

*the*  
**PLAIN TRUTH**  
*a magazine of understanding*

VOLUME XXIII, NUMBER 4

APRIL, 1958



—Wide World Photo  
CAIRO—capital of the newly formed United Arab Republic. From this decaying city—the heart of the Moslem World—President Nasser hopes to spread his absolute authority over the whole Moslem World from West Africa to Southeast Asia! Is Nasser becoming a tool of Communists? Read the surprising answer in this issue's lead article.

# The PLAIN TRUTH

*A magazine of understanding.*

VOL. XXIII

NO. 4

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By the Radio Church of God

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## LETTERS TO THE EDITOR

### "What Denomination Do We Represent?"

"We belong to a prominent denomination, but are going 'crazy' trying to figure out what church denomination you represent. Are you Assembly of God? Pentecostal Holiness? Seventh Day Adventist? Jehovah's Witness? Free Methodist? Southern Baptist? or what?"

"Whatever it is you are, you do seem to be reaching people who are so disturbed and perturbed in these times. So many engulfed in a veritable 'sea of unrest' these days have such a dread of the uncertain 'World Tomorrow' and don't know where to turn. Ironic enough, the churches today have apparently failed the people, just when they are needed most."

Man from Denver, Colorado

#### *Editor's comment:*

Daily we receive letters asking, "Who are you? What denomination do you represent?" No one seems able to guess. And no wonder.

For we are *not denominational!* "The WORLD TOMORROW" radio program and "The PLAIN TRUTH" magazine are NON-sectarian (I Cor. 1:12-13).

What denomination did JESUS join? Few ever stopped to think of it in that way. The religious sects of His day were the Pharisees, the Sadducees, the Essenes, the Samaritans. Jesus joined none of them. On the contrary, He called His disciples *out of them*—out of all organizations of men. The Greek word "ecclesia"—translated "Church" in English—has the meaning of "called-out ones." From these "called-out ones" Jesus built His Church, the one true Church of God. Scores of sects and denominations falsely claim to be God's Church, but only those who have come out of this confused world, *who have quit attending this world's churches*, who "live by every word of God" are actually part of that Church which Jesus built!

Christ's own Church is utterly independent of denominations, sects, or organizations of any kind—wholly DEPENDENT upon our heavenly Father for guidance, for funds—for EVERYTHING.

God's Church is not Adventist, not Mormon, not Pentecostal, not any of those mentioned in the letter—nor any other human-founded organization of men. These denominations all have some truth, but their teachings are mixed with error.

### Marriage Saved

"I can't express my gratitude for all you have helped spiritually. I was in a state of confusion when I first wrote to you about the Bible and I was thinking about getting a divorce. I wrote and asked you to send me the booklet, 'Divorce and Remarriage,' and it showed me that I could not get one. There are so many preachers that marry divorced people. *Just to please the people* they marry them regardless how many times they have been married or divorced. It's a shame how they mislead the people."

Woman from Dos Palos, California

### "My Church Was Stirred!"

"After hearing your broadcast one night while driving down the highway I ordered your books: 'The United

States and the British Commonwealth in Prophecy' and '1975 in Prophecy.'

"These books have certainly caused me to study and think. . . . Many thanks for the books. *My Church was stirred* yesterday as I revealed to them the contents of '1975 in Prophecy.'

"We certainly need more preaching of this type in this hour."

Man from Pelzer, South Carolina

### Brought to True Repentance

"I received your wonderful book, '1975 in Prophecy.' Thanks. I want you to know the good you have accomplished in this family of mine.

"You have brought me to my knees in true repentance.

"I was a member of a . . . church and I thought I was doing right, but thank God, I at last have seen the light. I have had an entirely new outlook on life.

"I never in all my life enjoyed studying the Bible as I do now, thru these long winter evenings."

Woman from Atlanta, Missouri

### Material Blessings from Tithing

"Enclosed is our tithe money. The day that we came to the conclusion that we should tithe we began to receive material blessings. That evening the news came out that the yard where my husband works was to receive a pay raise. It is the biggest one that they have gotten since he has worked there.

"Last night the manager of the shop told my husband that he had been advanced, which of course means an additional raise in wages.

"We are very thankful for these and the many other blessings that we have received. May God continue to bless all of you."

A woman from Bremerton, Washington

### Tithing Works!

"Yes, tithing does work! Two days after I tithed money I obtained some temporary post office work and a few other jobs . . . I then received a position as a bookkeeper. The position doesn't pay too much, but I am living at home and so have few expenses. This job comes in handy while I am waiting for a Civil Service appointment.

"Enclosed you will find a tithe for my first three and one half days' wages."

A man from Lafayette, Indiana  
*(Please continue on page 24)*

# How Arab World Could Trigger H - BOMB WAR!

**Here is a firsthand report on the startling cloak-and-dagger alliances now transforming the backward Arab World into a political powder-keg that could start World War III!**

by Herman L. Hoeh

**U**NDERCOVER a mighty struggle is now occurring for control of the Arab World. Whoever controls the Arab Middle East can control the world!

Will communism succeed in gaining a foothold in the Eastern Mediterranean? Will Britain's lifeline—Suez—be seized by the Reds?

Will an Arab-Jew conflict spark a third World War?

Last year Dr. Meredith and I spent six arduous weeks in Egypt, the Sudan, Syria, Jordan, Lebanon, Iraq and Turkey uncovering the facts behind today's surprising, fast-moving headlines. We saw events taking shape which are destined to shock the world! The recent openly reported alliances between Egypt and Syria and between Iraq and Jordan are but the prelude to *secretly* developing catastrophic events destined to trigger *H-bomb warfare!*

Here is what has been happening.

## What You Haven't Been Told

*You have been told* that the Middle East is the newest battleground in the struggle between communism and democracy.

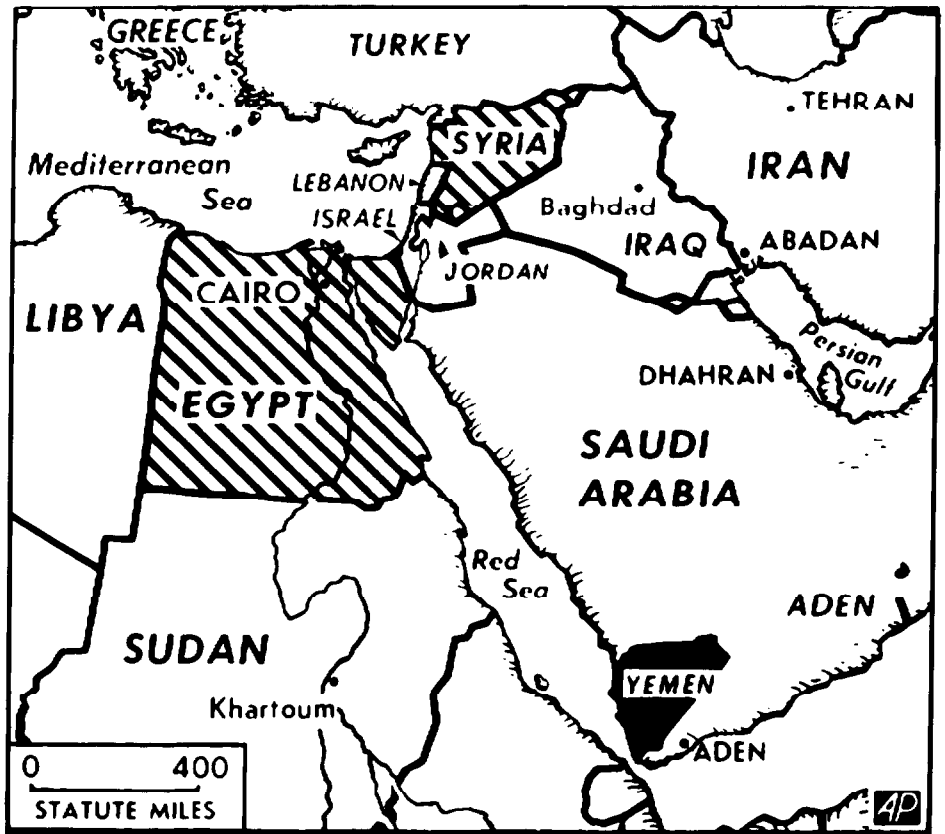
But that is not the whole truth!

There is a **SECRET FOUR-WAY STRUGGLE** for control of the Arab World now occurring that would *terrify* you if you understood where it is leading. Treachery is afoot. Secret plans are being laid to betray the English-speaking world!

What shocked us most in our six-weeks' trip is the fact that most news analysts and foreign observers refused to believe these facts when they saw them!

## The Major Contending Powers

America and Britain are the first and



Map of Arab World. Egypt and Syria form the new Arab Union. Yemen is federated with it. Opposing the Union are Iraq and Jordan who have formed a counter union. Arab World is more divided than ever!

most important power-bloc struggling to dominate the Middle East. Our leaders are out to maintain control of Arab oil fields and to keep the Suez Canal open. If we would only come to see that our two nations are determined to *force* western ways on the Arab nations, then we could better understand that other nations, too, are equally determined to dominate the Arabs for their selfish interests.

The second power contending for domination over the Arab world is **COMMUNISM!**

Communism is a sworn enemy of America and Britain. We saw communist publishing houses in Cairo, and communist influence in Syria. But what most news analysts do not understand is that *Russia is not yet ready to take over the Arab World*. Russia has openly declared that it wants to control the Far East *first*—China, Indonesia, Japan, India. Later, communists plan to conquer all the Arab World. In the meantime they are content to ship arms and stir up political trouble wherever possible among Arabs.



—Wide World Photo

Crown Prince of Yemen, Seif el Islam el Badr, journeyed to Cairo to work out plans for federating his country with Egypt and Syria. Yemen is strategically located at south end of Red Sea.

Communists are shrewd enough to know that Islam—the Moslem Religion—is strongly opposed to Russian atheism. Virtually all Arabs are Moslem. A few Christians are, however, scattered through the Arab World. Russia cannot make fast headway among peoples so strongly opposed to atheism.

When we were in Lebanon, we saw how quickly Arab Governments react to communist infiltration. We had entered Lebanon from Syria. Border formalities were few. But when Lebanon got wind of communist influence in the Syrian army, the border was quickly tightened. Faces of the border patrol hardened. Feelings were tense. In Jordan, too, we found that heavily armed soldiers patrolled roadblocks often less than five miles apart. Our passports were continually checked. The Jordanian Government was fearful of communist influence from Syria.

#### Egypt Refuses to Be Dominated

But communism is *not the only enemy* we have in the Middle East!

Arab nationalism is a mighty third force in Middle Eastern affairs. Arab nationalism is surging.

Since World War II, Iraq, Jordan, Syria, Lebanon, Egypt, Libya, Tunisia have gained full independence from the West. Egypt has seized the Suez Canal.

Egypt regards France and especially Britain as deadly enemies. There is some distrust of America because we have played one side against the other.

Egypt and Syria—the most vocal of the Arab bloc—have recently united their two countries politically. It was a clever move. It has, Nasser hopes, limited communist influence in Syria. *Egypt has suppressed the communist party at home* and by uniting with Syria, Egypt hopes she can check Red influence there!

*But Nasser may be walking into a Communist trap!*

Neither Egypt nor Syria are powerful nations alone. But if united in foreign policy they hope to dictate to others on their own terms. They can strangle Europe economically. Syria sits astride the oil pipelines that stretch from Arabia to Mediterranean ports. Syria can shut them off or blow them up on a moment's notice. Egypt can close the

Suez Canal. With Yemen joined with them, the three nations *control the life-line of the British Commonwealth* and of Europe.

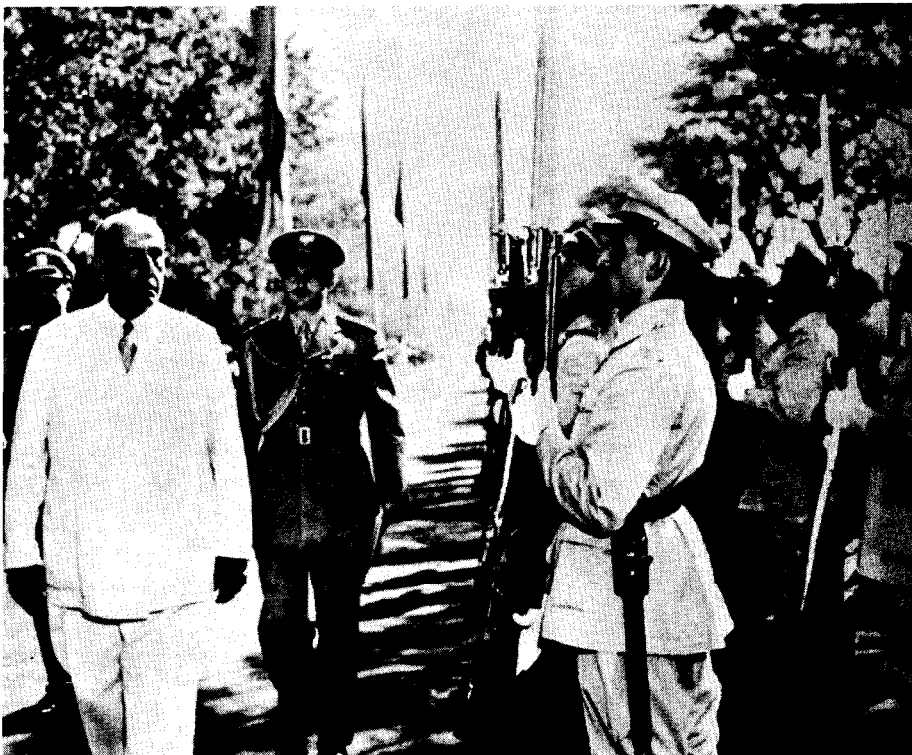
Arab leaders are virtual dictators. They oppose democratic as well as communist ideas. They rule with a strong hand. Their religion is an enemy of Christianity. Throughout North Africa we found that the Moslem religion is making rapid progress among pagan Negroes. A divided Christianity is rapidly losing ground there. Europeans expressed great fears to us about a Moslem takeover in all North Africa. In Africa, Moslems are viewed by Europeans as a greater threat than communists to the ultimate progress of the Negro.

Behind this Arab religious fanaticism and nationalism is President Nasser of Egypt. Nasser pictures himself as a modern prophet of a new Arab Revival. Like Hitler, whom he secretly admires, he has written a book entitled *Egypt's Liberation—The Philosophy of the Revolution*. I have this book before me now.

In it, Nasser pictures Egypt as the only Arab nation qualified to direct the whole Arab World. He calls the Arab  
(Continued on page 11)

President Shukri Kuwatly of Syria, in white suit, reviews guard of honor at Damascus. His government was heavily infiltrated by communist sympathisers before Egyptian take-over.

—Wide World Photo



# Does EASTER Commemorate the Resurrection?

**Christ did not rise on Easter Sunday! Here is an article explaining what Christ did command His Church to observe!**

by Herbert W. Armstrong

**H**AVE you ever stopped to consider *why* you believe the things you believe?

Where did you learn the custom of observing Easter?

"I learned it from childhood," you reply. Of course you learned it from childhood! But where did the custom *really* originate?

You have *supposed* it was part of the true Christian religion to observe Easter, "Good Friday," Lent and "Holy Week"; to have colored Easter eggs, to dress up and go to Church Easter Sunday. Yes, you have *supposed* the Bible taught these customs.

But *where* did God ever command you to keep any of them?

## The Meaning of Easter

From a child you have been led to believe that "Easter" signified the resurrection of Christ. For 1600 years the western world has been taught that Jesus rose from the dead on Sunday morning.

These are merely some of the *fales* that the apostle Paul never taught. Christ did not rise Easter Sunday. He said He would be in the grave "*three days and three nights*." How can you figure 72 hours between so-called "Good Friday" at Sunset and "Easter morning?"

You will want to know *when* Jesus *did* rise from the dead, so write immediately for the astonishing proof in our free booklet, "The Resurrection Was NOT on Sunday."

The name "Easter" is merely a slightly changed English spelling of the name of the ancient Assyrian goddess *Ishtar*. As Hislop says in *The Two Babylons*, Easter "bears its Chaldean origin on its very forehead. Easter is nothing else than *Astarte*, one of the titles of *Beltis*, the 'queen of heaven,' whose name, as pronounced by the people of Nineveh, was evidently identical with that now in

common use in this country."

Easter, according to Webster's dictionary, comes "from the name of the old Teuton goddess of spring." You probably never were taught that, were you?

But if Easter came from a pagan origin, where did we get Lent?

Not from the true Church! For Cassianus, who wrote in the fifth century, says, "It *ought* to be known that the observance of the forty days (Lent) had no existence, so long as the perfection of that primitive Church remained inviolate."

Jesus never observed Lent, nor did the apostles.

"The forty days' abstinence of Lent was directly borrowed from the worshippers of the Babylonish goddess. Such a Lent of forty days, 'in the spring of the year,' is still observed by the Yezidis of pagan Devil-worshippers of Koordistan, who have inherited it from their early masters, the Babylonians" (From Hislop's *The Two Babylons*, pp. 104, 105).

Lent came from the ancient heathen sun-worship, not from Jesus Christ. The same is true of the use of hot cross buns, of dyed eggs and the Easter *sunrise* services. You will want to learn many more facts about these pagan customs that can't be included in this short article.

Write for the free booklet, "Easter is Pagan," which explains these and many more facts you surely need to know.

## Apostles Observed Passover

Instead of observing the customs of the Churches of our day, the original, *inspired* Church of God, under the guidance of the Apostles observed the Passover as Jesus commanded on the eve before His death. Even the writers of the *Encyclopaedia Britannica*, 11th edition, realized that when writing their article, "Easter":

"There is no indication of the observ-

ance of the Easter festival in the New Testament, or in the writings of the Apostolic Fathers. . . . The first Christians continued the observance of the Jewish [that is, God's] festivals, though in a new spirit, *as commemorations of events* which those festivals had foreshadowed."

Yes, the true, original Church kept the Passover annually when God commanded.

It was years later, after the death of the Apostles, after many Gentiles had made a profession of faith, that we find the observance of Easter beginning. The Gentiles began observing the day on Sunday, rather than on the eve of the 14th day of God's first month, when Jesus always kept the Passover, setting us an example. A controversy then arose between these Gentiles, who were bringing pagan customs into the Western Churches, beginning at Rome, and those who still remained faithful to the instructions of Jesus and the Apostles.

Here is a brief sketch showing how the "Easter" that you have been taught from childhood crept into the churches:

"Polycarp, the disciple of John the Evangelist, and bishop of Smyrna, visited Rome in 159 to confer with Anicetus, the bishop of that see, on the subject, and urged the tradition *which he had received from the apostle* of observing the 14th day. . . . A final settlement of the dispute was one among the other reasons which led Constantine to summon the council of Nicaea in 325. . . . The decision of the council was unanimous that Easter was to be kept on Sunday, and on the same Sunday throughout the world, and that 'none hereafter should follow the blindness of the Jews'" (From the 11th edition, article "Easter," *Ency. Brit.*).

That, in plain language, is how the apostate Church decreed that none

should follow the ways of Christ—the ways of the TRUE Christian Church! That's where the universal custom of observing Easter in the Churches began.

### It Was Prophesied

This astonishing account of the injection of Easter into the Church, which will be much more thoroughly documented in our free booklet, "Easter is Pagan," was prophesied by Jesus and the Apostles. They did not tell of a widespread, popular growth of the true New Testament Church, but of A FALLING AWAY FROM THE TRUTH on the part of the great majority.

Prophesying of this universal FALLING AWAY from the faith which Jesus delivered for you and me to keep, Paul wrote the Thessalonians: "The *mystery of iniquity* doth already work—" only some 30 years after the Church began! He referred to the very "Chaldean Mysteries," of which Easter and Christmas were the two chief festivals!

In another place, Paul wrote Timothy: "*Many* shall follow their pernicious ways." So today, it's the *many*, not the *few*, who are going the wrong way. It is the *many* who are keeping Easter, which God never once commanded; but it is only the *few* who are observing the ordinance which God, through Christ, commanded.

Remember, the broad way leads to destruction. Let's quit these pagan customs and return to the faith once delivered.

### What God Did Command

The communion, often misnamed the "Lord's Supper," is actually the Passover—as the ordinance should properly be called. On observing the Passover, as on every practice, Jude exhorts "that ye should contend earnestly for the faith which was once delivered to the saints."

Now that we know the *pagan* origin of the Easter celebration, let's clear away the web of error that covers the truth about keeping the Passover, the memorial of Christ's death.

Let's examine the way Jesus observed this ordinance, because we can't be wrong if we follow His example. In Luke 22:14-20, we read, "And when *the hour was come*, Jesus sat down. . . . And He took bread, and gave thanks,

and break it, and gave unto them, saying, This is my body which is given for you: *this do in remembrance* of me. Likewise also the cup after supper, saying, This cup is the new testament in my blood, which is shed for you."

Notice, it was "when the hour was come," that Jesus introduced the unleavened bread and the wine. There was a DEFINITE TIME—a definite hour—when He held this ordinance *as an example for us*.

Notice, too, He commanded them to observe it—"THIS DO!" And why? "In remembrance of me," said Jesus. He instituted this New Testament way of keeping the Passover, on that tragic night, the very eve of His death.

In Matthew's account, the Bible shows that this ordinance was at the very time of the passover, "as they were eating" (Matt. 26:2, 26). Jesus knew that His time had come. He was our passover, (Please continue on page 10)

## RADIO LOG

"The WORLD TOMORROW"

Herbert W. Armstrong analyzes today's news, with the prophecies of The WORLD TOMORROW!

### TO THE U.S. & CANADA

- WLAC—Nashville, Tenn.—1510 on dial—7:00 P.M., Mon. thru Sat.
- WABC—New York—770 on dial—11:30 P.M., Mon. thru Fri.; 9:30 A.M., Sun., Eastern Standard time.
- WLS — Chicago — 890 on dial — 10:30 P.M., Mon. thru Fri.; 11:00 A.M. & 8:30 P.M. Sun.
- WWVA—Wheeling, W. Va.—1170 on dial—10:30 A.M.; 11:15 P.M., Sun., Eastern Std. time. 10:00 P.M., Mon. thru Fri.
- CKLW—Windsor, Ontario—800 on dial—6:00 P.M. Sundays.
- KVOD — Denver, Colo. — 630 on dial—9:30 P.M. every night.
- XELO—800 on dial, every night, 9:00 P.M. Central Standard time. (8:00 P.M. Mountain Standard time.)
- XEG—1050 on dial—every night, 8:30 P.M. Central Std. time.
- WCAF — Pittsburgh, Pa. — 1250 on dial—6:30 P.M. Sundays.
- KSTL—St. Louis, Mo.—690 on dial —7:00 A.M. Mon. thru Fri.
- WFW—E. St. Louis, Mo.—770 on dial—4:30 P.M., Sat. and Sun.
- WKYB—Paducah, Ky.—570 on dial —12:00 noon, Sat. and Sun.
- KCTN—Berryville, Ark.—1.15 P.M. daily.

### HEARD ON PACIFIC COAST

- XERB—1090 on dial—7:00 P.M. every night.
- KRKD—Los Angeles—1150 on dial —10:00 A.M. Mon. thru Fri.; 1:30 P.M., Sundays.
- KARM—Fresno—1430 on dial—9:00 P.M. daily.
- KBLA—Burbank—1490 on dial—7:30 A.M. and 12:30 P.M. every day.
- KPDQ — Portland — 800 on dial — 8:30 A.M. daily.
- KUGN—Eugene—590 on dial—7:00 P.M. Sun. thru Fri.
- KVI—Seattle-Tacoma—570, first on dial—10:30 P.M. every night.

### TO ALL OF EUROPE

RADIO LUXEMBOURG—208 metres. Mondays and Tuesdays: 23:30 Greenwich time.

### TO EUROPE AND NORTH AFRICA

RADIO TANGIER INTERNATIONAL—1232 kc. & S. W. Saturdays: 22:00 Greenwich time.

### TO SOUTH AFRICA

RADIO LOURENCO MARQUES, MOZAMBIQUE 10:00 P.M., Mondays and Saturdays; 10:30 P.M., Tuesdays.

RADIO ELIZABETHVILLE (Belgian Congo)—OQ2AD—7150 k.c., 9:30 P.M. Fridays.

### TO ASIA

RADIO GOA—60 metre band, 9:30 P.M. Mondays; 9:00 P.M., Fridays.

RADIO BANGKOK—HSIJS—4878 k.c. Monday thru Friday: 10:35-11:05 P.M.

RADIO TAIWAN (FORMOSA) Sundays: 7:00 P.M.; Wednesdays: 5:50-6:20 P.M.

RADIO OKINAWA—KSBK—880 k.c. Sundays: 12:00 noon.

ALTO BROADCASTING SYSTEM —PHILIPPINE ISLANDS 9:00 P.M. Sundays—DZAQ, Manila—630 k.c.; DZRI, Dagupan City—1040 k.c.; DZRB, Naga City—1060 k.c.; DXMC, Davao City—900 k.c.

### TO AUSTRALIA

2AY—Albury—Sun., 10:00 P.M.

2CH—Sydney—Sat., 10:15 P.M.

2GF—Grafton—Sun., 9:30 P.M.

2GN—Goulburn—Sun., 10:00 P.M.

3AW—Melbourne—Sun., 10:30 P.M.

3BO—Bendigo—Thurs., 4:15 P.M.

4BQ—Brisbane—Sun., 10:30 P.M.

4CA—Cairns—Sun., 10:00 P.M.

4TO—Townsville—Fri., 10:15 P.M.

4WK—Warwick—Tues., 9:30 P.M.

6BY—Bridgetown—Sun., 10:30 P.M.

6LX—Perth—Sun., 10:00 P.M.

6MD—Merredin—Sun., 10:30 P.M.

6WB—Katanning—Sun., 10:30 P.M.

7HT—Hobart—Wed., 10:25 P.M.

# The ANSWER to America's Divorce Problem!

Here is the vital answer to a problem affecting nearly every third home in America. You need to know the real CAUSE of this problem—and the permanent CURE!

by Roderick C. Meredith

AMERICA IS the most divorced nation in the world today. More than *one in four* Americans have been involved in divorce!

The divorce problem is *growing* in nearly every "civilized" nation on earth today. This trend is viewed with concern by ministers and officials everywhere. *But the problem continues to grow!*

The tragic *results* of divorce soon make themselves known. In California, Superior Judge Lewis Drucker states: "The by-products (of divorce) find refuge in our State mental hospitals, prisons and alcoholic wards."

It is estimated here that *two-thirds* of the persons appearing in psychiatric court come from broken or divorced homes. *Seventy-five per cent* of juvenile delinquents come from such homes! And a large number of unwed mothers are themselves the product of broken homes.

For the couple involved—and most of all for the *children*—the *results* of divorce are nothing short of TRAGIC!

But the question remains — WHY divorce, what are its causes, and what can be done about the problem?

## Why Divorce?

Although *many* factors enter in, two *basic problems* are at the bottom of nearly every divorce. The first of these is the misunderstanding and misuse of *love* and *sex*. The second—which is directly related to the first—is ignorance of or disregard for the proper *organization* and *purpose* of the home and family.

*Bear these two factors in mind*—for nearly EVERY conceivable problem in marriage falls into one of these two categories!

Now let us consider the first of these

basic problems. Actually, the misunderstanding of love and sex can place a marriage in jeopardy before the vows are even spoken. A marriage entered into because of *lust* or through *fear* of the results of premarital sex has a poor chance of success from the start. Yet how many *thousands* of such marriages take place every year?

Two generations ago, a major problem among prospective marriage partners was the lack of technical knowledge about the various aspects of the sex function. But today, the situation has changed radically.

Modern young people are bombarded with information about the purely *technical* aspects of sex from almost every quarter. In America particularly, society has become almost OBSESSED with sex as a form of *amusement* and *self gratification*. This selfish, perverted sex appetite is constantly stimulated by its emphasis on the television and movie screen, in newspaper and magazine advertisements and illustrations, in widely read novels and short stories. In lurid detail, it is splashed on the covers of paper-backed books and through the pages of comic magazines.

Young people today are exposed to sex in its rawest forms before they have the faintest idea of its *total* meaning in life. By adult example, they are taught that sex is something to "take," to "get" from others in order to satisfy the *self*.

The *selfless* expression of LOVE in sex is completely ignored or misunderstood. Thus, one of the very things which should help bring *happiness* in marriage is very often a basic cause of *divorce*.

## The Right Attitude Toward Love and Sex

There is a great difference between

the selfish, infantile emotion so many young people think of as "love" and the mature Christian love which every happily married couple should understand and experience. One of the problems encountered by young couples whose marriage is based upon infantile love is that each is expecting to *receive* all and give *nothing*. Each is so concerned with his own wants and desires that he is scarcely capable of recognizing the needs of his mate, or of fulfilling them.

On the other hand, mature love is based upon the Bible principle: "It is more blessed to GIVE than to receive." It seeks not primarily its own satisfaction, but wants to serve the beloved, to contribute to the fullest happiness and good of the other. And it is willing to work and to sacrifice to achieve this goal.

Mature love does not make of sex an end in itself. Rather, our attitude toward sex should be based upon the understanding that it was GOD who made us male and female—it was God who *created* sex. Sex is as God-given and worthy as speech, sight or hearing and like these should be used properly—as the Creator intended.

In marriage, sex should be the highest expression of physical LOVE. As the apostle Paul commands, husband and wife should each regard his or her body as the property of the other (I Cor. 7:1-5). Their relation should be based on an outgoing *love* and *concern* for the beloved's happiness and welfare. Their attitude should be one of *giving* and *servicing*.

Every young couple should know and *understand* the two great PURPOSES of sex. First, that it is to propagate the race—"be fruitful and multiply" (Gen. 1:28). Secondly, as indicated by the pas-

sage in I Corinthians 7, it is to be that complete *sharing* of two personalities in which each considers that he belongs to the other—a relationship and a sharing designed to *protect* and to *increase* the love of husband and wife for each other.

*Any other reason* for sex either in or outside of marriage is SIN—and will ultimately bring sorrow, retribution and shame upon the parties involved!

If young people in dating, courtship and marriage would *understand* and *abide by* these two great purposes of sex, their behavior would alter radically. First, there would be no more of the kind of “necking” that all too often leads to premarital sex. And, realizing the true meaning of love and sex, young couples would marry out of LOVE—not *lust* or the various desires to please the *self*.

A knowledge of the technical functions of sex in the human family is important to every young couple. Once this is mastered, understanding and PRACTICING the “giving” and “sharing” principle in love and sex will practically guarantee continued happiness in this vital phase of married life.

### Organization and Purpose of the Home and Family

It has wisely been said that the very *foundation* of all decent civilization is the *home* and *family*. The continuing disintegration of modern family life is cause for deep concern the world over.

In their desire for sexual satisfaction, and their insatiable thirst for “hired” entertainment in the form of nightclubs, movies and TV, today’s young married people seem to give very little thought to the building of a permanent, stable, happy home and the begetting, feeding, clothing, training and teaching of children. For the most part, they are in ignorance of the *purpose* and proper *organization* of the home and family.

Again, people forget that it is *God* who created the sexes, and that GOD ordained marriage and the family! At least *two* of the ten great spiritual laws of life summarized in the Ten Commandments relate *directly* to marriage and the family.

One command—the one against *adultery*—protects the family from outside invasion, so to speak. The command to *honor one’s parents* has to do with the

teaching, training and conduct inside the family.

From the very first chapters of the Bible, we find the proper organization of the family definitely indicated. When God first made man and knew that he should not be alone, He said: “I will make an *HELP* meet (suitable) for him” (Gen. 2:18).

From the very beginning, woman was intended to be man’s partner and help—not *his boss* or *his competitor*.

This may sound trite or old fashioned to some who apparently think they have “progressed” far beyond the wisdom of their Creator. But the application of this one principle would save thousands of homes from the state of WRETCHEDNESS in which they now exist!

### Who Is the Head of the House?

A nation divided against itself CAN NOT stand! In like manner, a home that is *divided*—a home without a *head*, will NOT endure!

In our modern homes, one of several things takes place. In many instances *both* parents simply submit to their rebellious children and let their whims and fancies dictate family policy. In a prophecy which in a dual sense refers to our English-speaking peoples *today*, God said: “And I will give *children* to be their princes and *babes* shall rule over them . . . the *child* shall behave himself proudly against the ancient . . . *children* are their oppressors and *women* rule over them” (Isaiah 5:4-5, 12).

We can SEE this prophecy taking place all about us today!

As the prophecy indicates, when parents let the children have a free hand it usually involves *mother* doing any other ruling that she thinks necessary. And, of course, another widespread practice is for the wife to just take over and act as the head of the family herself. In this case, the husband is usually squelched and humbled like a whipped dog, and the children are usually rowdy and impudent because of this topsy-turvy state of affairs.

Any of these situations is sure to bring *unhappiness* and TROUBLE because they are in *direct defiance* of the *Divinely ordained pattern of authority which God set in the home*.

It is *God* who made us male and fe-

male. It is GOD who instituted the home and family.

Whether it appeals to human reason and desires or not, here is what *God* says about who is to be the head of the house: “Wives, SUBMIT yourselves unto your own husbands, as unto the Lord. For *the husband is the HEAD* of the wife, even as Christ is the head of the church: and he is the saviour of the body” (Eph. 5:22-23).

Speaking of the qualifications for ministers, the apostle Paul said that such a man must be: “One that RULETH well his own house, having his children in subjection with all gravity” (I Timothy 3:4).

IF he will only use it, man has been given the potential of *wisdom, understanding, determination, self-control, physical strength* and many other qualities which best fit him to act as the provider, the protector, the leader and the HEAD of the family.

### The Right Estimation of Wifhood

Although many women won’t admit it because of their own VANITY and because of the perverted teachings of modern psychology, every normal woman secretly *wants* her husband to rule her, *in love*, and to take his rightful place as the head of the house. She can find her greatest HAPPINESS only as a wife and mother who can rely on the protective leadership of a loving husband who is STRONG in *character* and in *purpose*.

If marriages are ever going to be successful, young women need to be TAUGHT and *schooled* in these God-given principles of marriage. Instead of learning to *compete* with men in business, industry and society, they need to train to become a real *HELP* to their future husbands, and an efficient *mother* to their children.

Discussing the *reasons* for the terrible divorce problem, a prominent jurist recently declared that American women just don’t know how to be wives.

“Why do so many American GIs marry German and Japanese girls?” he asks. Then answers, “Because these women are *taught to be wives*. They perform the historic function of a wife. And they don’t try to wear the pants!”

Most modern women have an entirely FALSE concept of what constitutes a



"success" in life for a woman. By training and example, they are either taught to become a "career woman" and *compete with men* in the business world, or else they are encouraged to become "dominating" wives who argue loud and long that marriage is a "50-50 proposition," but who in actual fact always end up in *bossing* their husbands. And women of this group nearly always have many "outside interests" — women's clubs, bridge clubs and innumerable contacts with other women like themselves—partly to smooth over the inevitable doubts and frustrations that arise as a result of this unnatural situation.

In either case, the woman is taken *outside the home* a good deal of the time. The husband has only a "part time" wife who wants to wear the pants. And the children end up with a part time mother who undermines the father's authority in front of their very eyes and who *cannot*—by her very nature—replace him as the strong, wise guiding hand which every home **MUST** have to be completely happy and successful.

Instead of the *false* modern concept, God **COMMANDS** older Christian women: "That they may teach the young women to be sober, to *love their husbands*, to *love their children*, to be discreet, chaste, **KEEPERS AT HOME**, good, **OBEDIENT to their own husbands**, that *the word of God be not blasphemed*" (Titus 2:4-5).

Is that **CLEAR**? That is **GOD** speaking! The only question is—are we going to argue and "reason," or are we going to **OBEY**?

#### The Right Balance

But there is another side to this coin. Husbands should not only understand but **RESPECT** the high calling of their wives. They should give God *thanks* for their help, and for their co-operation and obedience.

Every man should *drive himself* to provide a decent living for his wife and children—and should then keep his wife *at home*, where God says she belongs. And he should pray for *love, wisdom, and self control* in leading and guiding his family, and in being the kind of father that his wife and children can look up to with the right kind of pride.

Every husband must use his "back-

bone" and *will power* to take his rightful place as the head of his house. But to have a happy and successful home, he must do this *in the right attitude*. He must not be swelled up with pride and begin to "lord it over" his wife and children as a tyrant or dictator. Rather, he must strive to *give* and to **SERVE** his family as its leader and provider. In humility, he should realize that he is *best qualified* to do this, and that he is held **RESPONSIBLE for doing it properly**.

God *commands*: "Husbands, **LOVE** your wives, even as *Christ also loved the church*, and gave himself for it" (Eph. 5:25).

Both men and women need a new concept of marriage and of *wifehood*. They need to realize the great **IMPORTANCE** of a woman taking her place in the home as a *good cook*, an *efficient* housekeeper, a *good* mother who will not only care for but will *teach* and *train* her children in the right way, and a *loving* wife and companion for her husband.

Such a wife and mother merits the very *highest* respect and honor of her husband, her family, and of the whole society.

#### Have you enrolled in our free Ambassador College Bible Correspondence Course?

This is a totally new, *different* kind of Bible study course, designed to lead you, by the study of *your own Bible*, to **UNDERSTAND** the whole meaning of today's space age, of the **PURPOSE** being worked out here below, of **PROPHECY**, of **SALVATION**, of this entire Treasure-House of knowledge, which is **GOD'S WORD—the TRUTH**.

The most **VITAL**, most **IMPORTANT** questions of **YOUR LIFE** are thoroughly gone into, and you are directed to the clear, plain, simple answers *in your BIBLE*! You will learn **HOW** to study the Bible—**WHY** so few **UNDERSTAND** it. You will **PROVE** whether the Bible really *is* the **INSPIRED WORD OF GOD**!

Just address your letter requesting the Ambassador College Bible Correspondence Course to Box 111, Pasadena, California.

In describing such a woman, Solomon wrote: "Who can find a virtuous woman? for her price is *far above rubies*. The heart of her husband doth safely trust in her, so that he shall have no need of spoil" (Pro. 31:10-11).

#### Bring GOD into the Marriage and Family

Men and women have left *God* out of their thinking about love, sex, marriage and the family. Yet it is **GOD** who has ordained and instituted all of these!

Parents and friends, educators, books, movies and TV all present what is usually a **FALSE** concept of the meaning of love, sex and marriage to our young people. As we have discussed, real **LOVE** is seldom understood and only the physical and technical aspect of sex is taught—and the implied motivation is that of "getting" instead of *giving* and *servicing*.

This selfish concept then becomes the attitude toward the entire marriage relation, and the modern wife proceeds to *demand* her "rights" to take over many responsibilities for which she was never equipped by God to perform. And—all too often—the husband is too lazy or sluggish to be the sole *provider* and *leader* of his family, or else he becomes too much of a selfish "brute" of a husband to exercise his responsibilities with *wisdom* and **LOVE**.

Almighty **GOD** must be brought into our thinking—not only about the limited aspects of sex and marriage as such—but about the entire *meaning* and **PURPOSE** of the home and family. We need to realize that God **ORDAINED** the home and family relationship as the basis of all decent society!

Part of the very *purpose* of the family relationship is to *give* men and women the opportunity to **OVERCOME** the very difficulties in marriage which we have already outlined—plus many, many more. By building the right kind of home, men and women can achieve their *greatest happiness* in this life.

But even more important than that, they are making use of a God-ordained opportunity to build the *highest* type of **CHARACTER** for *all eternity*!

That is why *any* type of sex relation outside of a Godly marriage is **SIN** and is punishable by **DEATH** in the lake of fire! It is *cheapening* and *degrading* any

future marriage in advance. It is WRECKING the very basis of all decent society!

And that is why our modern practice of *divorce* and especially of divorce and remarriage—is such a *crime* and a *SIN* in the eyes of Almighty God. This damnable practice teaches young people at their slightest whim to cast aside the *RESPONSIBILITY* God laid on them as husband and wife to learn the lessons of *patience* and *faithfulness* and *self-sacrifice* in marriage, and to build the kind of *CHARACTER* for which God placed them on this earth!

The Almighty commands: "What therefore God hath joined together, let NOT man put asunder" (Mark 10:9).

If you do not yet fully understand the scriptural truth on this entire subject of divorce and remarriage, then write in immediately for Mr. Armstrong's free booklet entitled, "*Divorce and Remarriage.*"

### The ANSWER

The real ANSWER to our divorce problem, then, is to teach young people not only the purely technical aspects of sex, but that love is something we *GIVE* and *share* with others. Teach them God's pattern of organization in the home—that the father is the *leader* and *provider* of the home—and that he is the *Head* of the house. As Judge Samuel S. Leibowitz recently said in an excellent article in "*Reader's Digest*" proposing his solution to the problem of juvenile delinquency: "Put Father back at the head of the family."

Then we must *teach* our young women to prepare for wifedom as their *highest* and *most honorable* calling. They should learn to cook without relying on a can opener, to sew, to properly care for and train their children, to be a loving help—a crown and glory to their husbands.

We need to restate God's *PURPOSE* in marriage and the home—that it is a place to build both *happiness* and *CHARACTER*.

Young people will then follow a *new concept* in dating and picking a mate. They will realize that sex is only a part of the entire expression of love in marriage and the home.

Husband and wife will then learn to *give* and *share* in the entire marriage

relation. Each will know his God-given *place* in the home, and will take it with humility. Together, they will *teach, train* and *discipline* their children. From babyhood, Father will teach his children *respect for authority*—SOLVING the juvenile delinquency problem before it even starts. Yet all of this will be carried out in an atmosphere of *LOVE* and *consideration* for the ultimate good of the entire family.

Realizing and following God's *PURPOSE*, the *home* will become the center of family life and recreation.

There will be real family *fellowship* and *fun* at mealtime when *everyone eats together* under Father's watchful and kindly eye. Instead of all "canned" entertainment through TV, radio or the movies, many evenings will be spent around the fireplace, in family games or contests, or in reading and talking together.

There will be family outings, sight-seeing trips, hikes, picnics and camping trips. There will be special dinners and

all-day occasions with relatives and friends. An atmosphere of *unity*, of "togetherness," of *LOVE* will permeate the entire family.

All of this will be possible because the *giving* and *servicing* attitude in love, sex and marriage will be understood and practiced. And because there will be good *organization* and *direction* in all family affairs with Father as the recognized *Head* of the family—and with Mother gladly and proudly backing him up and helping in every way.

And it will be possible if *GOD* is recognized as the real founder of marriage—and as the Head and Father of all the human family, to be *served, honored,* and *obeyed.*

In spite of the temporary trials and problems inherent in this physical existence, a marriage based on these principles will yield great *peace* and *happiness* throughout this life—and *eternal* life in the *World Tomorrow.*

This is the *ANSWER* to the divorce problem of America and all the world!

## Does EASTER Commemorate the Resurrection?

(Continued from page 6)

sacrificed for us (I Cor. 5:7).

The Passover had always been held on the eve of the 14th of God's first month, according to the Sacred or Jewish Calendar. It was the night of the final and last passover supper that Jesus introduced these *NEW TESTAMENT* emblems—the unleavened bread and the wine—in place of the lamb that was always slain annually.

For a full explanation of the *original* Passover as God instituted it, write immediately for the two booklets "Pagan Holidays or God's Holy Days—Which?" and "Does It Matter Which Days We Observe?"

Remember Jesus commanded: "this do in remembrance of me." Why? Because the Passover was commanded "FOREVER."

The Passover was to be observed *annually*, along with the days of unleavened bread. "Thou shalt therefore keep this ordinance in his season year to year" (Ex. 13:10). Jesus set us an example (I Peter 2:21), observing this

ordinance at the same time once a year (Luke 2:42). Suppose the Israelites in Egypt had observed this ordinance at some other time than that set by God? They would not have been saved when the death angel passed by that night! God does things *ON TIME*. He has given us an exact time for this ordinance. Jesus instituted the *New Testament* symbols "when the hour was come."

### The Ordinance of Humility

In giving us their accounts, Matthew, Mark and Luke describe the taking of unleavened bread and wine. But John relates another part of this ordinance.

In the 13th chapter of John we notice that after the Passover supper was ended (verse 2), Jesus took a towel (verse 4) and began to wash His disciples' feet (verse 5).

"So after he had washed their feet, and had taken his garments, and was set down again, he said unto them, Know ye what I have done to you? Ye call me  
(Please continue on page 16)

# How Arab World Could Trigger H-BOMB WAR!

(Continued from page 4)

World "the first circle" of influence. And he calls on all Arabs to join with him in "a common struggle" against Western "Imperialism!" The second circle of influence is "the continent of Africa" where he pictures a "terrible and sanguinary conflict going on there today between five million whites and 200 million Africans" (page 110). Egypt, Nasser contends, should control all Africa because Egypt is *in* Africa.

The third circle of influence, according to Nasser, extends throughout Indonesia, China, Malaya, Siam, Burma, Pakistan, in every country where Moslem believers are found.

The dream of controlling this vast area is a revival of the old idea of a gigantic Egyptian Empire—with Nasser as its modern Pharaoh!

## Arab World Cannot Be United

Nasser is working for Moslem unity because he knows it gives him absolute power over the economic destiny of Western Europe. But Nasser will never be able to unify the Arab World. Prophecy says so! Two thousand five hundred years ago the Supreme God of heaven pronounced sentence on proud Egypt: "It shall be the basest of the kingdoms;

neither shall it exalt itself any more above the nations: for I," declared God, "will diminish them, that they shall no more rule over the nations" (Ezekiel 29:15).

Egypt will make alliances with certain nations, but with those the world least expects. Egypt will not unite all the Arab World.

The Egyptian alliance with Syria is nothing new. For over 2000 years the two countries have tried to unite permanently—but God warns that Egypt will never fully succeed in its audacious plans. Notice the prophecy: it is in Daniel 11. This entire chapter is devoted to explaining the attempts of "the king of the North"—Syria—and the "king of the South"—Egypt—to unite their countries. Throughout the centuries their attempts at union "shall not prosper," declares the prophet (Dan. 11:27). Egypt "shall not rule over the nations" declares the Word of God.

But Egypt shall make alliances. Notice Ezekiel 30:1-5. "Thus saith the Lord God; . . . the Day of the Lord is near"—the time of God's intervention in world affairs, the time when He punishes the nations—"and the sword shall come upon Egypt. . . . Ethiopia ["Cush" in Hebrew], and Libya ["Phut" in He-

brew], and Lydia ["Lud" in Hebrew], and all the mingled people, and Chub, and the men of *the land that is in league*, shall fall with them by the sword."

This is a prophecy for our day. And it finds Egypt in league with another land—Syria today. But Egypt and Syria are destined to be conquered in war, along with several *Moslem nations in North Africa which are yet to be associated with Egypt!* These nations—the descendants of Cush, Phut and Lud (Gen. 10:6, 22)—are coming under the sway of Cairo because Cairo is today the center of the Moslem religion.

Observe that none of the other major Arab nations (except Syria) are allied with Egypt in Bible prophecy. This is very significant. It is the result of a *fourth influence* dividing the Middle East!

## A Fourth Power Enters

Most Arab nations are openly or tacitly allied with the Western Democracies against communism. Egypt and especially Syria, on the other hand, have been swayed by communism. But the recent league between the two countries is greatly limiting Russia's influence over Syria. *Behind the moves of Nasser against the West and against communism stands GERMANY!*

While in Cairo, I had a conference with a retired Egyptian Judge. He despised the West—and also atheistic communism. He contended that the West has betrayed the Arabs in favor of the Jews. The only nation which the Egypt-

(Continued on page 14)

Syrian President Kuwatly, left, and Egyptian President Nasser stand in auto to acknowledge cheers of Cairo crowd. Next day union of two nations was officially declared.

—Wide World Photo



The Presidents of Syria and Egypt place their signatures on the agreement which unites their two countries.

—Wide World Photo





—Wide World Photo  
Heavily swathed Arab women walk through date grove, carrying baskets of fruit on their heads.



## The

can farm laborers in Nigeria who receive *ten times as much wages* per week as the writer of the letter states, plus free fertilizer for their farms. Many American Negroes seem to have forgotten that only twenty years ago thousands of Whites here in America were working for less than 50¢ per day.

Many Negroes in Africa do not work hard enough to be worth more than a few cents a day. As they learn to work harder their wages *are being increased*. Surely, there has been forced labor in Africa. White overlords have deliberately disrupted happy families in order to obtain Negroes from reservations and the bush country to work in their mines and factories. Whites are paying for that sin by the terrific strain and racial tension in South Africa today.

But no continent in the history of the world has ever made greater progress than Africa has in the past 75 years. The African Negro would never have made that progress alone. He has needed and received the White Man's *help*—as well as the White Man's *sins!* African Negroes are generally thankful for European help, but many Negroes in America seem to forget their respon-

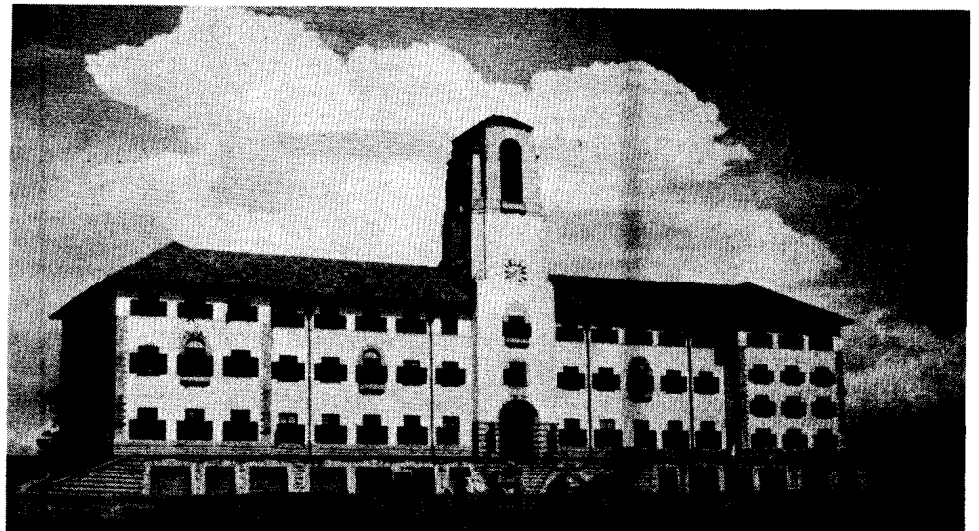
ders of German ingenuity; and their religion is as heathen as that of any nation, though it may masquerade under the guise of Christianity.

Does this sound as though we justified one race against another? No!

Then let us set our bearings straight. Let us look at ourselves as we really are. Let God reveal our weaknesses and our

Asiatics, the Africans, the Central Europeans, the Latin Americans. The Gentiles are many races and nations—the whole human family outside Israel. The Gentiles are not just Black peoples, or Orientals, but Whites, too! Paul was writing to Romans—White Europeans!

And to what does he compare them? To "a wild olive tree" (verse 17).



—Pegas Studio, Nairobi  
Makarere College in Kampala, Uganda, which Dr. Meredith and Mr. Hoeh visited on their recent trip to Africa. This is a school for natives, sponsored by Europeans.

Notice it!

"And if some of the branches be broken off"—here Paul compares Israel and the Gentiles to two types of trees—"and thou"—you Gentiles—"BEING A WILD OLIVE TREE, were grafted in among them . . . boast not against the branches"—the natural born Israelites. "For if God spared not the NATURAL branches, take heed lest He also spare not thee . . . Thou wert cut out of the olive tree *which is WILD BY NATURE*, and wert grafted contrary to nature into a GOOD olive tree" (Romans 11:17, 18, 21, 24).

This chapter is speaking of the calling of the nations to the knowledge of the truth and to salvation. The GOOD olive is the natural-born Israelite. The WILD olive trees are the Gentiles. Because of sin, even the "good" branches were broken off so that Gentiles might receive an opportunity for salvation *now*.

### The Meaning of "Wild"

According to Webster "wild" means "impatient of, or not subjected to, restraint or regulation; degenerate; unruly, uncontrollable, emotional, irrational, untamed." It is the opposite of "calm, orderly, restrained, reasonable, controlled behavior."

What an exact description of the Gentiles!

The Gentiles are impatient of restraint. They are unruly nations. They lack emotional control, often behave irrationally, are untamed in behavior.

By contrast Israel—the democratic nations of northwestern Europe and the English-speaking world—acts with comparative restraint, is calm and reasonable. Our people represent the GOOD olive tree. The Gentiles the WILD olive.

It is the good olive, not the Gentiles, who have stopped wars commenced by Gentile aggressors. It is Israel that has given away billions of dollars to treacherous Gentile nations. It is Israel that has led in civilizing the backward areas of the world. These are all *good* motives—even though often badly carried out.

*Individually*, all Israelites have misbehaved. They all have transgressed God's law. They have rebelled against their Maker. That explains why the good branches were broken off. But *nationally* they are called "GOOD" nations in con-



—Photo-Home, Leopoldville

In front of a Mangbetu home in the Belgian Congo. The natives always carry their cushions with them so that they can sit down at leisure without soiling their clothes.

trast to the *wild*, unruly, degenerate behavior of the Gentiles.

Many Gentile nations—the *White* Gentile nations—now threaten the extinction of all human life. They would use the atom and hydrogen bombs to start a war. Israel uses them only to stop a war. Many other Gentile peoples, including the Negroes, have *degenerated*—have allowed themselves to become *savages* and barbarians—have reduced themselves to the level of cannibals. Israel, by contrast, has educated the degenerate tribes, built schools and means of transportation for them, has lifted them up to the level of respectable human beings once more!

That is why the Bible calls certain peoples wild and others good!

Gentile European nations start wars because theirs is a *wild* nature. Africa degenerated, because its people, too, are like a *wild* olive which bears no edible fruit.

### Is God Responsible?

Did God make human beings wild by nature? Or have human beings *allowed themselves* to become wild? Is it human nature to become better and better, or worse and worse? Is the human family threatened with extinction because human beings are evolving or DEGENERATING—*which*?

Notice what God said when He created life upon earth. "And God saw

everything that He had made, and, behold it was VERY GOOD" (Genesis 1:31).

Notice! "Everything was *very good*"—not wild!

Evolutionists would have us believe that everything started from a wild state and naturally got better and better. But the Bible says the opposite. *Everything*—that means ALL things—started *very good*. Any breeder of plants or animals knows that it takes good stock to produce good stock, and that the general tendency throughout all nature is to *degenerate!*

Since God made Adam, then Adam also must have been VERY GOOD. Adam was not a wild man. He was a settled man, a calm, restrained man. But Adam still sinned! He did not use his mind fully. He let the pull of human nature sway him. And his descendants have sinned and degenerated ever since!

Sin brings with it a penalty—and that penalty is an unrestrained, wild nature! The penalty is not primarily the color of one's skin—for *all races have become wild*—whether white, yellow, brown or black!

The Bible constantly emphasizes the fact that each succeeding generation does worse than its ancestors. Of course, we accumulate scientific knowledge, but our ability to control and rightly direct the use of that knowledge is less than it ever was. That is why the whole human

family is threatened with world-suicide! Man's spiritual control over himself has constantly decreased. "Ye have done worse than your fathers; for, behold, ye walk every one after the imagination of his evil heart, that they may not hearken unto Me" (Jer. 16:12).

### Why God Chose Abraham

Man had so degenerated in the first two thousand years of human history that the world was being filled with wild, unruly nations. The natural restraining influence in human nature was ready to perish. God had to intervene and separate or segregate Abraham from the world. Even some of Abraham's children were degenerate. Ishmael, Abraham's eldest son, was called "a wild man" (Gen. 16:12). It was not until Abraham's grandson Jacob came along that the restraining influence in human nature was recaptured. According to the original inspired Hebrew, "Jacob was a *quiet* man" (Gen. 25:27). The King James Version calls Jacob a "plain" man, but this is not a clear or proper translation. The original Hebrew word is *tam*, meaning "TAME, quiet, able to exercise self-control!" Jacob was not a wild person. His descendants have continued to be TAME. They have blessed the world with material things. Paul calls Jacob's descendants "GOOD" olives.

Now turn to Isaiah 5:1-7. Here God again compared the nations to plants. In His "vineyard"—Palestine—God planted "the CHOICEST vine"—Israel. He uprooted the *wild* vines, the heathen nations (Psalm 80:8). But what kind of *spiritual* fruit did the CHOICEST people of all the earth produce?

And God "looked that it should bring forth grapes, and it brought forth *wild* grapes" (Isaiah 5:2). Spiritually, Israel has produced wild fruit—a host of religious denominations competing with each other like wild animals compete for the prey. Our land is filled with "wolves in sheep's clothing"—religious leaders who seek to devour the sheep for personal gain.

*Spiritually* speaking ALL HAVE SINNED. All have become spiritually wild. But *physically* speaking there is a difference between Israel and all the Gentiles. Our nations act as restraining influences—taming influences—through-

out the world. That is why God calls the democratic nations of northwestern Europe and the English-speaking nations His "CHOICEST" vines. These aren't my words—these are the words of the Bible. God calls His people the "choicest" nations.

### Americans Losing Self-control?

Without the inherent tendency toward self-restraint, the Israelite nations in western Europe would never have been able to patiently raise Africa from a continent of warring, savage tribes to peaceable, progressive communities. That same tendency toward orderliness and self-control is now, more than ever, necessary here in America.

Grave years lie ahead because of the official American policy of *forced integration*. Many Americans—Whites and Negroes—have not yet fully learned to discipline themselves, to exercise self-control. Unrestrained emotions and undisciplined conduct are leading to serious conditions in American cities.

It is only where the Negro *lives with his own people*, where he has to exercise discipline over himself, where he does not have to feel he is competing with Whites who have better education—as in the all-Negro city of Mound Bayou, Mississippi, where I personally have visited Negroes—it is only in such situations that the American Negro can make the most progress and be happy with himself *and not feel inferior!*

## One in Twenty to Lose Jobs?

(Continued from page 9)

Ignorance of the LAW does not excuse. You may say: "Well, I never *knew* all this." Well, you are without excuse, for you know it now—or you *can* know it if you'll check up IN YOUR OWN BIBLE! But God is most merciful. The minute you really repent, *quit* breaking this law, begin keeping it honestly, and go to Christ for forgiveness, then all is forgiven and God begins pouring out His blessing, just as he did on me.

Hundreds of our Co-Workers have written me, during the past few years, saying God had opened their eyes to His tithing law, and telling how they have

been blessed. One even wrote that she, too, had started tithing eggs, and her hens, too, had immediately gone on an egg-laying spree! She had either heard me mention that experience over the air, or read of it in a former issue of The PLAIN TRUTH. Of course I won't guarantee God will cause hens to start laying eggs faster every time. Probably it won't work out exactly that way—but He *does* promise a blessing (Mal. 3:10-12).

### All For OUR Good

HOW do you pay your tithes to GOD? By putting them into GOD'S WORK—where God Himself is working—where HIS Gospel is being preached, not merely MAN'S gospel *about* Christ, but the very Message Christ preached. Most professing Christians have never heard that Gospel today! Jesus preached only one Gospel—that about the KINGDOM (government—rule) of GOD—of how God is going to RULE ALL NATIONS—of how we may, by being begotten *now*, be actually BORN INTO GOD'S KINGDOM at the Second Coming of Christ, and the resurrection of the dead *in* Christ—being then GLORIFIED just as Christ is *now* glorified, in the very FAMILY of God! But most professing ministers of Christianity today deny this Gospel altogether—say it is not for this time!

WHAT does God *do* with His tithe? He uses it for HIS MINISTRY—to preach HIS Message of REPENTANCE, FAITH IN CHRIST, AND BEING BAPTIZED BY HIS SPIRIT INTO HIS FAMILY—His Message of The KINGDOM OF GOD—the WORLD TOMORROW! It is the Message of GOD'S WAY. It is the Message of true salvation. It is the Message of a changed, and a fuller, happier LIFE—the Message of ETERNAL Life, God's gift thru grace!

He uses it to tell mankind THE WAY to happiness, joy, prosperity, and eternal life in HIS KINGDOM.

But look at the CURSE! God's WAY has not been preached. The WORLD is unhappy, empty, sick, poverty-stricken, cursed with fears and worries, restlessness, frustrations, insanity, crime, violence, war—DEATH!

Even tho the NATION is under a curse, *you*, as an individual, may come under GOD'S BLESSING! It's your BEST assurance of holding your job—of *continuous* and *increasing* INCOME!

# The Autobiography of Herbert W. Armstrong

This is the third installment of the unusual story of Mr. Armstrong's life—the formative years and experiences, the groundwork for his later ministry, his conversion, and the intriguing search for the one TRUE Church.

by Herbert W. Armstrong

**S**HOULD the story of my life be published? Would this be *right*? For years I felt it would not. I said, "God has called me to preach His Gospel, not to talk about myself."

I even refused, for several years, to let anyone take my picture. Finally a radio listener changed my mind. He wrote that he had a *right* to know what the minister he listened to looked like, and something about the man.

"When you attend church or an evangelistic meeting," he said, "what would you think of the minister if he hid behind the pulpit and let you hear his voice only? Wouldn't you be suspicious he had something to *hide*? Wouldn't you distrust such a man? When Jesus preached to 5,000 people, and other crowds, did He hide Himself? Did Peter hide his face when he preached—did Paul? **WHY SHOULD YOU?**"

The examples of Jesus, Peter and Paul settled the question. Since my hearers cannot see my face over radio, I have not been averse, since that listener's letter, to having my picture published occasionally—when it serves a purpose beneficial to the readers.

## Paul Told Life Story

The Apostle Paul was a man of God. He was inspired of God to tell Christians to be *followers of him* (I Cor. 11:1). We are, therefore, commanded to follow Paul's example, as he followed Christ.

The Four Gospels record for us the life story—or those portions of it *helpful to us*—of Jesus. Paul told the story of his own life twice—of his formative years and rearing and education—his conversion, and ministry. These accounts of his life were inspired by God to become PART OF GOD'S WORD TO US.

In the story of Jesus' life, and of Paul's life, we find much that is of great value and benefit to us, today.

The Old Testament is replete with the accounts of the life experiences of many men—Abraham, Joseph, Job, David—many others. Also the experiences of the nation, Israel. All these *life experiences* are written for OUR ADMONITION, today! (I Cor. 10:11). They are helpful to Christians.

It is impossible for one to write a personal account of his own experiences without using the personal pronouns, "I", "my", "me", "mine", etc. Lest I be accused of this, the Holy Spirit inspired Paul to use the personal pronoun 33 times in 21 short verses of the 22nd chapter of Acts, and 19 times in 10½ verses in Acts 24.

## I Profited by Others' Experiences

While still in my 'teens, I was much impressed by reading the autobiography of Benjamin Franklin. It had great influence on my life. Since, the life experiences of many other men have been of great value.

Many people merely exist. They have never really *lived*! Perhaps the want of reading the interesting, exciting experiences of those who have lived a fuller life is one of the reasons. But influences exerted by certain men by personal contact, and the reading of unusual experiences of men who have *really lived*, played their part in carrying me thru a life of experiences that have not been exactly drab or dull.

Looking back on a life well filled with action, effort, travel, and experience, it has seemed to me that I have *really lived*! Life to me has been exciting, fascinating, dynamically interesting. There have been fears and worries—disap-

pointments, discouragements, frustrations, yes—but also there have been satisfactions and the exhilarating *thrills* of successes hard won, after paying the full price! But life has never been a bore. It has been *too filled* to think of seeking hobbies or pastimes.

Often I have felt the detailed story of it might be helpful to my two sons. There was never time to write it, just for them. But, finally, it has seemed that it might be interesting, helpful, encouraging, inspirational, beneficial, to a large portion of the readers of **THE PLAIN TRUTH**, as well as, I hope, to my sons.

In the hope that it may be, in the words of Paul, truly edifying to many, and a means of bringing you in an inspirational way the very Gospel, as you read of how God brought it to me, I am now writing this life-story in successive installments. Perhaps it may be published in book form later—if enough of our readers want it.

So far, these installments have appeared only every other month. It is my hope, with God's help, to be able to write an installment every month from now on.

As you've heard me say repeatedly, a thing worth doing is worth doing well and thoroughly. I shall not skim thru those early formative years, in order to hasten quickly to the time of my conversion and induction into God's ministry. The experiences of those years laid a foundation. I know now that God was then leading me thru the experiences that prepared for the ministry of Christ later.

## Getting Back on the Track

In previous installments I have told you how the spark of a dynamic ambition was aroused, at age 16, by my em-

ployer on my first summer-vacation job away from home; how, at age 18, a self-initiated self-analysis was made with a book titled "*Choosing a Vocation*."

This resulted in the conviction that I belonged in the advertising profession. I went immediately to my uncle, Frank Armstrong, then the dean of the advertising men in the state of Iowa, and he steered my life from that time—except when I got temporarily side-tracked.

He advised that the place to begin in the advertising field was in the want-ads of a daily newspaper. He recommended the Des Moines Capital. I hired myself a job on the Capital. There I became known as a "hustler," causing the opposition want-ad managers considerable concern.

Then, after spending \$2 per week, by turning down an offer on *The Register & Leader* at that amount of higher salary, to learn, on my uncle's advice, to *stay with a thing* instead of drifting around, I promptly forgot the lesson and became sidetracked. A job was offered me, as a result of the record on *The Capital*, as Timekeeper and Paymaster of a large lumber mill in Wiggins, Mississippi.

This detour was my first experience in real travel. But on this job I was the proverbial square peg in the round hole. Working alternately until midnight one night, and ten the next—up at 5:30 every morning—the combination of overwork, and frustrating effort to make good on a job truly out of my line, and southern food and climate, by mid-summer resulted in the most serious case of typhoid fever that had ever entered Southern Mississippi Infirmary in Hattiesburg.

But recovery was rapid, and the doctors said I must return north to the climate I was accustomed to, instructing me I was to do no work or strenuous activity of any kind for some three weeks. The lumber company paid the hospital bill, and the railroad fare back to Des Moines.

This brings us to the end of the last installment.

I had now learned my lesson—at least temporarily. Now I was going to get back on the main track—the advertising field.

Stopping off in Chicago between

trains enroute to Des Moines, I went up to the Mahan Advertising Agency headquarters, and succeeded in getting a job. But since it was still more than two weeks before I could become active again, I went on out to Des Moines to spend the time at home.

### Hiring Myself a Job

Naturally I went almost immediately to my uncle Frank's office.

"Well, Herbert," he said approvingly, "I'm glad you've got that bookkeeping fling out of your system, and are ready to get back in the advertising field where you belong."

I told him about the job with the Mahan Agency in Chicago.

"No, Herbert," he said, seriously, "you're not ready for agency experience yet. Mahan is one of the major agencies, and it would be years before you'd even work up to being noticed by any of the top men, who are the only ones over there that could teach you anything. They wouldn't know you existed."

"Besides," he continued, "altho far-away pastures may look greener, often the best opportunity is right where you are. Now it so happens that on a national magazine, right here in Des Moines, are the two men that I regard as the two best advertising and merchandising men in the country. These fellows really know advertising psychology. They know *people*, and how to deal with them. They

Frank Armstrong, the uncle of Herbert W. Armstrong, as a young man.



know merchandising and business principles. They specialize in finding which business methods, selling methods, and advertising principles are successful, and which are not.

"They are two men over at The Merchants Trade Journal. It's a trade paper in the retail field—read by owners and managers of retail stores—but they circulate among *every* line of merchandising, and it's the biggest trade paper in the country, with a very large national circulation.

"One of these men is R. H. Miles, who is advertising manager, and the other is Arthur I. Boreman, manager of their Service Department, which is a sort of trade-paper advertising agency."

"Why," I interrupted, "I *know* Mr. Miles. He's a neighbor of ours."

"Well," continued my uncle, "go hire yourself a job. Don't let them turn you down. Over there you'll be in daily personal contact with these two men. You'll *learn more* there than anyplace in the United States. Don't forget, you're still going to school—you still have a lot to learn."

I walked briskly over to The Merchants Trade Journal offices, gained admittance to the advertising manager's office.

"Why, hello, Herbert," greeted Mr. Miles, surprised to see me in his office.

"Mr. Miles, I have decided that I'm going to join your organization, here in your advertising department. The doctors have told me I can't start work for two more weeks. I will report for work the first Monday in next Month!" This came out real snappy—very positively.

"You—you—WHAT!" It caught Mr. Miles' breath.

I repeated my affirmative statement.

"Well!—so you've just hired yourself a job—is that it?"

"Exactly!" came the positive reply. "That's precisely it."

"Well, now—just back up a minute!" Mr. Miles began to recover. "You can't just come barging in here and hire yourself a job, just because you're a neighbor of mine. *Wo havon't any opening!*"

"Oh, that's all right! You've got two whole weeks to *create* an opening," I came back promptly, in full self-assurance.

"Now, look!" Mr. Miles was beginning



to get a little impatient at this youthful aggressiveness. "It seems you don't understand plain English. I said, WE DON'T NEED ANY HELP!"

Now it was my turn to become a little nettled.

"Mr. Miles," I came back, more positively than ever, "I'm surprised at you. Isn't this a NATIONAL magazine? Isn't this an institution of *national* importance?"

"Yes, of course," he responded.

"Well then, do you mean to tell me that an organization of national scope and influence cannot—or is not interested in finding a way to create an opening for an ambitious, energetic young man like me? Do you realize that you probably don't get a chance once in several years to add a man of my caliber, my talents, and ambition and *will* to work to your staff! Why, you can't afford to pass up this opportunity. I'll *grow* with your organization—I'll develop rapidly into a very valuable man. *Of course* you can create an opening! As I said, I'll report for work the first Monday in next month."

"Well, I haven't the slightest idea what we'd have you do," Mr. Miles was beginning to weaken a little.

I became more cocky than ever.

"Oh, poppycock, Mr. Miles," I snapped, disgusted. "Hand me a copy of that lousy sheet of yours!" This was commonly used advertising terminology.

Next, the back cover I saw two or three small ads, want-ad style, advertising stores for sale.

"Do you call these want-ads?" I inquired.

"Oh, we don't have a want-ad section. We only solicit display ads. Occasionally a merchant decides to quit and sell out, and sends in a small want ad to sell his business."

"Well, I happen to know that hundreds of small merchants are going broke all the time, over the whole country. Now, supposing you had a full page, or even two pages of these store-for-sale ads every month. The rate for these small ads is a lot higher than the display rate by the page. One page of want ads would bring in as much advertising revenue as three or four pages of display ads, wouldn't it?"

"Well, yes," admitted Miles, rather

reluctantly, "but we have no way of selling ads of that sort."

"And," I persisted, "if any advertising solicitor could put three or four pages of new business in *The Journal* every issue, he'd be worth putting on the staff, wouldn't he?"

"Well, I suppose so, but—"

"No 'buts' about it!" I was real cocky and confident by now. "I can put one or two full pages of want ads of businesses-for-sale in every issue of *The Journal*. One thing I've learned is how to bring in want-ads by mail. So, if I have to create *my own opening*, I can do it. I'll report for work the first Monday morning in next month."

"Well," came a last objection, "we can't pay you a very high salary. We couldn't pay you over \$10 a week."

"Who said anything about salary?" I rejoined. "I still live at home with the folks. I'm not coming up here for the salary I make *now*, but for what I can *learn*, and the salary I *will* make, later. I'm *hired* at \$10 per week," rising and extending my hand. "All I ask is that you agree to *raise* my salary as fast as I earn it. See you in two weeks."

### My First Display Ad

All this was along about July or August, 1912. I do not remember now, after more than 45 years, whether I was actually put to work on building a page or two of want-ads by direct mail solicitation; but it seems, in the dim distance of memory, that I did bring in a page or more of want-ads the first issue or two or three.

In any event, I was not long on want-ad work. I was assigned to the Service department, directly under A. I. Boreman. For some little time I was given routine office work, with a certain amount of correspondence to answer. For this work, I was given a stenographer and a dictaphone. During this period I remember breaking in a number of different stenographers. As soon as a new girl became experienced enough to be efficient, she was taken away from me, and a new green girl fresh out of business college assigned to me.

It was not long until I was given opportunity to start writing and designing display ads. As mentioned above, this Service Department was a sort of trade-

paper advertising agency. We handled the trade-paper division of the advertising budget of manufacturers who sold thru retailers. As a rule the larger advertising agencies were glad to relinquish the trade-paper portion of any client's advertising. They were primarily interested in consumer media.

I shall never forget the first ad Mr. Boreman assigned to me to write and lay out. I have mentioned before that I had been studying every book on advertising writing I could get hold of. I had studied books on Psychology, and on advertising-psychology. I had diligently read the trade journals in the advertising field—*Printers Ink* and *Advertising & Selling*. I had studied diagrams of design and lay-out of ads. But as yet I had received almost no experience in actually writing and designing the layout of an ad.

I do not remember at all the nature of the commodity or service or the name of the manufacturer I was to write about.

But I shall *never forget* Mr. Boreman's left-handed compliment when I laid the "dummy" and typed copy before him.

"Mm-hmm—well, Herbert, that's a pretty good ad," he drawled, slowly, examining it critically.

"Now, that headline, of course, will have to be changed," he continued. "You've used too many words. There's nothing in that headline that will catch the eye. The average reader will be scanning past it to something else. You have only the fleeting fraction of a second to *stop* the eye. There's nothing in your headline to arouse instant *interest* and create immediate suspense—nothing to make the reader say, 'Well, I never thought of *that*! I want to read *that*!' or, to say 'Now that's what I've always wondered about,' so he'll want to read on.

"The headline is not displayed right on your lay-out. Not enough white-space around the headline to create contrast between a bold, black, short headline and white space around it. Never be afraid of wasting white space around your headlines. Never *waste* white space around the text matter.

"Now next," continued Mr. Boreman, "your major sub-head above the text matter is all wrong. You must *gain attention*—stop the eye—in the main headline—but you must go on to arouse

interest and create suspense in the sub-head, if you are to win a reading for your copy. This sub-head is in the wrong place in your lay-out, the wrong size and kind of type.

"Now, coming to the main text matter—that opening sentence won't do, Herbert. It should have been indicated on the lay-out to be in larger type than the balance of the text-matter, and the first word should have started out with a large initial letter. Unless this opening sentence follows up the headings by cementing interest, and arousing more curiosity or suspense, no one is going to read past it. No, this first sentence will have to be re-written, just like the headlines.

"Now, these smaller sub-heads thru the text matter don't add anything. They must create additional interest, make the reader want to read what's under them. And they, too, are in the wrong kind of type. And this text-matter will all have to be re-written. It doesn't *hold* the interest, if you *had* created interest in the first place. It doesn't *arouse desire* for this thing you're selling. It doesn't make the reader—if he ever read this ad—*want* to buy this product.

"And then, finally, there's no emotional ending to arouse the reader to *action*—IF you had first stopped his eye and gained his attention, aroused interest, created suspense, made him actually *read thru* your ad, made him *WANT* what you advertise. The signature isn't right, either—and the border around the ad will have to be changed.

"But, outside of that, Herbert," he said encouragingly, "*that's a pretty good ad!*"

No, I shall never forget that experience!

That kind of encouragement was pretty hard to take—but *I learned more* about how to write an ad in that one analysis of this first ad, than many copy-writers and lay-out men in big agencies have ever learned, or ever will learn! This one experience was well WORTH all the time I spent on the staff of the *Merchants Trade Journal*—and I was to be with them three years.

I went to work with a *will*, writing that ad all over. Practice makes perfect. It was two or three years later before I was probably able to write ads that

actually STOPPED roving eyes, aroused instantaneous *interest*, created suspense, convinced the reader, and then moved him to action. It took time. But I was on the way.

#### A "Blue Ribbon" Patent

Not long after returning from the South, and starting with *The Merchants Trade Journal*, my father went out to Idaho, where he bought a small ranch near Weiser. The household goods were packed and stored, ready to be moved after he became located.

My mother, two younger brothers and sister, went to the home of one of my mother's sister's; on a farm some 25 or 30 miles south of Des Moines, for a visit. As soon as Dad was located in Idaho, they were to follow and join him there.

At this point I want to mention briefly a few facts about my father. About the earliest occupation of his in my memory was entering into the flour milling business in Marshalltown, Iowa, where we moved when I was six. I think that was a partnership deal. Then we moved back to Des Moines after not more than a year, and I do not remember what he did at that time, but probably he was connected, in some way, with the furnace business, as he was a great deal of the time later. Next, when I was eight, we moved to Union, Iowa, where Dad was a 50-50 partner in a hardware store. Then back to Des Moines, and from then on Dad was in the furnace business until he moved to Idaho.

It has always been my understanding that my father invented the principle of putting a jacket around a furnace, letting the cold air in near the bottom thru large pipes, with the hot air circulating out from the top of the jacket to the various rooms of the house. My father had a talent for inventing things. Later he invented the air-circulator principle of the heating stove, using a jacket around the stove open at top and bottom. It sucked up the cold air off the floor, and circulated it as heated air out the top. He patented this, but never got it into any real production. When a big Ohio stove company came out with a stove of the same principle, with national distribution of their stoves, I went with my father to a top-rated corporation attorney who specialized in patents.

"This," he said, "is a 'BLUE RIBBON' patent."

"What's a 'blue ribbon' patent?" we asked. He replied by asking if we saw the blue ribbon tied to the left-hand side of the patent.

"That blue ribbon," he explained, "is the sole value of your patent. The paper it's printed on isn't worth anything—it's all marked up with printing." Dad had gone to a local lawyer who knew nothing about patents. He had sent it on to a so-called "patent attorney" he found listed in some directory in Washington, D.C. We learned, too late, that there are several such attorneys in Washington who are actually "quacks," and turn the writing of the patent over to some office boy. Dad's patent patented the specific details of how his stove was made—not the PRINCIPLE that produced a certain desired result. Had this patent been properly written by a bona-fide patent attorney, my father would have been a millionaire, for these stoves were sold everywhere in great volume, and he could have legally received heavy royalties.

For quite some time past my father established and operated a furnace factory in Des Moines, manufacturing the "Armstrong Furnace." I devoted at least two summer vacations, as I entered the 'teens, working in the factory and as a

This picture was taken of Mr. Armstrong and his mother, on the farm of her sister and husband, at the time described on page 19.



helper installing furnaces in homes or new houses being built.

But after Dad went out to Idaho, and wrote to us that he had bought a ranch and was ready for Mother and the younger children to come on out, a serious problem developed.

I went down to the farm, but my aunt's husband had talked Mother out of going. Mother had never traveled. He frightened her about taking so long a trip. He convinced her that Dad ought not to stay out there, and probably would soon sell and come back—and why should she take so long a trip for nothing?

I won't mention this particular uncle's name, for I have nothing good to say about him. He was a socialist, politically, at first, but turned completely Communist after World War I. He was totally dishonest and utterly without heart or mercy. I had visited on their farm a week or two at a time on a number of occasions. On one such occasion, he was the only farmer in that part of the country who had hay. He had many times more than his own need. I was present when two neighbors came to buy hay. He asked about three times what it was worth. These men were astonished, dumbfounded!

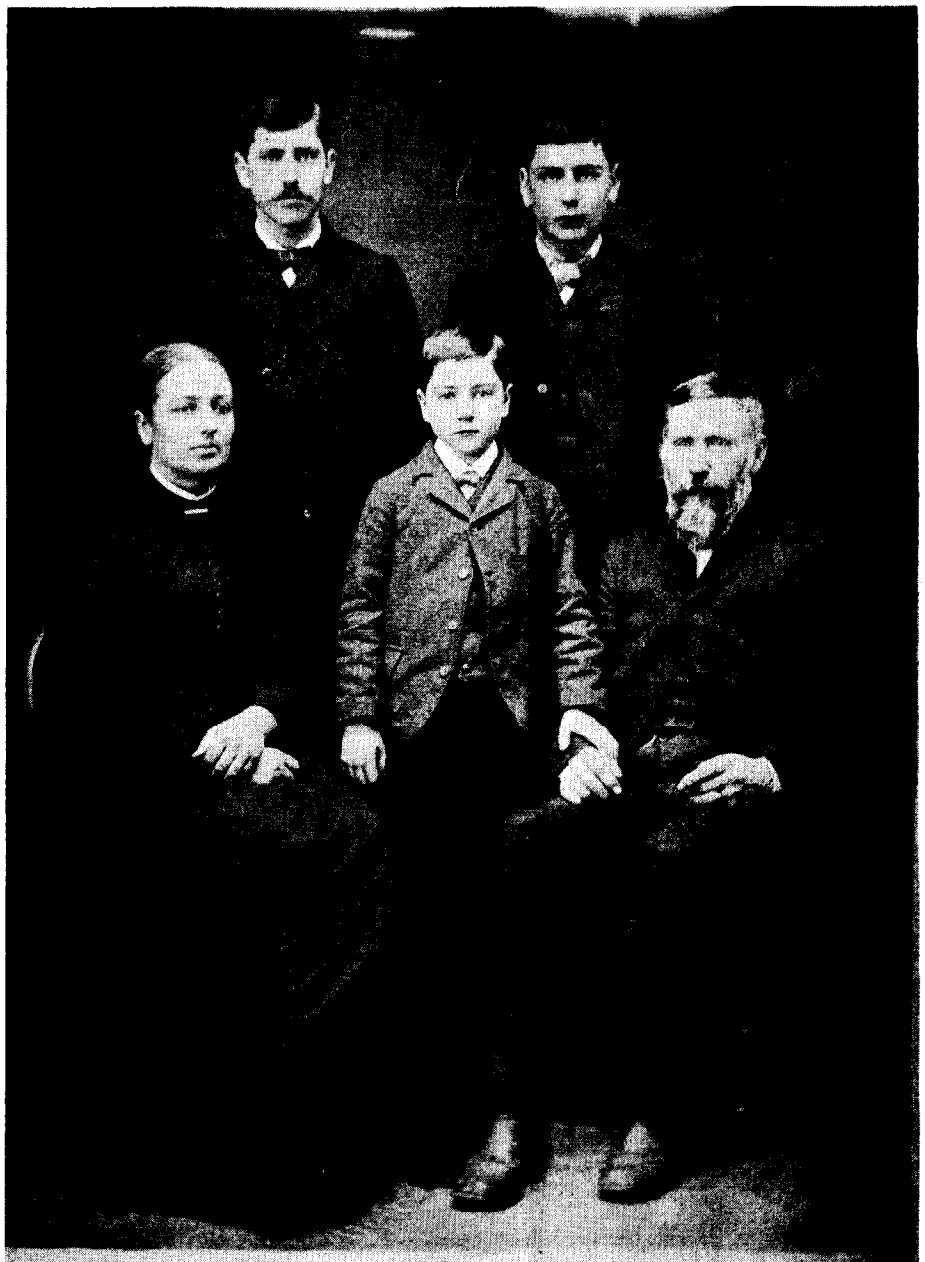
"Why," they said, "we are your neighbors. You know that price is an outrage."

"Sure I know," he replied, "and I also know you've GOT to pay my price, because there isn't any other hay anywhere around."

They paid it. Apparently he didn't believe in sharing the wealth, except in the voting booth.

### Borrowing of a Loan Shark

After a while I found his mercenary motive in keeping my mother at his place, a virtual prisoner. I learned that my mother's mother, who had been a widow some years, had either given or loaned my father a few thousand dollars some years before, when it was needed in his business. My grandmother had lived with us most of the time, and this apparently was part compensation for her living expense. But this particular uncle was scheming to get that money back from Dad, or what he would figure as his portion of it. He figured that if my Mother joined Dad in Idaho, he had



Shown here are Herbert W. Armstrong's grandparents, Nathan and Lydia Armstrong, his father Horace Elan Armstrong (standing, left), his uncle Frank (center), and his uncle Walter (standing, right).

kissed that money good-bye. It was cheaper for him to board my mother and children a few weeks, in the hope of discouraging Dad into coming back to Iowa.

But he had Mother, and even my next oldest brother, then 13, completely under his power, almost as if hypnotized. I knew that if I could get my 13-year old brother, Russell, away from that environment and influence a while, I could make him see the truth and swing him over to my side.

When my parents had moved out of their home in suburban Des Moines, I

had rented a furnished room near Drake University. I managed to induce Russ, as I called him, to come to Des Moines and spend a week-end with me. There I did succeed in opening his eyes to what was going on. With him on my side. I went to a loan shark—the only way I had of raising the money for the train-fare to send the family to Idaho—and borrowed the money at an exorbitant rate of interest. Let me state here that I got it all paid back—but I learned a lesson about borrowing from loan-sharks—I was some two years a slave to that loan.

Next I purchased the railroad and Pullman tickets. Then Russ and I went down to the farm after Mother. I now told Mother that Dad needed her—that she was his wife and had a DUTY she could not neglect—that I had the tickets, and she was leaving that very night. My uncle threatened force to hold Mother. I told him I'd see a lawyer if necessary, and see what offense I could charge him with. I bluffed him out. We got Mother and the younger twins—Dwight and Mary—up to Des Moines. Mother was terribly nervous. She was afraid she would get all mixed up changing trains in Denver. I gave Russ complete instructions, turned the tickets over to him, told Mother to let him manage everything. This responsibility was good for him. Responsibility suddenly thrust on one usually brings dormant qualities into action. Russ rose to the occasion. An hour after the train had steamed out of Des Moines, Mother's nerves calmed. Thereafter she enjoyed the trip *with* the children immensely.

### Learning Effective Ad-Writing

For something like a year and a half I was kept in the Service Department of *The Journal*. There I received a most intensive and *practical* basic training in the true psychological principles of writing and designing advertisements.

It has always seemed to me that the advertising profession generally has "missed the boat." It's the same in many professions.

In the religious world most professional theologians have become entangled in a maze of conflicting man-made doctrines and customs. They have missed utterly the plain and simple revelations of the Word of God. Scientists get lost in a fog of theoretical postulates and hypotheses, until the "science" of yesterday becomes the laughingstock of today.

Likewise, the ad-men have progressed into a system of intricate display designs, complicated art work, and overly rhetorical text matter which, after all, doesn't really say anything or *do* anything to the readers—if any.

Take a look thru the advertising pages of a magazine or paper today. It's a confused, jumbled hodgepodge of fancy art-work, and small bits of text, artistically blocked off—usually in such a man-

ner that no one reads it! Nothing stands out to catch, *and stop*, the fleeting eye trying to get to the next *news* or *article* headline. Nothing snatches attention away from all surrounding matter. There's nothing to arouse instantaneous *interest* at the very point where the eye is drawn for that fraction of a second glance—nothing to *hold* that interest until it creates suspense sufficient to induce a reading of the text matter.

The ads I was trained to write, during those formative years between ages 20 and 23, always *got results*. Often they were more plain and simple in appearance than the more fancy, artistic, highly illustrated ads around them. But they *stopped* roving eyes—drew attention from surrounding matter—aroused and *held* interest—*convinced* readers, and moved them to *act!* THIS EARLY TRAINING WAS DESTINED TO SERVE A GREAT PURPOSE!

Today all that early training and the years of subsequent experience are being put into the production of full page ads which are selling, *not* a commercial product or service for profit, but GOD'S TRUTH, *without* price or profit.

The most important activity on earth today is *not* the feverish race of science and technology to produce weapons and forces that may DESTROY whole nations, but the fulfillment of Jesus' prophecy of Matthew 24:14 and Mark 13:10. This is the very WORK OF GOD! It is the resurrecting *out of the Bible*, of the very Message which GOD sent to mankind thru Jesus Christ—the Message that has been buried under an avalanche of pagan teachings and customs for 1850 years! It is the only *true* GOSPEL which, incredible tho it seem, most people even in supposedly enlightened America *have never heard!* Men calling themselves "Christian" have been proclaiming a message *about* the PERSON of Christ—but not the Message Christ *preached!*

A Nos Lecteurs Français  
 Nous tenons à la disposition de ceux  
 qui nous en font la demande la version  
 française des trois livrets suivants de M.  
 Herbert W. Armstrong:  
 "Qu'est-ce que la Foi?"  
 "Dieu Guérit-Il Toujours?"  
 "Pourquoi êtes-vous Né?"  
 D'autres livrets français paraîtront  
 sous peu.

In Matthew 24:14 Jesus said that *this* Gospel Message of the now imminent Kingdom, or WORLD GOVERNMENT of God shall, *just before* the END of this age, be PREACHED in *all the world* as a witness to *all nations*. But Mark's account of this same prophecy puts emphasis on the fact it also shall be *published* to the world!

Until now, this Message has been going out with constantly accelerated power, by RADIO, followed up by printed matter to those who request it. But NOW that same Message is beginning to be PUBLISHED to the masses.

These full page ads have now started, every issue, in one important midwest farm paper. It is significant that this first farm journal used in publishing these powerful ads is America's *oldest*—it was also the *first* farm newspaper in this nation! Soon it is planned, God willing, that these ad-page Gospel Messages will appear in *many* farm papers, reaching many millions—and then other magazines, such as Readers Digest. This *latter* medium is published in many editions and languages in many nations.

These farm paper ads are *producing tremendous results already!* They are bringing a far greater mail response than any one super-power radio station! THIS NEW TECHNIQUE OF PUTTING THE TRUE GOSPEL MESSAGE IN POWERFUL ADVERTISING FORM IS DESTINED FROM THIS POINT ON TO BECOME PERHAPS THE MAJOR MEDIUM FOR COMPLETING GOD'S WORK ON EARTH FOR THIS AGE!

### Overhauling and Simplifying a Vocabulary

For some two years I had been striving diligently to acquire a large vocabulary. Ever since I had read Elbert Hubbard's boast of possessing the largest vocabulary of any man since Shakespeare, it had been a challenge! I was determined to acquire a greater! To be able to gush out a torrent of big words incomprehensible to any but the highly educated had appealed to intellectual vanity.

But Mr. Boreman changed all that.

"When you write advertising," he explained, "the purpose is not to impress the readers with your superior vocabulary. Your purpose is to *sell goods, services, or ideas!* The purpose of words is to convey facts, thoughts, ideas—a

message! When 98% of people do not understand your words, they do not receive your message. They only become confused and turn to something *interesting*.

"Use only plain, simple words. Use words that even readers of no more than a third or fourth grade education can UNDERSTAND. Try to achieve good literary quality with a *large* vocabulary of common, simple words, and by the *manner* in which you weave those words into the sentence structure."

Immediately my vocabulary underwent an overhauling. Deliberately I began dropping out of my speaking and writing vocabulary all the big words not in common use. Every person has three vocabularies: smallest of all, his speaking vocabulary, consisting of the fund of words with which he is able to speak readily; next larger, his *writing* vocabulary; and largest, his *reading* or *listening* vocabulary. Everyone can *understand* many words which he may read, or hear spoken by others, which he could not readily use himself in conversation.

My effort, then, became that of developing ability to use the largest variety of words readily comprehensible by most people when heard or read.

But effective writing is far more than memorizing a store of words. It is the manner in which those words are put together in sentence structure that determines effectiveness. So I was taught to study the matter of *STYLE* in writing. Immediately I set out to develop an effective style. It had to be fast-moving, vigorous, yet simple, *interesting*, making the message plain and UNDERSTANDABLE.

All this advertising instruction was the most valuable possible training for the real mission in life to which I was later to be called—God's ministry. It was a training such as one could never receive in any theological seminary. It was the most practical training for *preaching*, as well as for *writing* Gospel messages.

Some preachers seem to think they impress their congregations by their ability to use big words beyond the comprehension of the audience. Others succumb to the temptation to become too "scholarly," speaking *over* the *minds* of their hearers—but never plainly *into*

their minds so as to reach their *hearts*. The same rules that attract attention, arouse interest, win conviction and stir emotions or hearts to *action* in advertising accomplish the same results in preaching.

Another *most* important principle—I was taught to *avoid* the academic "outline" form of presentation. This is the manner in which nearly all ministers are taught in seminaries to organize their sermons. This is the one, two, three, a), b), c) form of outline. It is orderly and precise, but dull, dry, uninteresting to the congregation. Ministers using this type of presentation must limit their sermons to 20 or 25 minutes in church, or 5 to 15 minutes on the air. If these sermons were not surrounded by an elaborate program of music, ceremony and pomp, few if any would come to hear them. You hear a half-hour religious broadcast starting out with choir singing of hymns, then possibly a male quartette, and finally a 5 to 15-minute sermon during which a large portion of listeners tune to something else. Or, a whole hour broadcast in which the first 35 minutes is devoted to a program of music and reading of letters, with a 15 to 20-minute sermon following in the second half-hour.

#### The Way It's Usually Done

The customary form of sermon presentation, as taught in theological schools, seems to be something like this:

First, reading a single verse from the Bible—perhaps it is only a part of a sentence in between two commas—but the thought makes no difference. The verse is read only because it happens to contain a certain word. This word is the *SUBJECT* of the sermon. The word might be "endurance." After reading this "text," the minister will say something like this:

"My subject this morning is "Endurance." There are four kinds of endurance. Now, first, . . ." and he proceeds to expound what he has outlined so systematically under Roman numeral I. Under this he may modify this kind of endurance under capital letters A, B, and C, with more subdivisions of small 1, 2, and 3 under that. There is no connection whatever between his first category of endurance and his second, but next he

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¡La Verdad acerca de la NAVIDAD!

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proceeds to Roman numeral II, then III, and finally, when the audience has lost interest he hastens to say, "Now *finally*, and *briefly*," as he proceeds to Roman numeral IV.

But in writing advertising, Mr. Boreman taught me always to *tell a story*—to make it *interesting*—and to tell it in *story form*. That is, first, put a question in the minds of readers they really *want* answered—or make a statement that is so unusual it either raises a question in the readers' minds, or challenges them to demand an explanation and want to read on to get it. It must arouse *instant interest*. It must create *suspense!* Like a mystery play, it must not tell the reader the answer at the beginning. It *must* develop, rapidly, lucidly, increasing the interest, toward the final solution or answer. It must *HOLD* the interest until the story is told.

These same principles apply to a spoken sermon, or a Gospel-Message advertisement. The headline: "WHY Does God Allow Wars?" followed immediately by a slightly smaller-type sub-head saying: "If God is all-merciful, he wouldn't *want* humans to suffer so, would He? And if God is all-powerful, He *could* stop all this anguish. *Then why doesn't He?*"—this advertising head-line, or the same words at the beginning of a sermon or a broadcast, makes people say either: "I've always wondered about that!" or, "I never thought of that—say, *that's interesting—I want to know the answer!*" I have used this very beginning, in a full-page ad, in evangelistic sermons, and in the broadcast—and it has succeeded in getting the attention, arousing *interest*, and creating *suspense* to read on or listen thru, of MILLIONS of people!

I was taught in those early days to put a *story flow* into the text of an advertisement, holding the interest of readers



Mr. Armstrong, in his early twenties, was on a date when a girl friend snapped this picture. A future installment will tell of his dating experiences.

to see how it's coming out. An ad of this nature may contain hundreds, or even thousands of words—and people will be glued to it until they have read it all.

I remember an incident that happened many years later.

This was in 1925, when I had established an advertising service of my own in Portland, Oregon. One of my clients was a laundry in Vancouver, Washington. I had a number of other clients in Vancouver—a retail clothing store, a jewelry store, a large drug store, and others. One of the banks had installed a new Safety Deposit Department, with new vaults and safety deposit boxes. The president of the bank called me in.

"Mr. Armstrong," he began, "we have noticed the attractive and compelling ads you have prepared for clients here in Vancouver, and we would like to retain your services to prepare a short campaign to announce the opening of our new department.

"Now," he continued, apologetically, "we think your ads are fine—they certainly stand out—they're interesting—but we have just one criticism. We think those ads you write for the laundry are too long—too many words. People won't read so many words in an ad."

"Well now, Mr. Jones," I replied, "in the first place, your advertising requires entirely different advertising treatment, because you have a totally different merchandising problem. The laundry is up against adverse public opinion, and suspicion as to laundry methods. Their problem requires what we call 'EDUCATIONAL ADVERTISING;' it must *educate*

women to the true facts—it must change public opinion. This requires more words—totally different advertising treatment. But, as to whether people ever read so many words, I wonder if you remember an ad of a month ago, captioned, 'Is MOTHER Worth Saving?'"

"Why, yes!" he replied quickly. "Yes, I do remember that ad, very well. That was unusually interesting."

"How much of it did you read?"

"Oh, I read *all* of it," he responded. "In your opening sentences you aroused my curiosity, and I couldn't stop till I found the answer."

"Well, Mr. Jones, how many *other* ads do you remember reading in that same edition of the newspaper?"

"Why—why—" he stammered, "I—I don't remember reading *any* others."

"Exactly!" I had won my point. "That ad was the longest, wordiest ad in that newspaper—and yet it's the *only* one you remember reading, and you read it clear thru! Moreover, it is the *longest ad I ever wrote!*"

"Yes," he protested, "but that ad was *interesting!*"

"That's just the point," I concluded. "If what you write is sufficiently *interesting*—if it has created suspense, and *holds* the interest or even increases it as the reader is led along thru it—people will read it all the way thru, no matter how long.

"It is not a matter of HOW LONG an ad is, or *how many words*, it is altogether a matter of whether you have been able to catch readers' attention, arouse their interest, and HOLD that interest. How many words are there in a complete novel? Yet the book stores sell such thick books by the millions—and people read them clear thru!"

That is the principle I was taught under Mr. Boreman and Mr. Miles, between ages 20 and 23.

#### Applying All These Principles Now

It applies to sermons or religious broadcasts, the same as to commercial advertising! I have found that far more people will listen to a solid half-hour all-speech broadcast applying these principles—a full half-hour SERMON over the air—than will listen to a 5- to 15-minute DRY talk that does not arouse their interest, surrounded and embellished by a lot

of MUSIC. Many radio station managers want us to put MUSIC on our program. They know nothing of this different, dynamic, INTERESTING way of presenting a subject. They know only the dull, dry, totally uninteresting type of sermon material so commonly broadcast.

This is one reason that today "The WORLD TOMORROW" enjoys the *highest* rating of listener-interest of ALL radio programs in the 48 counties surrounding Wheeling, West Virginia,—the *highest* rating, according to surveys made over the Union of South Africa—the second highest of all radio programs at the same hour in the entire Chicago listening-area, and by far the largest of any religious program in Australia, and, as far as we know, in every other place in the world where we are heard.

THAT EARLY TRAINING, IN VOCABULARY, IN A RAPID, LUCID, FAST-MOVING, DYNAMIC WRITING STYLE, WAS THE VERY TRAINING NEEDED FOR THE WORK IN GOD'S MINISTRY! That's why, tho I knew nothing of it then, God was steering my formative years into a training I never could have obtained had I gone thru the customary universities and theological seminaries.

Also it was a training that makes it possible of Ambassador College today to *avoid* the useless, impractical type training given in ordinary divinity schools! That's the reason you find the articles written by Herman Hoeh, Roderick Meredith, Garner Ted Armstrong, and others who are now Ambassador College graduates, so alive and so interesting! THAT'S WHY GOD'S WORK REALLY MOVES ALONG, TODAY!

But, to return to the story.

Mr. Miles had, perhaps, the snappiest, fastest-moving style of copy-writing I have ever read. Actually, I thought it was *too fast*—too many short, terse sentences. Long sentences tend to *slow down* the reader. Short sentences tend to speed him up. But when writing consists of nothing but a succession of overly-short, terse, staccato sentences, it becomes monotonous and unnatural. I strove for a style that gave *change of pace!* A proper balance between quick, short sentences, and occasional longer ones.

To hold a mass reading, writing should be reasonably crisp and lucid, not "dry" or slow. But a monotony of very

short, terse sentences seemed to me to lack *sincerity*, and writing should, above all, be sincere!

In any event, this early training resulted in literally thousands of letters during recent years from radio listeners and readers of The PLAIN TRUTH, saying that the TRUTH is being made more plain, more clear and understandable than they ever heard it before! Today that early training SERVES GOD—and millions of people all over the world!

But there is another principle in advertising even more important than any of these. That is to be *honest*—to stick to the TRUTH! And this is *still more* important in preaching!

I attended many Ad-Club luncheons, and even the national Ad-Club conventions, during the many years I spent in the advertising field. From the start I was much impressed by the Associated Advertising Clubs' slogan: "*TRUTH in Advertising.*"

But do you really know how much TRUTH there is in most commercial advertising today? If you knew *how little*, you'd be surprised.

Let me give you one or two terse examples at this point.

One is exposed in the December, 1957 *Pageant* magazine. The article is captioned, on the front cover: "DRY CEREALS—A \$300,000,000 Hoax." It shows how the American public has been deceived into thinking these dry package breakfast cereals are nourishing health-giving food. They quote the slogans used in millions of dollars' worth of advertising: "The Breakfast of Champions," "High Protein for More Man Power," "The Tastiest Way to a Healthy Outlook." The article shows that these cereals contain, principally, fragments of dried starch—and practically *no food value*. The manufacturing process deprives the grains of their most important nutrients. The woeful effect on grain of the hulling, polishing, extremely high temperatures, and tremendous pressures, have seldom reached the public, says this article. These supposedly nutritious and energizing breakfast foods are compared in food value to straw.

*Reader's Digest* recently exposed many of the misleading statements and outright lies used in cigarette advertising.

I spent twenty years in the advertising

field. I got to know advertising men. The average advertising man, preparing to write advertising copy, searches for what IDEAS or statements about his product will cause the public to BUY. It never seems to occur to most advertising men to check up and see whether the statements or claims are true! If a certain claim or statement about the product will *sell* it, the ad man grabs it and sticks it in his copy with enthusiasm.

You will see, later in this autobiography, that when I became self-employed as a publishers' representative in Chicago, I built a business on CONFIDENCE. The advertising agencies, the banks, and the manufacturers with whom I did business came to know that I knew my field—I had the *facts* they needed—and that I was accurate and TRUTHFUL, and they could RELY on whatever I told them.

Another principle I was taught is this: "A CUSTOMER is more profitable than a single sale." Win the confidence of a customer thru honesty and integrity, and *many* repeat sales will come your way without selling expense.

This principle, too, was ABSOLUTELY VITAL as a preparation for GOD's ministry.

One other ingredient is absolutely necessary, along with telling the TRUTH. And that is SINCERITY!

#### I Was Never Insincere

As I look back over preceding pages of this story of my life, I am afraid the things I've said about having been cocky and conceited may have led many to suppose I was insincere. I hope you have not drawn that conclusion. For I was never insincere.

True, I had swung to the opposite end of the pendulum, from a sense of inferiority, to one of supreme self-confidence. Actually, in my own mind, I was the most important person on earth! But didn't I, as a boy in late 'teens and early 20's, often meet very important men, far more important than I? Yes, of course. But I reasoned my way around *that!* In my reasoning, I was quite sure that *when* I reached the age of great and important men, *then* I would be more important than they. The next step in my logic was to assume that, therefore, I *was* more important than they—age for age. This was utter conceit. It was

error.

But I HONESTLY BELIEVED IT! To me it was the TRUTH! I was entirely *sincere*. Usually a bragging, conceited young lad who is cocky, is also an insincere flippant smart aleck. I was not. It seems I was, by nature, deeply sincere and in earnest, and altho excessively self-confident and snappy and cocky in manner, there was always with it a sense of dignity and earnestness. At least I *thought* I was right, and in my heart *meant to be*. There is good in all of us, as well as evil. Part of the good in my nature, I suppose, was natural *sincerity*—tho I have had to root out plenty of *evil!!*

Later, God had to take the self-confidence, conceit, and cockiness out of me. He replaced it with unbounded FAITH in GOD. I honestly believe I have more ASSURANCE for the future today *than* I had then—many times over. But *today* it is based on what GOD is going to do—not what *I* am able to do.

But God looks on the HEART. Errors can be corrected. Mistakes can be brought to mind, and acknowledged. *Sincerity*, love of the TRUTH,—those are the important things. David made mistake after mistake. He did wrong much of the time. But in his heart he didn't *mean* wrong, and always, when he "saw" it, he was willing to repent. His *heart* was right. That's why he was a "man after God's own heart."

All these are the principles I was taught under Mr. Boreman and Mr. Miles during the three years with The Merchants Trade Journal. I owe them much.

More and more I'm sure the reader will see how all this early business training was fitting me for the WORK OF GOD.

In the Service Department of The *Merchants Trade Journal* I was sent on occasional trips to places like Waterloo and Cedar Rapids, Iowa, Albert Lea, Minnesota, and others, selling ads I had prepared to manufacturers.

I remember vividly, at this point, a trip of this kind to Waterloo. I think it was a refrigerator account. I worked carefully on the advertising copy and layout in the hotel, then went over to see the manufacturer. This, I believe, was the first magazine display ad I ever sold.

What a *thrill* it was! As I walked from the factory back to the hotel, I was floating on air! Ah, sweet SUCCESS! It was elation! Thrills ran all thru me! But, since conversion, I have experienced deeper, more satisfying and *lasting* thrills of success in God's Work!

### Playing with a Million Dollars

The *Journal* regarded a Waterloo department store merchant as one of the best merchandisers in the nation. His name was Paul Davis. There were two department stores in Waterloo—the James Black Company, and the Paul Davis store. The Black store was the older-established and larger, but the Davis company was catching up.

Then Paul Davis had a fire. His store was totally destroyed. The next time I was in Waterloo, after his misfortune, I found the Paul Davis store in temporary quarters in a two-story building in the middle of a block. It was only a fraction the size of the department store occupying a prominent corner that had burned down. At that time, Mr. Davis said he was planning to build a new building, larger than the Black Company store.

But on my next visit, some six months later, there was no sign of any new building activity.

"What happened to that big new quarter-block multiple-story building you were going to erect?" I asked.

"Oh, that!" Mr. Davis laughed. By this time he called himself my "second Daddy." "Well, I'm not going to build it for a while yet. I'm having a lot of fun. I have one cool million dollars, CASH, in the bank. It's the insurance money. It was no time at all until every manufacturer in New York knew we had that million dollars cash. Every time a manufacturer gets overloaded with some stock, or needs to raise some quick money, he comes or sends a representative out here to Waterloo. I am able to buy chunks of merchandise in this manner, by sharp trading, at far less than any competitors. Then I put on a BIG SALE. I take a small profit, cut the price way down, and the public simply streams into our little two-floor store here. We have low overhead. We have a small inventory, compared to what we carried in the bigger store. We sell fast, turn our stock *more times a year*. And the secret

## WHY THE PLAIN TRUTH HAS NO SUBSCRIPTION PRICE

So many ask: "How can you publish a magazine, without subscription price, and without advertising?"

The answer is simple. The GOSPEL must go to the whole world, and it must go FREE. It must not be sold like merchandise. "Freely ye have received," Jesus said to His disciples whom He was sending to proclaim the Gospel, "freely GIVE." Without money and without price, is God's way. We proclaim a FREE salvation. Therefore, we cannot put a PRICE upon The PLAIN TRUTH.

We have been called of God to conduct this work. It is not our work, but God's. We have set out to conduct God's work God's way. We rely, in FAITH, upon God's promises to supply every need.

God's way is the way of LOVE—and that is the way of *giving*, not getting. God expects every true child of His to GIVE of tithes and offerings that His work may go FREE—that His true ministers may GIVE the precious Gospel to others. We simply TRUST GOD to lay it on the minds and hearts of His people to give of their tithes and offerings that we may be enabled to GIVE the good things of God's Word to the hundreds of thousands who hear the Message over the air, and the scores of thousands who read The PLAIN TRUTH.

Many times our faith has been severely tried, but God has never failed us. We must not fail HIM!

of success is not the total volume of sales, but TURNOVER—the number of times you turn your stock a year—the number of times you make a profit on the same capital!

"I find that money *attracts* money! That's a principle of life. Don't ever forget it! Truly, 'to him that HATH shall be given, and to him that hath not shall be taken away even that which he hath!' I can do things with a million dollars cash I never dreamed could be done. *It's a lot of fun*. I'm enjoying it! No, I'm not going to put that million into a new store building right away. I'm going to keep it in the bank, and *working for me* a little while longer!"

Soon after this, I became "the Idea Man" of *The Merchants Trade Journal*. I was sent on long trips, either to the Atlantic Coast or to the Gulf of Mexico and back, interviewing merchants, business men and Chamber of Commerce secretaries, looking for IDEAS and material for articles in the magazine.

On one of these trips, a challenge from an angry merchant resulted in what I believe was the *pioneer* experience in all these surveys and samplings of public opinion. So far as I know, I was the originator of all these polls.

This life-story will continue with the exciting experiences of those trips—of leaving the *Journal* after three years—of getting temporarily side-tracked from the advertising field once again—of finding myself in Danville, Illinois absolutely "broke," with no place to sleep, no place to turn for money, and too proud to beg—and of how quick thinking and fast acting solved the dilemma.

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