

AMBASSADOR COLLEGE  
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Publisher of "The PLAIN TRUTH" Magazine

EXTENSION DEPARTMENT  
An educational service at all levels  
for all people worldwide

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Dear Friend and Subscriber:

Seven years ago we published and offered, free of charge to our subscribers, a 334-page book on sex and marriage. The book was seriously NEEDED. Never before had there been a book like it!

The most important dimension in knowledge about sex and marriage had been MISSING -- unpublished until this book. Since then, the moral revolution has surged ahead at accelerating pace. The whole moral climate has CHANGED, greatly, during the seven years since we offered that book. The time has come when a NEW REVISED EDITION of the book is a tragic NEED!

When my wife and I were married, in 1917, we sorely needed honest, authoritative information on the subject. It was then still unlawful to publish, sell, or distribute knowledge about sex. I knew only what I had learned from other boys and young men my age. Naturally I had received much misinformation. And much vitally needed knowledge was missing. My wife's mother had died when she was twelve, and her father taught her nothing.

After World War I, the legal bars prohibiting dissemination of sex knowledge toppled. Sigmund Freud, founder of psychoanalysis, and his followers, attributed neuroses and many mental disturbances to sex repression and ignorance. They urged dissemination of sex knowledge, and with it permissive full sexual freedom, as the panacea. After the legal bars were removed, a veritable tidal wave of sex literature flooded bookstores, magazine and newspaper stands. But the most seriously needed dimension of knowledge was MISSING!

Psychiatrists, medical doctors, and a number of Protestant ministers cloaked the growing sexual freedom with a connotation of respect, under the name, "The New Morality." But the PROBLEM was not solved by this spreading moral revolution. As I write, the morning newspapers carry the story of thousands of high school girls becoming pregnant THROUGH IGNORANCE! Over our UPI-leased news wire comes the story of 200,000 junior and senior high school girls becoming unwed mothers.

It's time to face it! The new moral revolution IS NOT INCREASING HUMAN HAPPINESS AND WELL-BEING. And WHY? Because the most VITAL dimension in knowledge, contained in the new REVISED EDITION of our book, has been MISSING -- unpublished until now! Today it has become imperative to question -- and ANSWER: "What is right? What is BEST for the individual? Are the new freedoms beneficial? What is lacking?" I feel very seriously that this new revised edition is a tragic NEED -- necessary reading for all our subscribers -- especially those who did not receive the first edition.

It is now published, ready for mailing, under the NEW TITLE: "THE MISSING DIMENSION IN SEX."

This book gives frank answers to questions you may have been too embarrassed to ask.

You'll find it truly a surprising, eye-opening book. It brings you the necessary knowledge heretofore unpublished. It is concerned with what is BEST for the human individual. You seriously need YOUR copy which I have set aside for you -- to be sent gratis -- no cost to you. I'm sure you know we have NOTHING TO SELL -- never any sales follow-up!

It's true, of course, that even though we do have our own printing plants, it is a REALLY HUGE UNDERTAKING to produce the NEARLY HALF MILLION COPIES of this revised edition of so large a book. It's frankly something we cannot afford often to do. In fact, we are finding it necessary to use a lower cost (but still good grade) of paper than in the 1964 edition. But I feel that the NEED is so tragically URGENT to get this vital missing knowledge to you that we must make

whatever sacrifice is necessary to produce and send it.

I think I should mention in this letter candidly that, literally, THOUSANDS have written me that they really wanted to help in this great Work financially, but they believed -- mistakenly -- that we REFUSE to accept contributions. I have tried to be SO CAREFUL never to make any request for contributions, in these semi-annual letters to subscribers, that it may have led to that misunderstanding. Let me make it clear: We never solicit the public for financial help. We have nothing to sell. And I suppose many have concluded we refuse contributions BECAUSE they sent us money TO PAY FOR literature. And if you say the money is TO PAY FOR requested literature, we do return your money! But when one voluntarily sends contributions, we do, GRATEFULLY, accept them. And they are income tax deductible. This worldwide Work of GIVING, in fact, is financed SOLELY by those who, voluntarily, have become Co-Workers with us through tithes and freewill offerings. But PLEASE, do not let this simple and forthright EXPLANATION cause you to feel obligated, or that you should not request YOUR copy of this important book without a contribution. It IS sent GRATIS!

This book -- "THE MISSING DIMENSION IN SEX" -- was a collaboration of five members of the Graduate School at Ambassador College, each having a Ph.D. or a Th.D., an M.D., and myself. Let me add, I feel this book ought to be read by every teen-ager. However, we do not want to offend any parents who might feel they do not want this wholesome and authentic TRUE knowledge on this subject to come into the hands of their children. Therefore we feel it necessary to require the written approval and consent of parent or guardian of all unmarried youth under age eighteen. But I do urge all parents either to give this written consent, or order the book, read it, and then decide.

I would like to add, too, that in collaboration with our own teachers, I have already been working on producing three other books of sex instruction. One for children ages 6 or 7, one for those around ten, and one for young teen-agers. These will help parents in teaching their children. I HOPE -- finances allowing -- to have them ready by November -- but that's not a promise! It depends on whether I can find time. They will be much shorter than this present book.

This eye-opening revised edition of "THE MISSING DIMENSION in SEX" is sent only on your request. A self-addressed reply envelope is enclosed. THANK YOU, sincerely, for the pleasure of serving you.

Most Sincerely,

Herbert W. Armstrong