%	Ethylene glycol	up 74%
Blanket wash	up 31%	Plate developer	up 19%
Film	up 14%	Printing plates	up 10%
Incandescent & fluo- rescent lights	up 36%	Electrical equipment	up 20%
Electrical parts	up 28%		
IBM cards	up 144%	Envelopes	up 33%
Computer ribbons	up 44%	Photographic supplies	up 25%
Shelving	up 40%	Computer print-out forms	up 44%"

Frankly, if these staggering inflationary increases had not hit the PLAIN TRUTH so hard, I doubt that our readers would ever have received our earlier letter informing them they may, even voluntarily, supply money for defraying the cost for someone else's magazine. So, THANKS to each one of you who generously responded to my father's letter last summer. In it he encouraged those who wished -- voluntarily -- to help supply a free PLAIN TRUTH subscription to others to do so. A significant number responded with great enthusiasm and appreciation.

Some proud old magazines and newspapers have simply folded up recently; others have had to dramatically reduce in size. Shortages of various types of paper and rising costs have sent even major magazines and newspapers, which operate solely from advertising and subscription revenues, right out of business. How much more difficult it is when the publication is given away free!


The foregoing list does not include the fact of soaring POSTAGE costs (up almost fifty percent in second-class rates over the last two years where it hits the PLAIN TRUTH the most).

So, what this all means is simply this: Look for the possibility of a major change in FORMAT sometime soon -- possibly less costly paper, a different size, or other changes in the PLAIN TRUTH! But DO NOT ever expect us to discontinue sending out the vital message this publication has contained! Rather, we intend to find ways and means to increase the scope and power of the publication.

IF YOU WANT TO HELP others continue to receive this vital information FREE of charge, your contributions are gratefully welcomed. If you do not, but wish to continue receiving the publication, please feel perfectly free to do so.

In these serious times, we simply thought we must level with you and keep telling you "the plain truth." THANK YOU for letting us continue to serve!

Sincerely,



Garner Ted Armstrong

P.S. If you would like the PLAIN TRUTH sent to a friend, send us his name and address and we'll send him a sample copy. Then, if he likes our publication -- and we're sure he will -- we'll send him a prepaid one-year subscription. And for yourself...No question is more fundamental than "Why Were You Born?" If you haven't read our prepaid booklet on this subject, send us your request today. An envelope is enclosed for your convenience.