

the
PLAIN TRUTH

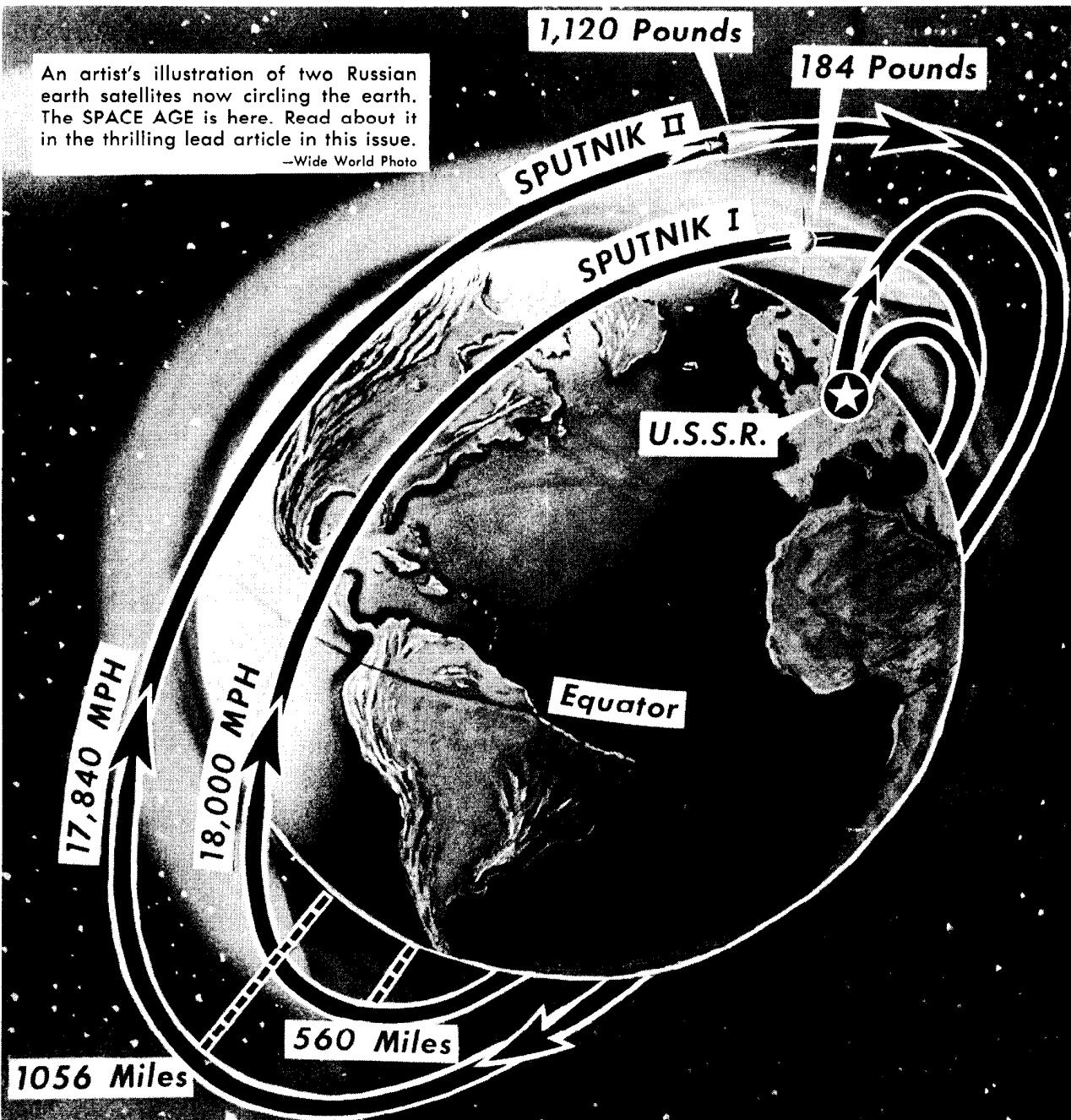
a magazine of understanding

VOLUME XXIII, NUMBER 1

JANUARY, 1958

An artist's illustration of two Russian earth satellites now circling the earth. The SPACE AGE is here. Read about it in the thrilling lead article in this issue.

—Wide World Photo



The PLAIN TRUTH

A magazine of understanding.

VOL. XXIII

NO. 1

HERBERT W. ARMSTRONG
Publisher and Editor

Herman L. Hoeh
Executive Editor

Roderick C. Meredith
Garner Ted Armstrong
Associate Editors

Sent FREE to all who request it, as the Lord provides. Address all communications to the editor, Box 111, Pasadena, California. Our readers in Britain should address the editor, B.C.M. Ambassador, London W.C. 1.

Copyright, December, 1957
By the Radio Church of God

NOTICE: Be sure to notify us immediately of any change in your address. Please include both old and new addresses. IMPORTANT!

Letters to the Editor

I Wish You Had a College in South Africa

"Thank you very much for sending me the Plain Truth for the past year. I cannot tell you how much I look forward to my copy and how absorbing and interesting I find it. I have learned more about the Bible from this magazine than from any other source. I always lend my copy to a friend and she passes it on to others, so that many have a chance to read it. But I insist on getting it back as I like to re-read the articles.

"I wish you had an Ambassador College in South Africa. How willingly I would send my sons to it. God bless you and the work you are doing."

Woman from Johannesburg,
South Africa

Race Question Answered

"The good news, which I have been receiving from you through the Plain Truth, radio, and booklets, has indeed been a blessing to me. You make it so plain.

"I am a Negress who doesn't think she

could ever have had the race question explained more clearly. I think that it is God's way."

Woman from Alexandria, Louisiana

Proof Positive

"I would like to receive your magazine the Plain Truth each month. A friend of mine gave the magazine to me to read a few months ago. It wasn't until a few weeks ago that I became interested enough to read it. After reading it a few times I got my Bible to see if the proof was there and to my surprise it was. Too many magazines give facts without any proof. My interest was aroused so much that I wanted to hear your broadcast, so last Sunday I dialed station WWVA, Wheeling, West Virginia. The reception wasn't too good but I heard enough of the program to become interested enough to subscribe to your magazine.

"I am thanking you for the spark that I needed to arouse my interest in God and my salvation."

Man from Buffalo, New York

I'll Never Be Reduced to Popcorn Again!

"This is to be read hurriedly and left unanswered if you choose, for I have my answer already. I hope it will make you feel a little glow at least, to realize that a man searched for many years for the answers which only you were able to supply through your program and the Bible Course.

"It is impossible for anyone to measure or evaluate the gratitude I feel since I have been fed the meat and marrow of the truth after starving so many years on the popcorn of the average pulpit.

"Although I have studied (and re-studied) only six lessons of your course, I am now a capable hunter. I go forth to the field of Jeremiah, Isaiah or Amos armed with several issues of the Plain Truth and I come back with meat and lots of it!

"There is never a day when I don't thank my Eternal Father for you and your leadership . . . or that I fail to ask the continuance of God's grace upon our people. So farewell and good hunting.

"P. S. I'll never be reduced to popcorn again!"

Man from Bronx, New York

Appreciation Expressed

"I am writing to you today to tell you how much I appreciate the Ambassador College Bible Course, and the Plain Truth Magazine. They are a wonderful study of the Bible, and the only really understandable course I have ever studied. It has answered many questions that I have wondered about for years. It is so interesting that I always look forward to the next lessons and issues of the Plain Truth Magazine.

"You have been on the air for many years and yet I never heard you until about two years ago. Since that time it seems as though life really means something, something to fill that longing and unrest, something that one can rely upon, look forward to and desire."

Woman from Arcadia, California

Broken Marriage Restored

"I want to thank you for praying for my husband and I. We are back together now and living for God. When we read your booklet on Divorce and Remarriage we were right in the middle of getting a divorce. As we look back on it now, it breaks our hearts to think of what we were doing to our four small children. Two of them failed in school and the others were in a doctor's care. But thank God we got your booklet in time to save us."

Woman from Susanville, California

The Fruit of Atheism

"After receiving the Plain Truth and booklets for the first time I was very impressed and am now anxious to read more.

"For some years now, any form of religion that I have contacted has been ignored or laughed at. I have even claimed to be an atheist and produced arguments at any given opportunity to prove that I was right. But in my heart the nonsense that came out of my mouth was denied.

"In the name of Jesus Christ I ask you to help me. Let me start from the beginning so that I may crawl out of this darkness of spirit that has been like a mill stone around my neck. And perhaps learn what at last is the truth."

Man from Brighton, Sussex, England

—and Now the SPACE Age!

Is GOD going to allow man to succeed in Space Travel? Read the staggering truth of PROPHECY!

by Herbert W. Armstrong

DO YOU realize what all this *means*? What does YOUR BIBLE say about man's new *conquest of the universe*?

Will man succeed in reaching God's HEAVEN, by his own science and technology, *in a space ship*?

Twelve Years—Three AGES!

Think of it! Can your mind grasp it? Until *our time* it took thousands of years to pass thru one age. But now, in just twelve short years, we have lived in THREE DIFFERENT AGES!

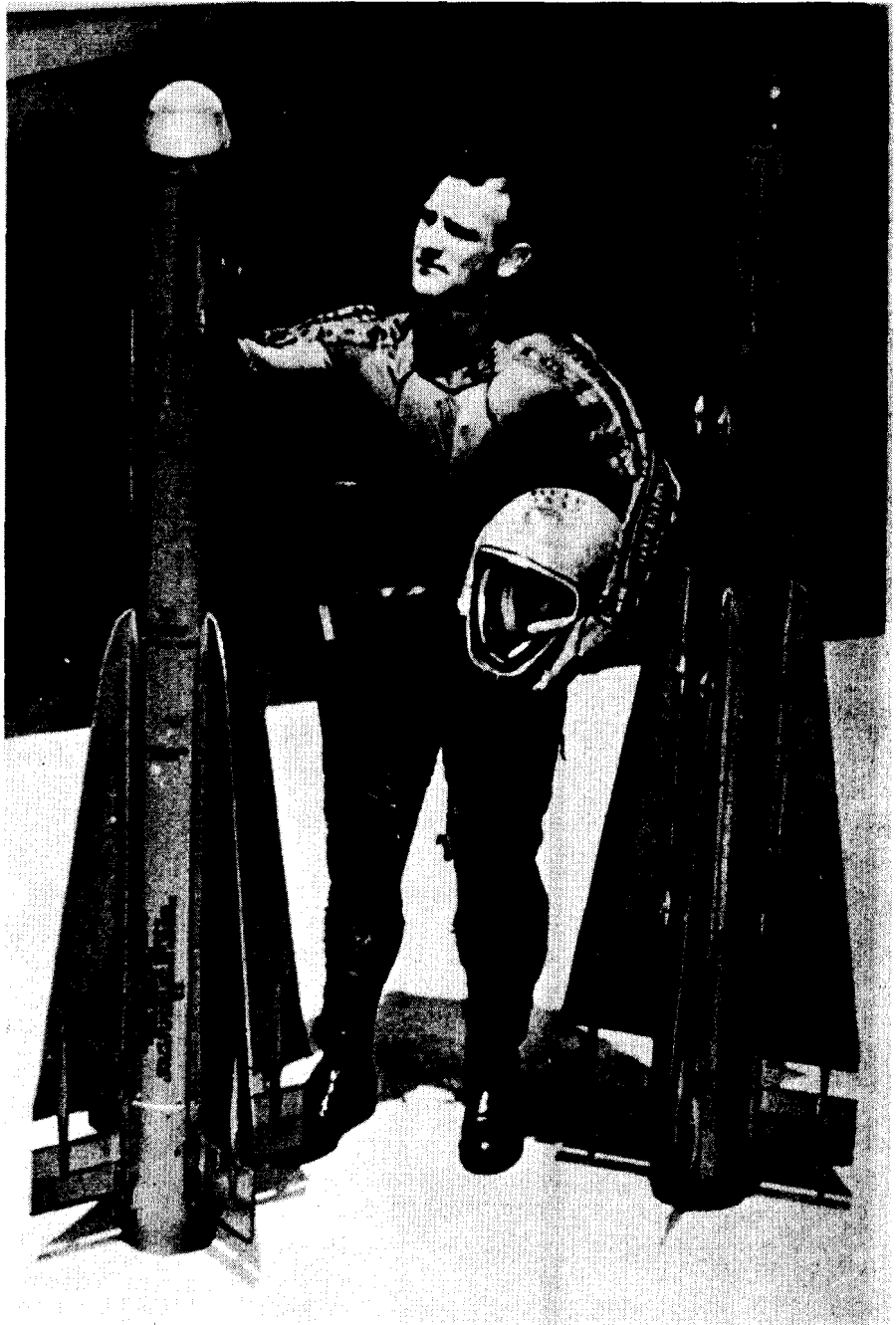
In early 1945 we were still in what we thought was the very advanced modern "Machine Age." Later that year an awed world was plunged suddenly into the ATOMIC AGE. Soon the great powers were producing H-Bombs a thousand times more destructive than atom bombs. But on October 4, 1957, this science-mad world was rocketed into the frightful SPACE AGE!

Conquering the UNIVERSE?

Today, *man* says, "I will ascend! I will reach and conquer other planets! I will CONQUER AND RULE THE UNIVERSE!"

Zinoviev, a Kremlin leader, said: "We will chase GOD out of His high heaven; and wherever He takes refuge, we will drive Him out until we have *destroyed* Him, and finally wiped all idea of God from the mind of man." Zinoviev is dead now—and your BIBLE says GOD still *rules* the universe!

But on October 4, 1957, the God-hating Soviets started shooting Sputniks into outer space. Invading the void beyond earth's atmosphere is no longer a fantasy, or a comic-strip invention. IT IS NOW REALITY! And scientists now have a time-table for SPACE TRAVEL! Sputniks are only the first baby steps in the CON-



Airman wearing high altitude flight suit stands between two Air Force Falcon missiles.
—Wide World Photo

QUEST OF THE UNIVERSE. The first real giant step will send *man himself* into

space. A trip around the moon is scheduled.
(Please continue on next page)



—Wide World Photo

Dr. John P. Hagen, director of Project Vanguard, displays a model of the three-stage rocket shortly before it was used in the unsuccessful launching of America's earth satellite.

uled for 1980 to 1990!—*landing* on the moon during the 1990s!

Lost Scientific Leadership?

FRIGHTENING things are happening! Has the United States lost scientific leadership?

The Russians beat the United States in the race to launch an earth satellite. The launching of "Sputnik" was a propaganda triumph for Russia—it captured world attention for several days.

But what does it really MEAN? Does it carry PROPHEPIC significance?

First, so far as the cold war between Russia and America for world dominance is concerned, this sensational "Sputnik" launching, it turns out, has *strengthened* the West, not weakened its relative position. The hurry-up launching of "Sputnik" was designed solely to beat the United States in the effect of WORLD NEWS! Actually, the U.S.A. is even with, probably ahead of, Russia in the long-range missile race. In many fields, U.S. rocket power is superior to Russia's. And the United States is

FAR ahead in the magnitude of its atomic- and hydrogen-bomb stockpile.

Yet the launching of "Sputnik" carries *grave meaning*—it hurls TREMENDOUS prophetic significance at us—if we have the wit to SEE! Right there in YOUR BIBLE you'll see what it really means—IF YOU CAN UNDERSTAND!

SURE Word of Prophecy?

Communists do not believe the Bible. And realize it or not, *most Americans* have gotten away from really *believing* the Bible. YOU ARE NOT GOING TO HAVE LONG TO WAIT, NOW, TO FIND OUT WHETHER THE BIBLE SPEAKS WITH AUTHORITY! For *your Bible* foretells all about today's chaotic scientific world bent on the destruction of

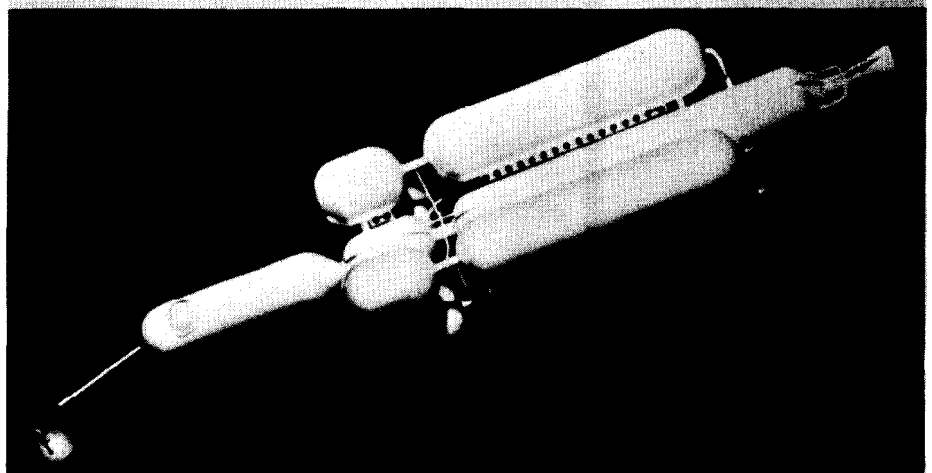
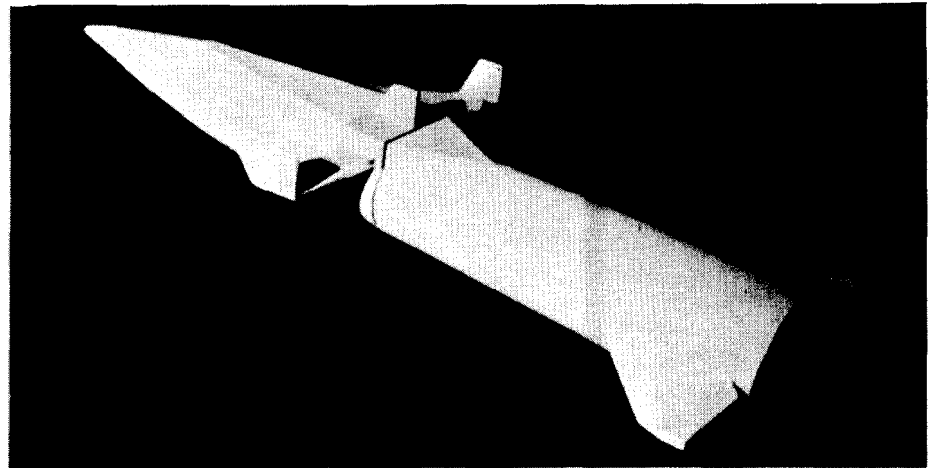
WHOLE NATIONS! It tells what is SOON GOING TO HAPPEN! You won't have long to wait—then *you'll KNOW*—yes, and most of you will come to know *too late!*

LISTEN! About one whole *third* of *your Bible* is PROPHECY—most of it telling *you* about today's fast-moving world! These prophecies tell where all these new guided missiles with H-Bomb warheads, rocket ships, earth satellites and other mass-destruction inventions are leading—and where they are going to END!

But *do you BELIEVE these prophecies?* Most people neither understand, nor believe them! Well *you won't have long to wait!* Soon the whole world will KNOW!—and, we repeat, *most people*

MODELS FOR MANNED SPACE CRAFT—These models illustrate manned space craft which a U.S. missile scientist said would be blasting off within five years! At top is three-stage satellite supply ship, carrying pilot and four passengers, measuring 130 feet and chemically powered. Its third stage, left, with wings would be used to carry personnel from satellite to the ground. At bottom is craft to be used for flight around moon and back, with crew's gondola and radar antenna at left. This vehicle would be assembled in a satellite orbit and then launched from the orbit rather than from the earth. The designer is Ehrlicke who works on Air Force-Convair Atlas intercontinental ballistic missile.

—Wide World Photos



will find out TOO LATE! But right now, it is not yet too late!

We have shown you in previous issues, how Bible prophecies foretelling the fates of ancient cities—Tyre, Sidon, Ashkelon, Babylon, Rome—and ancient nations, Egypt, Chaldea, Persia, Greece, the Roman Empire—have all been fulfilled over thousands of years—all *stand fulfilled* TODAY! No mere *man* could have foretold these things. **THEY HAPPENED!** Yet most people disbelieve—or ignore—or, in their stupidity and spiritual slumber permit the pleasures and interests of this world to crowd the stern facts out of mind. They certainly fail to **HEED!**

Invading HEAVEN?

Science-minded, God-rejecting MAN today is not the only one that has said in his heart: "I will ascend! I will invade and conquer SPACE!"

Your Bible reveals that a GREATER PERSONAGE, who actually holds unrealized and invisible sway over today's world leaders, once said the same thing. You may not believe that there is a devil. Most people have gotten away from *believing* the Bible. We repeat, **YOU WON'T HAVE LONG TO WAIT**—and you'll know! But *your Bible* says there is a devil. And the very *same God* who pronounced sentence on all the leading cities and nations of the ancient world—*and brought it to pass*—says of Satan the devil:

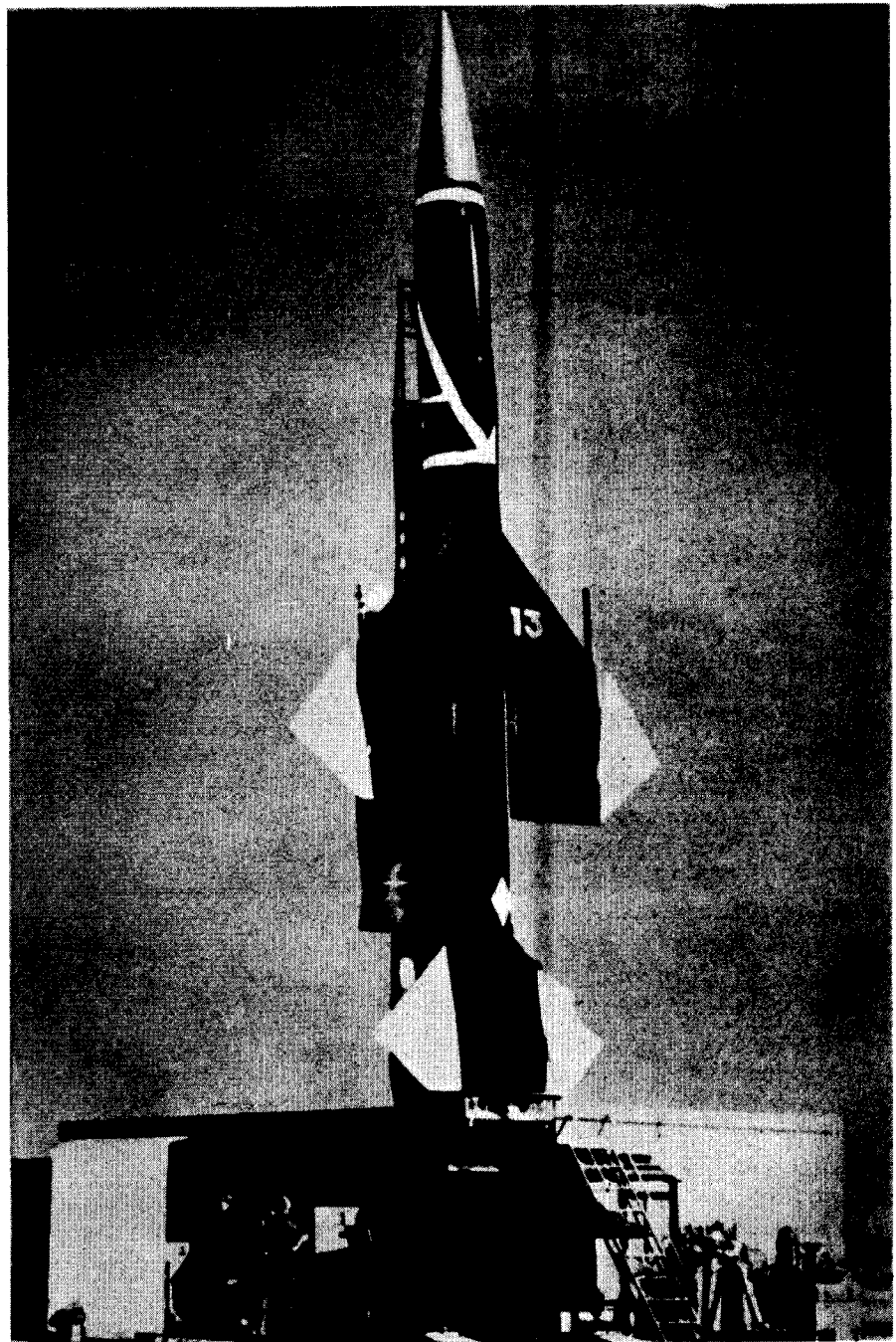
"Thou hast said in thine heart, *I will ascend into heaven*, I will exhalt MY THRONE *above* the stars of God . . . I will ascend *above* the heights of the clouds; I will be like the Most High" (Isaiah 14:13-14).

Yes, Satan plotted to invade God's heaven—in space *beyond* earth's atmosphere and the clouds. He was going to conquer, and **RULE THE UNIVERSE** *above* God. He was going to make *himself* **GOD!**

What happened?

He was brought back to earth where God had placed him (verse 15).

Once again, there is going to be **WAR** in heaven—beyond earth's atmosphere. Once again, Satan is revealed as the one who masterminds the conquest of God's heaven. His demons, says Bible prophecy, will be enlisted in the invading forces. Demons are revealed as disembodied



—Wide World Photo

This is the U.S. Army's 70-mile range Corporal ballistic missile, ready for firing. In the radio-television address of November 7, President Eisenhower referred to the Corporal, saying four battalions using four launchers each are equivalent in fire power to **ALL THE ARTILLERY USED IN WORLD WAR II**, when fitted with atomic warheads.

spirits who desperately seek to enter into, possess and live in, human mortals. Today countless thousands supposed to be insane are merely demon-possessed.

Could it be that the **WAR IN HEAVEN** prophesied for *our time*, in less than 25 more years, could involve *not only* invisible spirit-being demons, but also **HUMANS** under Satan's sway in **SPACE SHIPS?**

Here is the prophecy—the **TIME**, during the very next few years:

"And there was [most prophecies speak of **FUTURE** events in the past tense, as though they already had happened] there was **WAR IN HEAVEN**: Michael [an archangel of God] and his angels fought against the dragon [Satan]; and the dragon fought and his angels, and prevailed not; neither was their

place found any more in heaven. And the great dragon was cast out, that old serpent, called the Devil, and Satan, *which deceiveth the whole world*; he was cast out into the earth, and his angels were cast out with him" (Revelation 12:7-9).

God has warned us of the similarity of conditions NOW with those of the days of Noah.

"As it was in the days of Noah, "so shall it be also in the days of the Son of man"—that is, in the days just prior to the second coming of CHRIST!

It was still "in the days of Noah" when a great human leader, Nimrod, (Gen. 10), in rebellion against God, organized humanity into starting to build the TOWER OF BABEL. They planned that it should reach "unto heaven." Always, man has wanted to "Get to heaven"!

Did you ever notice what GOD said at the time of the Tower of Babel? Listen! get its true meaning!

And the Eternal said, "Behold the people is one, and they have all one language; and *this* they BEGIN to do; and now NOTHING *will be restrained from them, which they have imagined to do!*" (Gen. 11.)

The POWER of Science!

Read that again! It's almost unbelievable! Yet God SAID IT! He said, that unless He came down and confounded man's language, and scattered mankind abroad into different parts of the earth, that "NOTHING *shall be restrained* from them, which they have imagined to do!"

But did God mean that NOTHING would be impossible for man, which he might devise and plan in his mind? HE DID!

You probably never had the slightest conception of the UNLIMITED POWER the Creator designed and put into the HUMAN MIND. It is literally TRUE that, had not the Creator divided man's languages, and scattered mankind according to races, nations and languages into different parts of the earth, that ABSOLUTELY NOTHING would have been restrained from the inventive and productive genius of the HUMAN MIND.

Animals have brains—but not *minds* as humans. A bird builds a nest, by pure instinct, exactly like its parents and grandparents before it. It cannot think

out, plan and design some *different* kind of home, and produce it!

God Almighty gave MAN a *mind* like that of GOD—except as God, during this mortal fleshly existence, does Himself restrain and *limit* the scope of human ingenuity. God restrained man by confounding his language—*dividing* nations into different geographical locations, speaking different languages.

But now, today, man is furiously pushing himself to *defeat* that restraint

of God. The educated of all nations are learning many different languages. First French, and now English is rapidly becoming an international language. The railroad, the steamship and now the airplane are reducing the distances so a man from one nation is only a few hours from another nation half way around the earth! The telegraph, telephone, radio, television, have brought rapid and mass communication.

(Please continue on page 9)

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 Daylight 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—Sundays, 10:30 A.M. and 11:05 P.M. Eastern Daylight time. 10:15 P.M., Mon. and Wed. thru Fri. 10:30 P.M., Tues.

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 Standard time.

WCAE — Pittsburgh, Pa. — 1250 on dial—6:30 P.M. Sundays.

WIL—St. Louis, Mo.—1430 k.c.—10:30 A.M. Sundays, 9:30 P.M. Mon. thru Sat.

KIUL — Garden City, Kansas — 1240 k.c.—6:30 P.M. Sat. and Sun., 3:30 P.M. Mon. thru Fri.

HEARD ON PACIFIC COAST

XERB—1090 on dial—7:00 P.M. every night.

KFWB — Los Angeles — 980 k.c. — 9:30 P.M., Sundays.

KRKD—Los Angeles—1150 k.c.—10:00 A.M. Mon. thru Fri.

KARM — Fresno — 1430 k.c. — 9:00 P.M. Daily.

KBLA — Burbank—1490 k.c.—7:30 A.M. and 12:30 P.M. every day.

KPDQ — Portland — 800 on dial — 8:30 A.M. daily.

KUGN — Eugene — 590 k.c. — 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
Mondays: 23:30 Greenwich time.

TO EUROPE AND NORTH AFRICA

RADIO TANGIER
INTERNATIONAL
Saturdays: 22:00 Greenwich time.

TO SOUTH AFRICA

RADIO LOURENÇO MARQUES
Mondays, Tuesdays, Saturdays:
10:00-10:30 P.M.

TO ASIA

RADIO GOA—60 meter band, 9:00 P.M. Mondays and Fridays.

RADIO BANGKOK
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
Sundays: 12:00 noon.

ALTO BROADCASTING SYSTEM
DZAQ, Manila; DZRI, Dagupan City; DZRB, Naga City; DXMC, Davao City—9:00 P.M., Sundays.

TO SOUTH AMERICA

RADIO CXA19—Montevideo, Uruguay (exact time and day to be announced).

RADIO AMERICA—Lima, Peru (exact time and day to be announced).

TO AUSTRALIA

2CH—Sydney—Sat., 10:15 P.M.

2AY—Albury—Sun., 10:00 P.M.

2GN—Goulburn—Sun., 10:00 P.M.

2GF—Grafton—Sun., 9:30 P.M.

3AW—Melbourne—Sun., 10:30 P.M.

3BO—Bendigo—Thurs., 4:15 P.M.

4KQ—Brisbane—Sun., 10:30 P.M.

4TO—Townsville—Fri., 10:15 P.M.

4CA—Cairns—Sun., 10:00 P.M.

4WK—Warwick—Tues., 9:30 P.M.

6IX—Perth—Sun., 10:00 P.M.

7HT—Hobart—Sun., 10:25 P.M.

One in Twenty to Lose Jobs in 1958?

Mild business slowdown for early 1958 may throw 1,000,000 out of jobs. Here's your best assurance of HOLDING yours!

by Herbert W. Armstrong

SOME of our readers are in danger of losing their jobs early this new year, and probably do not now even suspect it!

Right now business analysts foresee a mild slowdown in business for early 1958. Based on the best guess now available as to this possible decline, government experts estimate one million people may be thrown out of jobs temporarily. This would bring total joblessness to more than 5% of the total civilian labor force.

Most government experts expect business growth to be resumed during the second half of the year.

This Could Affect YOU!

Even though unemployment might last only six or eight months, this might prove mighty unpleasant if it should happen to YOU!

There are certain economic LAWS in motion that regulate economic conditions.

I remember vividly the sudden nose-dive depression of 1920. I was then a publishers' representative in Chicago. I was a member of the Chicago Association of Commerce, thru its Advertising Club division.

In early January that year, at the regular midweek Association of Commerce luncheon, in the Cameo Room of the Morrison Hotel, the noted business analyst, Roger Babson, was the speaker. He warned the business men of Chicago that within less than a year we were going to crash into the most drastic economic depression our generation had seen.

I noticed some important bankers and security brokers smile knowingly in disagreement. They were sure Mr. Babson was wrong.

A year later Mr. Babson was again the speaker at the same Association luncheon.

"I saw some of you business men smile, a year ago, when I warned you of the coming economic tragedy," he said. "Now let me tell you WHY I knew what was coming, and you didn't. When you want to know what is the temperature in the room, now, you look at the thermometer on the wall. But if you want to know what the temperature *will be*, an hour or two from now, the thermometer can't tell you. You go down to the boiler room, or consult the U.S. Weather prophet. You look to the factors that *determine* conditions, not the thermometer that records conditions after they have occurred. You gentlemen looked at charts of current business activity, at bank clearings, records of freight car loadings, the stock market quotations—the "thermometers on the wall."

"But," he continued, "there are LAWS that *govern* economic conditions. These laws are the factors which determine what conditions *will be*, a few months or a year from now. They are the CAUSES."

How YOUR FUTURE is Determined

Yes, and *your own personal* economic future is determined by definite LAWS! Very few realize that the Eternal Creator set in motion invisible, yet inexorable LAWS, which regulate personal financial conditions!

In my thirty years in God's ministry I have seen these laws *actually work* in the experiences of many people whom I have known personally. I have experienced their relentless working *in my own life!* I had to learn this lesson *the hard way*, myself!

I have often mentioned on the air, and in articles in The PLAIN TRUTH, how God struck me down, not physically, but *economically*, to bring me to Him. That very depression of 1920 destroyed my business in which I was making the

equivalent of \$25,000 a year in today's money. Everything I touched turned, *not* to gold like "King Midas," but to loss of and lack of money. It was in poverty and hunger that God actually *conquered* me, and turned me to HIM, giving my life to HIM, over 30 years ago.

But even after conversion—even after my ordination as a Minister of Jesus Christ in 1931—our family was still on the economic rocks. I had begun to learn something about God's Law of Tithing, as a Bible *doctrine*. I had studied it in the Bible. I had learned—seen *PROVED*—that this Law was still in effect. Yet, in those early years, it didn't seem to apply to *me*. I had seen it as a doctrine to accept as true—*not* as a LAW which I, personally, must OBEY.

How many of YOU are right now like I was then?

For a few months I had been receiving a salary of \$20 per week as a Minister, holding evangelistic campaigns. We had been able to live, very modestly, on that. But at the end of November that year, the salary was cut off. The Church Conference treasury was empty! I *had* learned the lesson of FAITH. I trusted God implicitly to "*supply every need*," as He has promised (Phil. 4:19).

But I didn't yet realize how much we must "TRY the spirits, *whether* they are of God" (I John 4:1). So when a former newspaper associate came to me with an urgent request that I join him, as advertising manager of a new morning newspaper he was starting, I *assumed*, foolishly and without making sure this offer was caused by GOD, that it was the answer to my petition to supply our financial need. I had not yet learned, as I was to learn later, how to launch out in God's work *on faith*, knowing that God had called me. Of course, many try to launch *themselves* into God's ministry when GOD NEVER

CALLED THEM. They are making a bigger mistake than I made in turning back to the advertising profession.

In my case, God had called me *from* the advertising profession into HIS WORK. He had ordained me, *put* me into His ministry. I had "put my hand to the plow," but did not realize Jesus' command never to turn back. Of course I did not turn back from the Christian life—nor, for that matter, even consider for a minute that I was turning back from the ministry. I regarded this as only a *temporary* job. I thought God had sent it, to supply this need temporarily. I actually accepted the job on condition it was to last three weeks only, fully expecting the way would open to be back in the ministry within three weeks.

But, once on this newspaper job, there was no quitting. God did not open the way to get back into His ministry until a year and three months had passed—during which time I had realized my mistake and prayed earnestly to be released from the newspaper job and restored to God's work. God let me learn the lesson, *by experience*, that His instruction to ministers: "Preach the Word; *be instant* in season, out of season," meant "KEEP AT IT in season, and out of season."

How I Learned Lesson

Once on this newspaper job, December, 1931—in the midst of the Great Depression, there was no money to pay salaries. I had to work out a way of trading advertising for food, clothing, hotel and rooming-house accommodations for the 23 men on the staff.

We had frequently gone hungry before I was converted. Now we went hungry even more frequently. Then one day, it dawned on my mind that we, ourselves, were actually breaking God's financial law by not tithing! All of a sudden God made me see His financial law as something *personal*—not merely a doctrine to accept impersonally. It meant *ME!* That very day I took 10% of what we had—(and it was not enough to buy food), added an offering, and mailed it to the Church treasury.

That very afternoon food came for a completely adequate meal. I don't remember how, but I do remember that *the very day* I REPENTED for not having

accepted tithing as a *personal obligation*, instead of a mere doctrinal *argument*, THAT VERY DAY FOOD CAME!

God did not bring us immediate financial prosperity. For some years more, for our own good, we were forced to live in very poor economic circumstances. But *that very day* our financial condition started upward.

Scores of Friends, Too

Since that time I have known of the experiences of scores of other people. It was only a short time after that experience that God opened the way to bring me back into His active ministry. By this time I had learned *that* lesson, too. I have never left God's service, and never shall, as long as God permits me to live.

It was some months later that the very man whom God sent with his truck to move us, together with what household furniture we had, back to the Willamette Valley in Oregon—where I was to start an evangelistic campaign in Salem—himself had an experience in tithing.

This young man already was tithing the *money* that he handled. He was a farmer, and suddenly realized that they were not selling their eggs, and had not been tithing them in any way. That same day he brought to us a tithe of all the eggs his hens had laid that day.

Believe it or not, that same day his hens went on an egg-laying spree. Yes, laugh if you will—those hens cackled too—it actually *happened*. It was the off-season for eggs. But that very day they began to lay more eggs than was normal in the best egg-laying season! It seemed incredible—BUT IT HAPPENED!

I have given you the facts, before, of the well-driller who was unable to get any business in 1933. He began to tithe—one single dollar of the only \$10 he had. Next day a man who had owed him \$50 he never expected to collect came and paid it—and he tithed \$5. Immediately he began to get more wells to drill than he could handle.

Almost daily, *some* radio listener, reader of The PLAIN TRUTH, or Co-Worker in this great work writes me a letter telling of a similar experience—beginning to pay God's honest TITHE, and beginning to PROSPER financially.

Now don't get the idea from this that

in *every* case God is going to work some incredible miracle. Don't get the idea that if you TRY tithing, you are to expect some astounding thing to happen, or that you are going to fall heir to a million dollars the next day. Perhaps in most cases the increase in income is not immediately apparent at all.

But of this, you MAY BE SURE! Over the long haul, the 90% of income God allows you to keep for yourself will increase to *more* than the 100% formerly was. God PROMISES to bless and prosper the tither! God KEEPS His promises!

There's a REASON

God did not establish a binding LAW of tithing without a good REASON! Actually, there are many reasons. All of God's LAWS are for our GOOD.

Listen to God's Word to us: "Observe and hear all these words which I command thee, *that it may go well with thee*, and with thy children after thee forever" (Deut. 12:28).

It is not *good* for a person to get *something for nothing*, or for very little effort. This evil human urge to GET without *giving*—to receive without *paying*—is the very thing in human nature that produces criminals.

ALL God's spiritual LAW may be summed up in one word—LOVE. But Jesus magnified this into the two great laws—love to GOD, and love to human NEIGHBOR. Love is the principle of GIVING. Jesus summed the reason for it when He said: "It is *more blessed* to GIVE than to RECEIVE." God knows, and reveals, that we receive a *greater blessing* by *giving* than by acquiring. GOD WANTS US TO HAVE BLESSINGS!

People, too, really *want* blessings, but few know the way. Most people think the greater blessing comes from receiving—getting—taking—acquiring. Today we talk about "the American WAY." But the WAY of most Americans today is to try to *get* more than they *give*. Formerly employers took more in production from labor than they paid employes in wages. So labor organized. Today the labor union principle seems to be to *get* more, in wages, than they *give* in production from their labor. Less work—more pay!! Deluded labor unions seem to think this is for *their good*. They don't know GOD'S LAW. They know not that

they are bringing a CURSE on themselves.

We talk, today, about owning property. But GOD actually *owns* all the earth. That includes the property on which *you* pay taxes. God says the EARTH is His—for *He created it!* God OWNS it. He lets us occupy HIS earth, as temporary tenants. All wealth comes from the ground. IT IS NOT GOOD FOR MAN TO TAKE ALL HE CONSUMES OUT OF GOD'S EARTH, WITHOUT PAYING ANYTHING FOR IT! If you rent ground from a MAN who *thinks* he owns it, he charges

you rent—up to 50% or more of what you produce from it.

God set a LAW in motion—that we should pay HIM, not 50%, but *only* 10%, plus whatever offering we have in our hearts to *give*. Now a LAW is not a law without a *penalty*. God does not *force* you to tithe. But if you don't, there is a penalty! You lose the BLESSING that goes with honest stewardship. You come under a CURSE!

God says our WHOLE NATION is under a CURSE today (Mal. 3:9) because we

have *robbed God*. The man who does not pay God His tithe is a *thief*—and, worse than a criminal robbing a bank, he is *robbing GOD!* Yes, GOD SAYS SO—Malachi 3:8!! And one of the Ten Commandments is "Thou shalt not steal!" The man who does it puts himself immediately *under the Law*—under penalty of DEATH for *all eternity!*—unless he *repents*, and pleads the blood of Christ for forgiveness, and reconciliation to God.

(Please continue on page 14)

—and NOW the SPACE Age!

(Continued from page 6)

Where It's Leading!

Today every effort is being made to intermarry the races—to make mankind of ONE RACE, and ONE LANGUAGE. Today SCIENCE and TECHNOLOGY are once again planning to GET TO HEAVEN! Plans are being laid for MAN to go to the Moon, Mars, anywhere in the heavens!

And now, once again, *unless* God Almighty asserts His divine POWER as the Supreme RULER of THE UNIVERSE, and intervenes again to STOP man, we are fast reaching the place where literally NOTHING will be restrained from man!

Do you realize WHY God put such undreamed-of unlimited POWER within the grasp of MAN?

Not even one minister in ten thousand actually understands it! It has to do with the STUPENDOUS over-all PURPOSE of God in placing mankind on the earth!

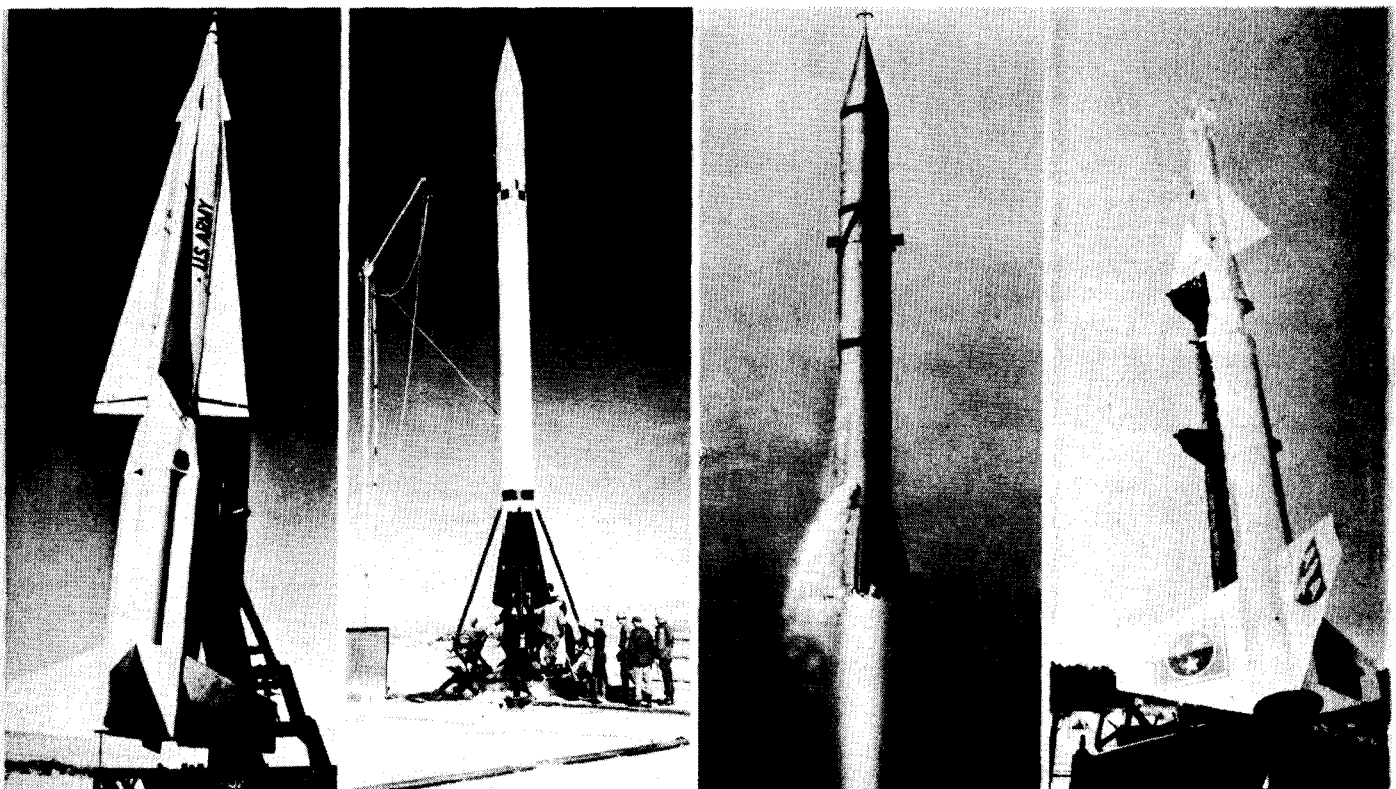
Can you read it in your own Bible, and grasp it? Turn to Hebrews 2:6-9:

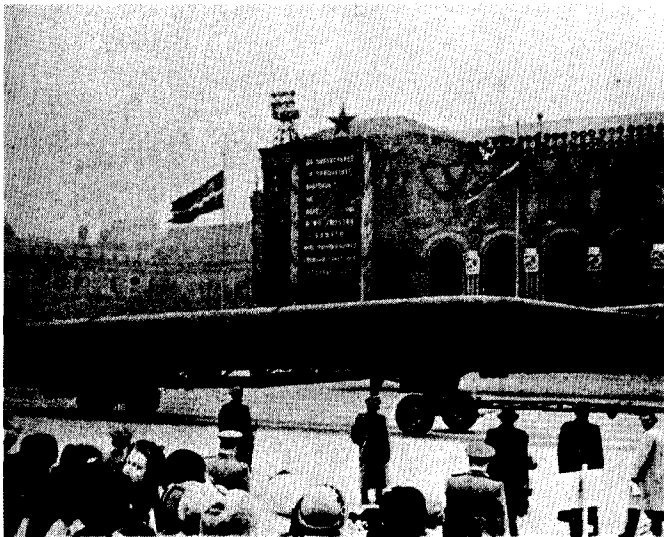
"WHAT is man, that thou [God] art mindful of him?" Yes, WHY should the GREAT GOD be mindful of a puny little MAN? If you fly in a DC-7 today, a man walking on the ground below becomes *so small* you can't even see him with your naked eye! WHY should God be concerned about a MAN?

Read on: "Thou madest him a little lower than the angels; thou crownedst him with glory and honor, and didst set him over the work of thy hands [that which God created—the universe]: Thou has put ALL THINGS in subjection under his feet."

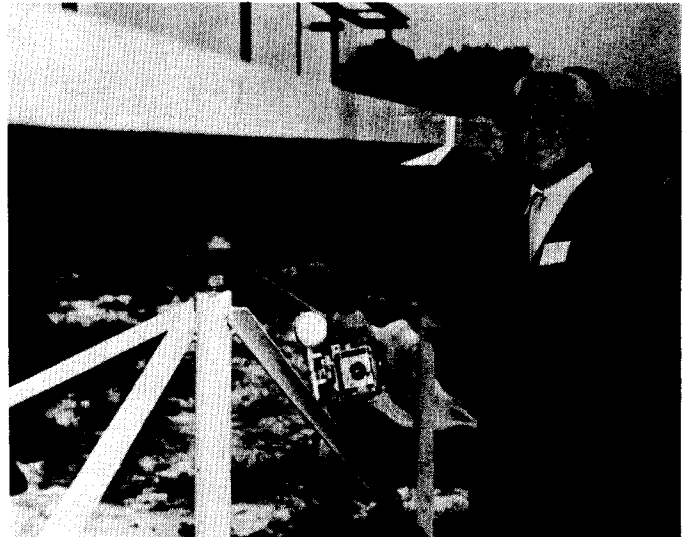
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Four major Army missiles. Left to right: the Nike-Hercules, the Corporal, the Redstone and the Nike-Ajax. The Nikes are surface-to-air missiles; the Corporal and Redstone are surface-to-surface. —Wide World Photos





Huge Russian rocket is pulled past reviewing stand in Red Square, Moscow, Nov. 7, during parade on anniversary of Bolshevik Revolution. The celebration marked the 40th anniversary of the Soviet Union, and featured the latest in Russia's rocket power.



A. A. Blagonravov, chief of the Russian satellite delegation, leans on the antennas for the United States' man-made moon during Russian visit to Naval Research Center at Blossom Point, Maryland!

—Wide World Photos

Can You BELIEVE It?

Now read that again! Can you BELIEVE it? "*Thou has put ALL THINGS in subjection under his [man's] feet.*" But surely God did not mean ALL things? Oh yes, He did! Read right on: "For in that He put ALL in subjection under him [man], He [God] left NOTHING that is not put under him."

Now that is incredibly ALL-inclusive! But the next sentence explains: "But now, we see NOT YET all things put under him." Ah! God PLANS to put every POWER in the universe under man's control. But now, in this present mortal fleshly existence, God has NOT YET put ALL THINGS in subjection under the power of man! But God did devise the *human mind*, potentially, with salvation—with immortality imparted as the supreme GIFT of God—so that ultimately, when man learns how rightly to control such powers, man will be given power and authority, UNLIMITED, over ALL that exists!

"But"—continues this eye-opening, dumb-founding Scripture—"But [now, that is], we see JESUS, who was made a little lower than the angels for the suffering of death, CROWNED with GLORY and HONOR . . . in bringing many sons [you and I if we are converted] unto GLORY . . ."

What GLORY is now, already, given to Jesus? ALL POWER in heaven and in

earth has been given to Him (Mat. 28:18). He upholds the ENTIRE UNIVERSE—*sustains it*—controls it!—by the word of HIS POWER! (Heb. 1:3). We, if converted—IF we overcome, and GROW spiritually,—are to be LIKE HIM, also brought unto GLORY—*glorified*, as Christ is—co-heirs to share with Him His glory and His POWER!

Mankind has failed utterly to grasp the potential POWERS that may be his. Man always has turned his abilities in the *wrong direction*—toward DESTRUCTION and evil. He is doing it today!

Will God Allow It?

What is the real terrifying significance of "Sputnik?" It means we are near the END of this world—this age. It means GOD is about to intervene and show His mighty Hand!

Remember what the Eternal God said? ". . . *this they begin to do; and now NOTHING will be restrained from them, which they have imagined to do.*" The mind of man today *imagines*—thinks thru, scientifically, THE WAY to conquer SPACE. These revelations from the Word of God show definitely that IT IS ENTIRELY POSSIBLE FOR THE MIND OF MAN TO ACCOMPLISH THIS!

But, *will God allow it?* Putting together factual happenings today with what God reveals, we may conclude that UNLESS God stops it, man *will* succeed!

But for *two* reasons, GOD ALMIGHTY

WILL INTERVENE TO STOP IT!

1) This mad race between the U.S. and Russia to conquer space is no longer a matter of scientific curiosity—IT HAS BECOME A RACE OF MILITARY NECESSITY—*A RACE FOR SURVIVAL!*—a race to be able to wipe the enemy nation and all its people from existence! It would END in the annihilation of human life from off this planet! God MUST intervene to STOP the suicide of all humanity! (Mat. 24:22.) And . . .

2) GOD ALMIGHTY, who RULES the universe supreme, has DECREED: "The heaven, even the heavens, are THE ETERNAL'S: but *the earth* hath He given to the children of men" (Psalm 115:16).

Notice that same Scripture, in the Moffatt translation into *modern English*: "The Eternal, who *made* heaven and earth, the HEAVEN, *that* the Eternal holds Himself; the EARTH He has assigned to men."

Soon God will PUNISH this earth! Soon God will literally SHAKE the nations—shake the nonsense, rebellion and evil out of men, and awaken men to their true destiny! Yes, once again, God will soon intervene, lest man destroy human life from off this planet! Man's POWERS soon will be turned in the RIGHT direction! The KINGDOM OF GOD is today, VERY NEAR!

Men are soon going to learn that GOD'S PURPOSE STANDS! *God is not mocked!*

An OPEN LETTER on the Race Question

Here is a challenging answer to a letter received in response
to the previous article on the Race Question.

by Herman L. Hoeh

WE HAVE received many wonderful letters from Negroes and Whites in response to this series on the RACE QUESTION. One letter from a Negro in Portland, Oregon, is outstanding. Here it is:

"Dear Sir:

"I have just finished reading your article on The African Negro. I must give you my comment on it. I found it to be right to the point and very true. . . .

"It has long been a wish of mine to go to Africa and teach, but I have never known how to go about obtaining a position. I am still longing to go—and after reading your article I would more than ever like to go now.

"I am a teacher, and have taught school for the past 7 years. . . . My specialization is working with the mentally retarded. This, as you know, takes a person who has a great deal of patience.

"Would you kindly let me know how and who I should get in touch with in regard to going to Africa to teach. . . .

"Respectfully yours. . . ."

This is a wonderful letter! We have received scores expressing the same positive attitude toward bringing a just solution to the whole race problem.

Once in a while, however, we receive a letter such as the following which illustrates the emotional feelings of some. Here is the letter *and my answer to it*:

"Dear Mr. Hoeh:

"I have read your article on 'What African Negroes Expect of American Negroes.' Like all other white men you try to justify the shameful way you have treated the black man the world over. Your article failed to tell how much an African is paid for a week's work. Well, believe it or not, but it's 45¢ a week. . . .

"You say the African wears no cloth-

ing. . . . Then what excuse can your women offer for appearing half-naked in movies or TV?

"You also say that African Negroes fight among themselves. Well, maybe so. But was it a black man that recently was found guilty in the South for the fiendish act of castrating another human? These are but a few questions I dare, yes DARE you, Mr. Hoeh, to answer.

"Yours in hope for all. . . ."

I Accept the Challenge

The man who wrote this letter expressed the emotional feelings of thousands of fellow American Negroes. TO HELP THIS MAN AND ALL THOSE WHO SUFFER FROM THE RACE PROBLEM, we have decided to make our answer public.

The gentleman who wrote this challenging letter apparently misunderstood much of what I previously wrote because of his emotional feelings of inferiority. THE MOST IMPORTANT PROBLEM TO SOLVE IN THE WHOLE RACE QUESTION IS *THE CONTROL OF OUR EMOTIONAL FEELINGS*.

Lack of emotional control on the part of a tiny minority led to the "Little Rock Dispute" which gained world-wide notoriety. Similarly, the writer of this letter seems to be so charged with emotional feelings of inferiority that he could not fully understand what I really wrote.

Let's not feel inferior!

The Bible does not call one race superior and another inferior. Every human being differs from every other human being. But that does not mean we should feel inferior because we are different! Because I was not born with all the abilities and the talents which I recognize in other human beings, does that give me justification to feel inferior? *Shall I condemn God by saying that He made me inferior?*

To feel inferior is a sin!

God made every one of us what we are. Who are we to speak against our Maker and say, "Why hast Thou made me thus?" All human beings put together don't amount to the "dust on the balance" (Isaiah 40:15). Let's not begin to compare ourselves with one another. Let's compare ourselves with God. Realize how MIGHTY He is in comparison with the greatest men who ever lived.

He, the ALMIGHTY, makes it possible for every human being, regardless of race or nationality to become His Son, to become born of God in the resurrection until we are lifted *high above* the human plane to the very God plane!

Is that anything to feel inferior about?

ALL Have Sinned

The writer of this letter charged that I attempted to justify the shameful way the Negroes have been treated by Whites the world over. If there is any one thing we do through the pages of The PLAIN TRUTH it is to justify *NO ONE'S* guilt—to point out the sins of *all* peoples and *all* nations. "ALL have sinned and come short of the glory of God" (Romans 3:23).

We have warned of the diabolical plot of communism—masterminded by Whites in Russia. We have condemned the gas-chamber tortures of the Nazis in the last World War, and have been warning that the Germans are about to plunge the world into the greatest blood-bath mankind has ever seen. And Germans are White. All my ancestors came from Germany. But I do not justify the sins of my people!

Nor have I ever justified the shameful treatment which Negroes have received through the centuries at the hands of Whites.

What I did say is the provable fact that in Africa the Negroes have shamefully mistreated one another and sold one another into slavery and have been

equally responsible for the condition of Negroes in America. That is not justifying the White Man. That is plain truth of history!

It is time we *all* realized our guilt before God. "There is none righteous, no, NOT ONE . . . There is none that doeth good, no, NOT ONE. Their . . . mouth is full of cursing and bitterness. Their feet are swift to shed blood"—this is speaking of all peoples and all nations and all races; there are no exceptions. "ALL THE WORLD [IS] GUILTY BEFORE GOD" (Romans 3:10, 12, 14, 15, 19).

That is a vivid picture of civilization today—White Man's civilization! But it is also time the Negroes faced their own mistakes and recognized their own shortcomings.

What About Wages?

The writer of the letter feels that I neglected to say how much Negroes in Africa were being paid. I did refrain from stating wages for a reason. Wages in Africa differ every bit as much as they do here in America. We met many African 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-

sibility toward their African brethren.

The White Man's Sins

The man from Chicago who wrote me the letter also contends that I believe "the African wears no clothing." That is not true. Many Africans whom we visited were well clothed. The majority were half naked—but no more so than the half-naked American White women paraded on TV screens and in lewd scenes in American movies!

Far from condemning Negroes for going stripped to the waist in a tropical climate, what we really condemn is the American advertising method of parading naked SEX to sell any and every product.

Our nations are on a toboggan slide of sin, led by the mad desire for sexual entertainment. It is the Whites of Israel of whom God said that they "do worse than the heathen" (II Chronicles 33:9). It is the Whites of Germany whom God calls "the WORST of the heathen" (Ezekiel 7:24). They *are* the worst of the heathen—nothing more inhuman has ever been devised than the torture chambers 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

sins through His written WORD!

The Nations Have Gone WILD!

You personally are threatened with DEATH at any moment—because the nations have gone out of control! Never in the history of the world have the nations threatened one another with total extinction as they now do.

The nations are behaving as wild animals. They strike and spring at one another's throats. The strong terrify the weak. Why?

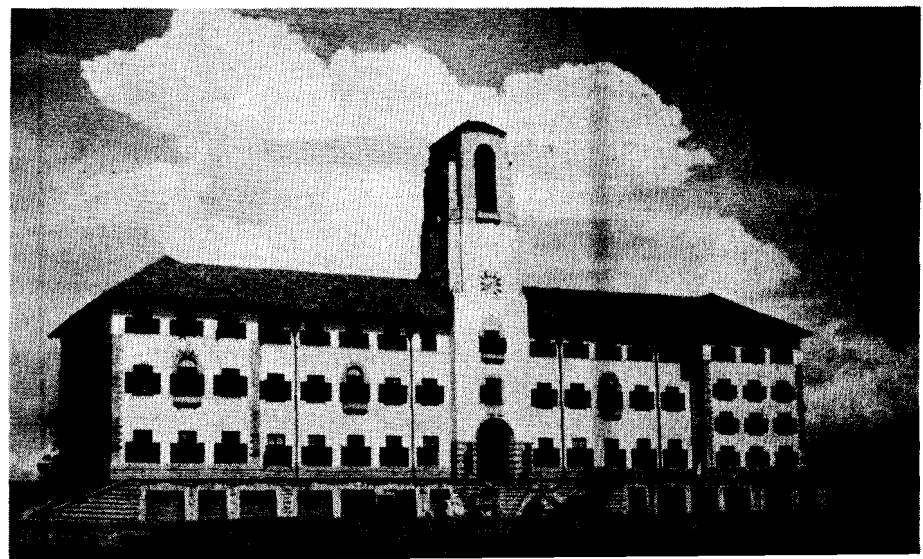
What's wrong with human nature that we live in such a world as this? What has gone wrong with the human mind that we think war and racial violence and *forced integration* is the way to peace?

Did you ever notice how the Bible describes the wild and savage behavior of human beings?

Open your Bibles to Romans 11:13. Notice what Paul was inspired to write: "For I speak to you *Gentiles*, inasmuch as I am the apostle of the Gentiles."

Here is Paul's message to the Gentiles. And who are the Gentiles?—the 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

SHOULD 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. *We haven'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

¡LITERATURA EN ESPAÑOL!

Nos place anunciar que ofrecemos las siguientes obras:

LAZARO y el RICO
PREDESTINACION—¿La enseña la Biblia?

¿Cuál es el Día de REPOSO del Nuevo Testamento?

¡La Verdad acerca de la NAVIDAD!

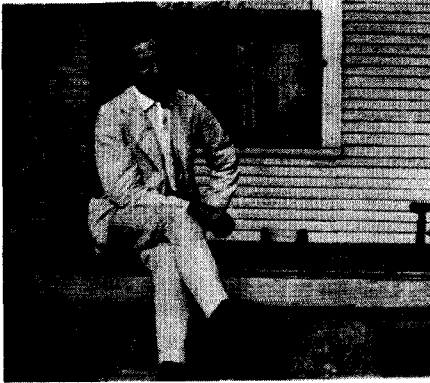
Diríjase al Departamento de Español,
P.O. Box 910, Pasadena, California.

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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