

the
PLAIN TRUTH
a magazine of understanding



What our READERS SAY

From Around the World

"I wish to express my sincerest gratitude for sending me *The PLAIN TRUTH* for free, and I must confess that I have never before read such informative and interesting magazines! The photographs, especially the colored ones on the covers, are magnificent; the articles of various subjects are clearly and plainly written, so much so that even my children in the primary grades understand them very well. But on top of all these, I am now beginning to see the PLAIN TRUTH about God."

Celso S., Obando, Bulacan,
Philippines

"I have heard from friends that you've been giving out a magazine free of charge. I can't believe this especially when they showed me your magazine. How could it be possible for you to give out such an expensive-looking magazine free of charge? I told my friends that I'll never believe that this magazine, *The PLAIN TRUTH*, is really free of charge, not until I received my own copy FREE! So, will you please include me in your list as a regular subscriber of your famed magazine?"

Juanito C., Manila, Philippines

- *Seeing's believing.*

"Sir, I don't know how to express my joy and happiness. I don't know of any other magazine so interesting as *La PURE VERITE*. It is truly a magazine that could transform the world, because it's God's Way, and the plain truth."

Reader, Leopoldville, the Congo

- *That's our French edition!*

"Really in Ghana here there is no question of whether this PLAIN TRUTH is really wanted. This magazine seems to be coming the most popular magazine in this country for in most offices that one enters one will find a copy in front of someone reading. This really proves that... *The PLAIN TRUTH* is

actually doing its work which God has chosen her to do."

Man from Ghana

"You will be pleased to learn that I pass the copies of *The PLAIN TRUTH* to friends in other churches in towns in Iran. Only yesterday a brother clergyman from Isfahan Church on a visit to Tehran thanked me for the copies sent to him and added that he even prepared two of his sermons from the copies which I had sent him."

Mr. S., Tehran, Iran

That's People for You!

"Some people, if you tell them something is black, will swear it is white. A certain party said we originated from monkeys. I said, 'Well, with a mind like yours you might have, but God made me.'"

Reader from Ohio

- *And some people, if you tell them something, will just swear.*

No Education?

"Do you think a person with no education could ever understand or answer the questions in the Correspondence Course? Or, do you think it would be a waste of time and material? I was never able to attend school more than a month or so out of each term because of illness; therefore I did not get even a grade school education. If you think I might be intelligent enough to understand it, I would like very much to try it.

Mrs. Olga C., Columbus, Ohio

- *If you wrote that letter—you're enrolled.*

No Longer "Beat"

"I heard you speak yesterday on a local station here in Buffalo. I should like to begin by saying that for a long time I've waited and hoped for a change in my life. Ever since my separation from the Marine Corps in 1955, I have been a member in very good standing of a group dedicated to

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Personal from the Editor

BRUSSELS:

ANYWHERE YOU LOOK, today's world news *THUNDERS* the solemn warning: we are being hurled, *fast*, toward the end of this world! Of course that means the ushering in of the happy *new* world of PEACE—the WORLD TOMORROW!

But, here in Brussels, capital of the European Common Market, I am more than ever impressed that the happy new World Tomorrow is not going to be born without terrifying birth-pangs such as this world has never suffered before.

I want, very seriously, to reveal to you what I see plainly here in Europe.

President Charles de Gaulle of France has virtually boycotted the Common Market. He has withdrawn the French delegate from its sessions here in Brussels. That is an event of important significance—yet almost no newspaper, magazine, or television analyst grasps it.

Make no mistake! The six countries so far involved in this economic union—and other European countries—urgently want *political union*, the very UNITED STATES OF EUROPE I have been assuring PLAIN TRUTH readers for 31 years is definitely coming. It will unite them into a giant third World Power—as strong as either the United States or Russia!

But they have been running into snags. This uniting as ONE GREAT POWER is not easy. The De Gaulle blockade is only one of many barriers that threaten union completely.

What neither editors, observers or statesmen foresee is that these emerging obstacles are not going to block European union. Paradoxically, De Gaulle's action, and these other barriers in the path, will actually *hasten* the union into a 20th Century ROMAN EMPIRE. The De Gaulle rebellion merely brings the quicker to a head the hard, stern

FACT these nations must face. That crucial fact is this: the nations of Europe are utterly *unable to unite themselves*, by their own political maneuvering.

For more than 31 years, *The PLAIN TRUTH* has said Europe *will unite!* And also for more than 31 years we have said these countries *cannot agree among themselves*.

De Gaulle wants this union, and he wants Germany in it. But he wants absolute assurance, above all, that Germany will not dominate it in a manner that might enslave France by *union*, where Germany has twice tried it by WAR. De Gaulle wants to be the new Führer himself. And De Gaulle is getting older. If he can't run it, he's willing to wreck it.

Beside, De Gaulle wants *one* kind of union, and Germany wants a different kind. Then, look at the German viewpoint. The Germans feel superior to the French. The Germans have looked on themselves as the "Herrenvolk"—the "Master Race," who ought to dominate the world. To allow a Frenchman to be in a seat of rule over them in government would be utterly unthinkable to any German.

There is a definite German "*Kultur!*" There is a French culture that is in many respects quite different. Then there is a still different Italian culture, a Spanish culture, a Scandinavian culture, a Swiss culture—and all are *different!* European nations speak different languages, have different aspirations, different customs, different traditions. Europe is often called a "crazy-quilt" of nations.

HOW, THEN, CAN THEY AGREE TOGETHER AND UNITE?

For years *The PLAIN TRUTH* has said these nations are going to have to realize their inability to unite themselves *politically*—to choose a common
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Wide World Photo

OUR COVER

Pope Paul VI, a man of many firsts—first Pope to visit Holy Land, first to visit non-Christian East, first to visit Western Hemisphere, first to visit a political body for *diplomatic* purposes. Pope Paul, ordained in 1920, served in the Papal Nunciature in Warsaw, Poland and in the Vatican Secretariat of State—both in the political realm. In the pastoral field he was Archbishop of Milan, appointed to the College of Cardinals by Pope John XXIII, upon whose death he was elected Pope.

political-military Leader that *all* can trust. They are going to finally face the fact they must look to a Supreme Authority they can all trust! That Supreme Authority cannot be a politician, or a general (De Gaulle is both). The only possible answer is a Religious Leader!

And De Gaulle's recent boycotting serves the quicker to bring these European countries to that realization. Is it significant that *religious union* is in the air right now?

Watch for developments suddenly to speed toward European POLITICAL and MILITARY union, through religious union! This new trend may not start this year—or next. But, in very few years at most, it must start. And when it does, events will flash by with a lightning speed that will ASTOUND THE WORLD.

There is a very significant prophecy: "The beast (Roman Empire) that thou sawest *was, and is not; and shall ascend* out of the bottomless pit... and they that dwell on the earth shall WONDER!" (Revelation 17:8.) (Emphasis added.)

This sudden blitz toward UNION may not be actually triggered for four or five more years. But once triggered, events will move so swiftly the whole world will be caught by surprise. Yes indeed! They shall WONDER in amazement!

There is much more in the world news that is tremendously significant that I want to make plain to our readers. But right now I want to air-speed this on to Pasadena, to yet catch the November PLAIN TRUTH. The rest can come later.

FROM AMBASSADOR COLLEGE,
ENGLAND, WRITTEN EARLIER:

MOST OF OUR FAST-GROWING family of readers know that, in early life, I chose the advertising profession to be my life work. Most of twenty years were devoted to that profession.

Today SPACE FLIGHT is big news.

Most advertising men and journalists, absorbed in their materialistic world, are utterly unaware of the existence, *today*, of the very first man to take a flight into outer space. It was,

of course, more than 1900 years ago, and the man was the resurrected Jesus Christ. He was caught up into the clouds, and took a space-flight up to heaven—the particular heaven of God's Throne—seat of the Government of the Universe!

And most advertising men would be quite embarrassed to acknowledge that this same Jesus Christ still *lives*, today! Nevertheless, He is very much *alive!* And He is dynamically active, not only as the Administration Executive, directing the Government of the entire Universe, under God—but also as the directing HEAD of the most important organizational activity on earth today—the Work of the living GOD in this world! Jesus *started* this Work of God in this world—God's *only* organized Work in this world—when He called and began training His original Disciples to become His Apostles.

After His space-flight to God's Throne, He carried on that Work, *not* in His personal human body, but by the Holy Spirit working in and through His Church. It thus became the Body of Christ.

Thirty-nine years ago, this living Christ yanked me out of the advertising profession, *thrust* me actively into that very Work of God.

I am reminded that for years Jack Benny claimed to be 39 years of age. Recently he confessed to a birthday—I believe it was the 60th! Well, I can honestly state that my *real* age is 39—spiritually speaking, that is! But I'm afraid I cannot *stay* 39. Next year I shall have to confess to 40!

Having written reams of advertising copy, it is only natural that an outstanding ad still attracts my eye, and sometimes captures interest. Like, for instance, the Volkswagen ad which said this little car *could* "poop out in Paducah." "After all," explained the ad, "the Volkswagen is only *human*." I'm sure thousands caught the humor of that statement—and perhaps *some* purchased the car; I didn't.

Now I have often thought that claims made for advertised products could far more truthfully be made for God's WAY—for His kind of true

Christian life. As an example, advertising writers of cigarette copy must truly be in a frustrating dilemma. There's really almost nothing they can say. It seems to me they are forced to listen to *The WORLD TOMORROW*, or read *The PLAIN TRUTH*, learn some of the things that can or ought to be said about real Spirit-filled joyous Christian living, and then make those claims in their advertising for cigarettes. Now, personally, I wouldn't walk a mile for *any* cigarette, but *knowing* the joys and advantages of a true Christian life, I'd gladly walk several miles for more knowledge of THAT WAY!

There was a slogan, "They *satisfy!*" Now *that's* the slogan that ought to be attached to the GOOD NEWS of God's right WAY of life! It not only SATISFIES, it goes on FOREVER in joyous satisfaction.

Perhaps a cigarette may claim "springtime freshness." But what I buy is the FACT that the TRUE VALUES of life bring much more than springtime freshness, and will remain unspoiled and fresh *forever!* Now if "the best tobacco makes the best smoke"—well, I don't know, since when "I died" (that is, the old self, 39 years ago), I quit smoking; but I do know that the best KNOWLEDGE of the BEST WAY, put to practice, does make the happiest life! And also I know that those who "have tasted the good Word of God: (Heb. 6:5) know that it tastes *good*, like the Word of God *should!*"

Now I don't AGREE with all advertising. But I don't become angry and refuse to read an interesting ad, just because I don't agree with it. In *The PLAIN TRUTH* we strive to *enlighten*, to bring new *facts*, to give UNDERSTANDING of things not before understood. We don't expect all readers to AGREE with every article in *The PLAIN TRUTH*—at first, until they have studied carefully without prejudice, with open mind, to PROVE whether true or false. Now *we're* persuaded that it's true, even though it's new to most readers—and we're mighty sincere about that. So, sincerely, we hope you won't become offended at us if you don't

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Personal from the Editor

(Continued from page 2)

see it the same way—at first. Think of all the *other* articles. You don't become angry and cancel your subscription to LIFE, LOOK, or the *Saturday Evening Post*, if you happen to find an article with which you disagree. That's why all magazines give you *several* articles in every issue.

As I said, I don't AGREE with all that's advertised, yet some ads do stop my eye and grab my attention occasionally. And sometimes I get IDEAS!

Now I don't drink whiskey. I don't buy whiskey. But just now my eye was caught by a whiskey ad. It gave me an IDEA. And that IDEA is the inspiration that sent me to the typewriter in my study in our little home here in England, for this *Personal* talk with you.

Even if I don't drink whiskey, millions do, and I suppose most are familiar with the brand sponsoring this ad—"Old Grand-Dad." It happens to be a kind of whiskey known as bourbon. Now I'm certainly not a whiskey grand-dad, but I am a *human* grand-father. And what's more, I'll go that brand of whiskey one better. This past summer I became even a *great* "grand-dad."

Here in England, this past summer, Mrs. Armstrong and I received a cablegram announcing the birth of our first *great* grandson. He is the first, and therefore eldest, son of the eldest son of the eldest daughter of the eldest son (myself) of the eldest son. Makes me feel ancient. Yet, I have to remember, I'm only 39!

What really attracted my attention in this advertisement, on the back page of a mass-circulation news magazine, was the headline and opening sentence of the text copy.

The headline said: "You don't get to be head of the Bourbon family by just sitting around growing old." The text began: "Being there longer than most isn't enough. You've got to arrive at the best way to make Bourbon. Then

work hard, every day, to keep making it that way."

Now *there's* something that *ought* to be said about true Christianity!

It is a life at which we ought to *work hard*, every day, to excel. One needs to STUDY God's Instruction Book—the Bible—every day, to arrive at the BEST WAY TO LIVE! Then he needs to be a DOER of God's Word, not only to KEEP living that way, but to constantly improve. He needs daily to GROW in grace and the knowledge of Christ (II Pet. 3:18), and constantly to overcome his own nature, his inbred wrong habits and attitudes.

I'm now a *great* "granddad." For 39 years I've been doing that! Even before that spiritual begetting, back in the advertising days, I worked at it as hard as I could, according to what right knowledge I then had.

The divine Instruction Book tells us how to LIVE—how to SUCCEED—how to find real HAPPINESS! It says: "Whatever thy hand findeth to do, do it with thy might" (Eccl. 9:10). First be sure your hand finds only the *right* things to do. Then *work at it*—do it with your might—do it the *very best* way it can be done. Never be satisfied with mediocrity.

This great Instruction Book says: "STUDY!" Most people neglect study. They let their minds drift. They devote far more hours to daydreaming than to study. Most motion pictures and television shows are merely ready-made daydreams, causing the viewer's mind to simply *drift*, not being sharpened by exercise, but rusting out!

God's Word teaches us to *use our minds*—and to use them properly, constructively. It says: "PROVE ALL THINGS." Don't jump to false conclusions, carelessly absorb the errors and untruths you hear or read. It says: "BE DILIGENT."

If you work for a man, then *work* for him—give him the best you've got. THINK about what you're doing, *while* you're doing it! Keep alert. Keep BUSY. Keep active!

Yes, Sir! Being "old granddad"—being there longer than most, is not enough! In the only HAPPY life, the true Christian life, one must keep active

—keep industrious, diligent, alert, constantly improving.

If you'll study the biographies of many of the ancient kings of Judah, even those who started out all right usually let themselves drift into the wrong ways as they became older.

Today the premium is on idleness, laziness. Advertising seeks constantly to sell you on the idea. "SAVES STEPS," screams the advertising headline. "MORE HOURS FOR LEISURE," shout others. "Slow down, there, buddy, we'll all have to work that hard," says an employe. Most people look forward to "retirement."

But THAT'S NOT FOR ME! Today I'm the oldest one in this dynamic Work of God, humanly speaking. Around me are brilliant, intelligent, capable, industrious, hard-working younger men—and many coming out of college every year. Part of my job is to continually *keep ahead of them!* God gave me a head start in years. But if I'm not on my toes constantly, some of these alert and eager young men, now approaching middle age, would leave me far behind as a has-been, and I might be *forced* to retire.

Here at Ambassador College our faculty men keep fit by a right balance of physical exercise and recreation. Now that we have our splendid new physical education facility, *they* use it, as well as the students. Right now the basketball season is fast approaching. Last year, the faculty team won the intramural basketball tournament. Many of them are *past* the so-called basketball age. In athlete's language, they are "old men," who should have retired long ago. One was 52. But these men are AMBASSADOR men. They live by GOD'S RULES. They don't quit. They keep active, and they keep improving, all the time! This year's biggest freshman class is going to press them—may beat them. But they'll have to "do it with their might" if they do! But then, that's the Ambassador spirit!

That's one of the reasons everybody at the three Ambassador College campuses says it's the happiest place on earth!

It's the WAY OF LIFE that *produces* happiness! It's GOD'S WAY!