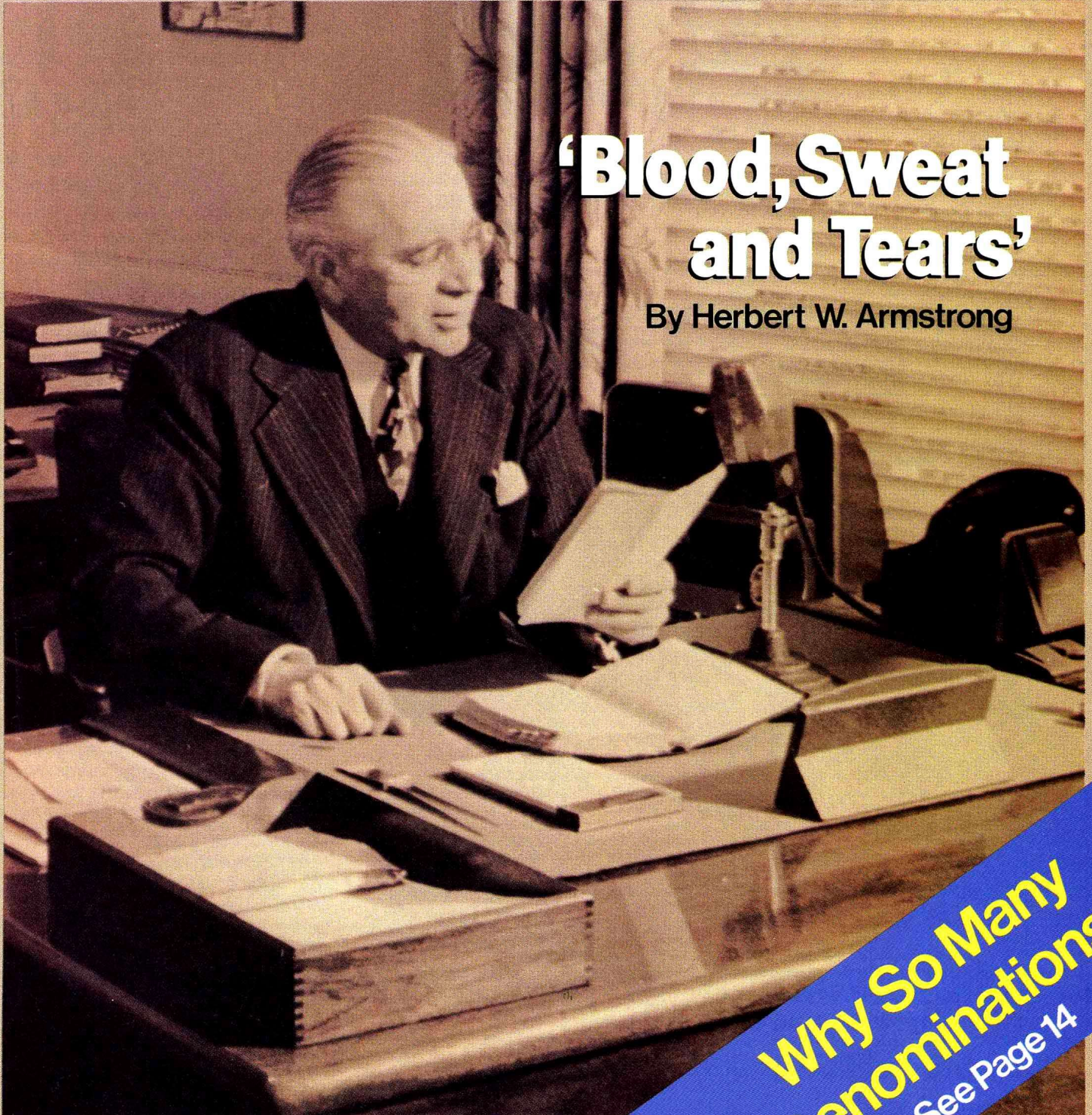


MAY 1985

# The Good News

OF THE WORLD TOMORROW



## 'Blood, Sweat and Tears'

By Herbert W. Armstrong

**Why So Many  
Denominations?**  
See Page 14

PERSONAL FROM

*Herbert Armstrong*

# 'Blood, Sweat and Tears'

**T**his is a "blood, sweat and tears" talk with our readers — with apologies to the late Winston Churchill.

At Britain's darkest hour of World War II, Prime Minister Churchill's "blood, sweat and tears" speech saved the nation. It struck through to the hearts of the British people. It moved their emotions. Like an electric shock it gave them hope. It stirred their determination, aroused a willingness to suffer any sacrifice or privation, that their country might survive.

Today, as surely as Britain faced the question of survival then, all humanity faces the question of SURVIVAL now — the survival of the human race!

We don't like to think about it. We shrink from facing up to the facts. I know that well! But there is a story to be told about that, and I propose to tell it now.

Fifty-one years ago a tiny handful of financially poor but sober people did face up to it. They volunteered to join me in a "blood, sweat and tears" sacrifice to do something about it. As time went on, others caught the vision, volunteered to join with them.

Now, in humanity's darkest hour — with most of humanity lethargically refusing to face up to it — our deliverance is near. Glorious victory is in sight; humanity will be saved alive. The peaceful, happy, prosperous, joyful WORLD TOMORROW is soon to dawn.

The world little realizes now,

but soon it will come to astonished awareness of the fact that these volunteers have had something vital to do with it.

Their unselfish sacrifice has gone too long unnoticed. I feel it is high time that I give full acknowledgment and pay full tribute to those to whom tribute is due. They have made possible a very remarkable thing — something never done before! It is something that concerns every reader of this magazine.

This magazine now has a vast readership of nearly two million people. Before this vast audience I want now to give public recognition for the loving service, often at great personal sacrifice, given by a comparatively small army



**God's work started small and grew large! Left, the Armstrongs do an early radio broadcast. Right, Mr. Armstrong tapes a recent television program; *The World Tomorrow* is seen around the world.**

of volunteers. They have made it possible for YOU to hold this fine-quality magazine in your hands just now. They have also done far more.

These are the loyal co-workers

who have made possible the world's most powerful, most-listened-to broadcast — *The World Tomorrow*. This program, 51 years on radio, and now on television in nations around the world, has a weekly audience of multiple millions.

These same self-sacrificing volunteers have made possible Ambassador College, with its two campuses of tone and character.

People often ask: "How can you do it? How can you publish such quality magazines of such tremendous circulation, without advertising revenue, and without subscription price?"

So, since we receive such ques-



tions from many subscribers, it seems fitting that the tribute I wish to pay to this small army of volunteers should, at the same time, answer that very question.

When I say you *cannot* pay for

your own subscription — it has already been paid — I do so because I do not like to use the word *free*. In the strictest sense nothing is free. That is why we say, “Your subscription price *has been paid*.”

Of course, SOMEONE had to pay for it. Yet we never charge YOU — the reader. You CANNOT pay for your own. Our mail-opening staff is instructed to return your money if you try.

This fact bewilders people. NO ONE ever did anything this way before.

Do we then, some ask, refuse to accept contributions? The frank answer is NO! But we DO refuse to ask the public for contributions. That tiny little family of volunteer co-workers has grown through the years. And candidly I do tell *them* about financial needs. BUT — WE EMPHATICALLY DO REFUSE TO SOLICIT OR REQUEST PEOPLE TO *BECOME* CO-WORKERS. Our expanding family of co-workers became so VOLUNTARILY.

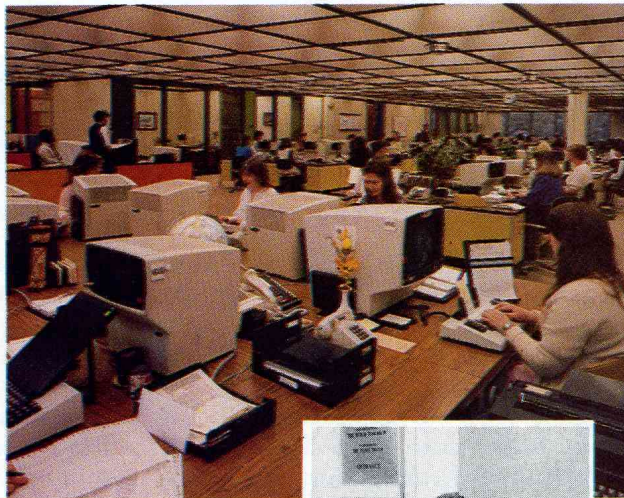
So I repeat — though no one, even a co-worker, can pay for his own subscription to this magazine, it did cost something to produce and put into readers’ hands. Your subscription price HAS BEEN PAID — by these co-workers who became co-workers VOLUNTARILY, by their own choice!

Their tithes and freewill offerings make possible an astonishing activity serving and helping multiple millions of people all around the world!

Let me be really personal, and tell you how this month’s “Personal” talk came with such impact to my mind.

I was taking an important businessman on a tour of our Pasadena campus. He seemed quite impressed with everything. People usually are. He said, “Mr.

Armstrong, you have done wonders!” I tried to tell him I had done nothing of the sort. But I couldn’t convince him. All he could see was simply that *I* had



**The unselfish sacrifice of co-workers has helped make this great work possible. Right, mail outside early office in Eugene, Ore. Above, Mail Processing Center is a huge operation today.**



accomplished it. The unseen hands that made it possible were not visible to his eyes. Too many people have been giving me credit for accomplishment over entirely too long a time. So it flashed to my mind that I must make this public acknowledgment, and give this public recognition where it is due. No — not just due — far too long overdue!

Some time ago a leading news-magazine made a statement to the general effect that our only hope for the survival of human life now lies in the power of “a strong hand from someplace.” That is 100 percent true. But very few realize it.

You see, they were talking about an UNSEEN hand from someplace. What people cannot see, they usually cannot believe. People see *me*, and give me all the credit.

Fifty-eight years ago, my eyes were opened to a good many serious, sobering things. I saw the way humanity is drifting. I saw, even then, the threat to human

existence. I read advance news reports, *proved* to be reliable, of the world’s condition and trends. I read also of the coming SOLUTION of world problems, by and through this *unseen* strong hand from someplace. I came to “SEE” this “unseen hand.” And I was given to “SEE” the challenge to awaken millions to the urgency of the world crisis — and to the glorious GOOD NEWS of the happier world of peace just beyond.

A very small handful of personal acquaintances also recognized the challenge and the call to become instruments of that “unseen hand.” That “unseen hand” has proved to be a very steady, strong and powerful hand.

This small number of personal acquaintances were poor in this world’s goods, but rich in the *true* values.

In a sense, they, with me, felt “drafted” into this service — yet they willingly VOLUNTEERED.

That was some 51 years ago, early 1934. Seven years before, early 1927, I had envisioned the idea of the *Plain Truth* magazine. At the time, I was living in Portland, Ore. I even engaged a professional letter-artist to design a dummy front cover for a magazine called *The Plain Truth*. I wrote three or four articles — never actually published, I believe, save one. But it was not until seven years later that I was able to produce Volume I, Number 1 of *The Plain Truth*. That was the February, 1934, issue. It was a “homemade magazine” done on a borrowed mimeograph. The stencils were cut on a borrowed typewriter.

On January 6, 1934, due to the volunteered help of these few co-workers, I was able to go on the air with what became the *World Tomorrow* program. It was a little 100-watt radio station in Eugene, Ore. The charge for time — \$2.50 per half-hour program. The station owner had set a price lower than his operating cost for the half hour. Our tiny handful of co-workers were able, then, to contribute only about \$1.38 per

week between them. I plunged ahead, taking the rest on faith. The program then was only once a week. On the first four broadcasts, I offered *The Plain Truth*, free, subscription already paid. How paid? By these few volunteer co-workers.

Gradually others caught the vision. It was then in the very depth of the Great Depression. Money was a scarce commodity. To even issue a handmade mimeographed "magazine" and pay \$2.50 per week for broadcast time meant a real "blood, sweat and tears" sacrifice.

But we had a MISSION! There was a tremendous PURPOSE! We were sure we saw THE WAY to do it — no set subscription price for *The Plain Truth* — no request for contributions over the air. All had to be given WITHOUT PRICE!

Somehow those few self-sacrificing co-workers began to prosper. Even though they made serious self-sacrifice financially, their economic condition gradually improved. It was almost as if *it paid them* to have a part in this work!

In those early years, this work faced a constant struggle for survival. But gradually it grew — and grew — and multiplied in power and scope. By 1942 we were being heard nationally in the United States. In 1947 Ambassa-

dor College was born. But not without birth pangs. For two years it was a fight for existence. Then a few people volunteered to send in their life savings to help. Those people prospered financially thereafter.

Gradually, as more and more people have come to recognize the challenge — to realize this great work offers them an opportunity to have *a part* in changing, and in the end actually saving, the world — the number who have volunteered to become co-workers has increased.

But there is a rather amazing factor here. Virtually every phase of our operations increased substantially each year — save one factor. That is the number of co-workers who make it possible.

It costs money to conduct this work — more money each year. And of course that means the income for the work from these co-workers has increased each year — for we do pay our bills and therefore our financial standing today is quite strong.

But — the incredible thing is, the increase in the *number* of co-workers helping voluntarily with us each year *is less than the increase in expenditures*.

How can we account for an increase each year in tithes and contributions received with only a small increase in the number con-

tributing? The answer is surprising indeed! Those who volunteer to have part in this great work *do* find that it PAYS — their personal incomes, on the whole, increase! I do not mean in every case — but as a whole!

How can we account for that?

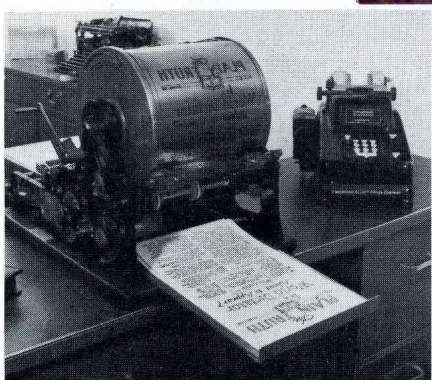
Well, there is that strong hand from someplace. If that unseen hand does not exist, humanity will not survive on earth another 25 years! I know whereof I speak, for no organization on earth has a more knowledgeable grasp and understanding of world conditions, trends and causes than ours. We know where this confused world is heading. It is simply NOT finding any workable solutions for its major problems.

But there *is* that unseen STRONG HAND! There will be supernatural intervention to save humanity alive. And the revelation given mankind by the Supreme Personage that wields that strong hand explains WHY such a small increase in supporting co-workers can account for the large increases in what they provide.

Listen to a few excerpts from the revealed explanation: To our own nations, He says: "Even from the days of your fathers ye are gone away from mine ordinances, and have not kept them. Return unto me, and I will return unto you, saith the Lord of hosts. But ye said, Wherein shall we return?" And He answers the questioners: "Will a man rob God? Yet ye have robbed me. But ye say, Wherein have we robbed thee? In tithes and offerings. Ye are cursed with a curse: for ye have robbed me, even this whole nation. Bring ye all the tithes into the storehouse, that there may be meat in mine house, and PROVE ME NOW HEREWITH, saith the Lord of hosts, if I will not open you the windows of heaven, AND POUR YOU OUT A BLESSING, that there shall not be room enough to receive it" (Malachi 3:7-10, Authorized Version).

Our Creator and Ruler of  
(Continued on page 12)

**The Plain Truth, one of the world's finest and largest-circulation magazines, is free to all who request it. The first Plain Truth was printed on a borrowed mimeograph, below. Right, Mr. Armstrong inspects 50th-anniversary issue.**



Photos: Good News, Warren Watson



# What Does Pentecost Mean to You?

By Herbert W. Armstrong

**D**o you know what is the most universally believed *false* doctrine in the Christian world?

That universally believed false doctrine is that all humanity is LOST — consigned to an eternally burning hell — unless they “get saved” by

accepting Jesus Christ as personal Savior *NOW!*

They say that we, NOW, are in the ONLY day of salvation — that when Christ returns to earth the door to salvation will be CLOSED! Unless you are “saved” NOW, you are LOST!

I once heard the world’s most famous evangelist tell a massive

audience (on television) that we, now, are in the ONLY day of salvation — that tomorrow may be too late. Many are frightened into “making their decision for Christ.”

That false belief implies that when Jesus Christ returns in supreme POWER and GLORY, He will be helpless to save you! On

*God's Holy Days are based on the agricultural seasons in Palestine. Pentecost, in early summer, pictures the first, small harvest of those few being called by God at this time — God's firstfruits.*

the contrary, God's Word says Jesus is coming 1) to restore the government of God, setting up the KINGDOM OF GOD, and 2) to call ALL people still living to salvation and eternal life.

### What is the TRUTH?

God's *annual* Sabbaths were given to keep the true Church in the true knowledge of our Maker's master plan.

The one original, yet persecuted Church of God stands alone in keeping these annual festivals. And it *alone* has that basic UNDERSTANDING.

What, then, is the TRUTH that the annual day of Pentecost, or Feast of Firstfruits, is given to teach us?

It teaches us the very opposite of what this world's "Christianity" believes.

It teaches us that we of the TRUE Church are the "FIRST-FRUIT" *ONLY* — the FIRST to receive salvation through Christ. It teaches us that *all others* are NOT YET CALLED. It teaches us that, as Jesus said, "NO ONE CAN come to Me unless the Father who sent Me draws him" (John 6:44).

But isn't God the Father desperately trying to draw *all* humans NOW? Emphatically *no!* — *not yet!* Was God unjust? NO! Never!

Notice what God did, right after our first parents rejected God as their RULER, their Revealer of knowledge and as their Savior with the gift of everlasting life.

"Then the Lord God said, 'Behold, the man has become like one of Us, to know good and evil. And now, lest he put out his hand and take also of the tree of life, and eat, and live forever' — therefore the Lord God sent him out of the garden of Eden to till the ground from which he was taken. So He drove out the man; and He placed cherubim at the east of the garden of Eden, and a

flaming sword which turned every way, to guard the way to the tree of life" (Genesis 3:22-24).

Thus, ALL MANKIND was BARRED from access to God or receiving eternal life — all but the comparative FEW God would *specially* call for some performance leading to the Kingdom of God.

In effect, God said to MANKIND through Adam and Eve:

"You have made your own decision. You have rejected me as your God and your Ruler, Revealer of knowledge and Savior. Therefore I have cut you and the whole world that will spring from you off from all contact with me. Go and *form your own governments, your own religions, your own production and dissemination of knowledge.* However, I shall reserve the prerogative to *specially* call into my service such as I shall choose, *for a part in* preparing for the Kingdom of God.

"Otherwise, the world that will develop from you is CUT OFF from all contact with me for 6,000 years, when the Kingdom of God shall be established, ruling ALL NATIONS!"

Far from trying to get every human saved spiritually during the 6,000 years, God CUT OFF all humanity — save the comparative FEW He would *specially* call.

THAT IS WHY Jesus said "No one can come to Me" during this 6,000-year period *except God the Father specially calls them* (John 6:44) — and He has called this very few *not just* for salvation, but for a special service preparing for the coming Kingdom of God, as well.

After that 6,000 years expires, Jesus Christ will come again to earth, this time in SUPREME POWER AND GLORY, to set up GOD'S GOVERNMENT on earth.

Satan shall be banished. Then, during the seventh thousand years, God will call EVERYBODY then living.

And after the seventh millennium, God will resurrect to mortal life all the billions of people

who had not been called for spiritual salvation.

### Is God discriminating?

Those who *have been* called have had to overcome Satan. Those called later shall not.

WHY this difference? We might reason: Is God discriminating against us, who have to resist and overcome Satan, when all converted during the Millennium will not?

But there is no injustice with God. Yet there is a DIFFERENCE!

THINK ON THIS! God is calling *ONLY* a comparative FEW now. Is that an evil or a blessing? It is a tremendous blessing, for, referring to God's Church for this Church dispensation *ONLY*, Jesus says: "And he that overcometh [overcomes Satan and self and the world], and keepeth my works unto the end, to him will I give power over the nations: and he shall rule them with a rod of iron" (Revelation 2:26-27, Authorized Version), and, "To him who overcomes [Satan, the world and self] I will grant to sit with Me on My throne" (Revelation 3:21).

Those promises pertain *only* to those called before Christ's return. So some wanting to accuse God might ask: "Isn't this UNFAIR to those not called NOW? They have no chance to know, now, the joys of God's Holy Spirit. And they have no promise of exalted position or power when they are 'saved' later!"

Absolutely NO! There is no injustice with God. I'm sure those NOT now called do not feel they are discriminated against. They *don't want* to be called. And as for high and glorified position, that is a responsibility, and I do not know of anyone uncalled who has any sense whatever of dissatisfaction because he may not have such exalted position in the world TOMORROW, ruled by the Kingdom of God.

But nevertheless, this is an interesting point. Those called now do have Satan, Satan's world and their own human nature to overcome — and that requires effort, self-denial and willpower,

Photo by Comstock, Inc.

which most humans would not want to pay.

### Highest positions already allotted

But what about those who *shall be* called for the first time, and converted, after Christ returns? Shall they not have any opportunity to inherit a high and lofty position?

Probably the highest and most lofty positions in both Church and State in the world to come already have been allotted.

We know that each of the orig-

years, population (human) will increase and new positions in government and in spiritual administration will increase. Also, in the Great White Throne Judgment later.

### Called to more than salvation

But for us now, it is imperative that we understand that those CALLED and inducted by God into His Church NOW have been called for MORE THAN JUST SPIRITUAL SALVATION AND THE GIFT OF ETERNAL LIFE. We are called,

HAVE NOT ATTAINED FULLY TO THAT HOLY STATURE AS YET.

And our work is not finished until we do allow God to bring us unitedly to that state — ready to leave this world of flesh and blood and to enter an entirely NEW WORLD — the Church made immortal, composed of SPIRIT! Our job to which God has called us is far from finished!

### God's Church made ready

I know God called me to re-establish on earth His GOVERNMENT and to proclaim worldwide the GREAT COMMISSION — the announcement of the now imminent KINGDOM OF GOD.

All that has been my job since conversion in 1927 — and that job is not yet finished.

(Although we have no way of knowing HOW FAR we must reach people in all parts of the world, God does not expect us to reach every human on earth with His message, and we may be much closer to accomplishing what He expects than we think.)

But my efforts as Christ's apostle have also been heavily devoted to preparing God's Church — the spiritual Temple to which Christ will come.

The living Christ as HEAD of this Church has been using His chosen apostle to set HIS CHURCH on GOD'S track!

I could write much more along this line, but I want to leave that thought with you now.

As we come to God's Feast of Firstfruits (Pentecost) — May 26 this year — let us bear forcibly in mind we in God's Church must be MADE READY — for Jesus Christ is coming SOON — and we are NOT YET FULLY READY to be instantly changed and caught up to meet our Lord as He comes in clouds!

You need the important information in our free booklet *Pagan Holidays — or God's Holy Days — Which?* It explains in detail all of God's annual festivals, what they mean and how to keep them. For your copy of this booklet, mail the literature request envelope in this issue or write to our address nearest you. □

inal 12 apostles will be ruler over one of the 12 nations springing from the 12 tribes of Israel. We know that David will be king over them and those under them. We may well assume that Abraham will have even a higher position. Those are not only the highest honors — but they are likewise the highest and most demanding responsibilities.

Probably the chief seats of authority in the world tomorrow ruled by the KINGDOM OF GOD will be already filled at Christ's coming. But, during the thousand

every one of us, for a PART in preparing for the Kingdom of God!

For our part now, in this present "Philadelphia era," each of you is called for the mission of *loyally backing up* the GREAT COMMISSION of proclaiming the true Gospel to the whole world — and one important thing more: When Jesus comes to RULE, His wife THE CHURCH will have made herself ready — to be holy and without blemish, not having spot or wrinkle or any such thing. And we in the Church as a whole



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# PERSONAL

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(Continued from page 3)

the universe CHALLENGES us to PROVE HIM — He makes a promise! He says put Him to the test! He PROMISES to prosper those who tithe to His work.

Again, Jesus' words: "GIVE, and it will be given to you: good measure, pressed down, shaken together, and running over" (Luke 6:38).

And further, the apostle Paul: "He who sows sparingly will also reap sparingly, and he who sows bountifully will also reap bountifully. So let each one give as he purposes in his heart, not grudgingly or of necessity; for God loves a cheerful giver. And God is able to make all grace abound toward you, that you, always having all sufficiency in all things, have an abundance for every good work" (II Corinthians 9:6-8).

We know that we have been given a very great mission. That mission is to awaken a drowsy, lethargic humanity to the fact its WRONG WAYS are leading all humanity into a crisis that would mean the extinction of human life if the almighty God did not come to our rescue.

We have been called to proclaim to the world, as a witness, THE FACT that the Creator IS ALSO THE RULER OVER HIS CREATION — that humanity as a whole has transgressed His laws and therefore brought on itself all the accumulated evils that now exist in this world. We have been assigned to proclaim the very IMMINENT coming of the great Messiah in TOTAL supernatural POWER and GLORY to set up THE GOVERNMENT OF GOD over all nations, and to bring this unhappy world PEACE at last!

I have said these co-workers volunteered. In a technical sense, if one understands, that is not entirely true. That is, it is not ALL of the truth!

For the whole truth is, that "unseen strong hand" is, literally, the living Jesus Christ who gave His life's blood to pay the penalty of the transgressions of the world,

and who was raised from the dead — and is alive, in POWER, eternally. It is HE who guides and directs this great work.

Of that fact, we who know the facts have seen so much evidence over the years that it is no longer a question.

And this same Jesus, during His human lifetime, said of His disciples, "You did not choose Me, but I chose you" (John 15:16). In a sense, those having a part in this great work with and under the living Christ have been *drafted*. But it is not a compulsory draft. Except for a full-time special mission, each individual makes his own decision. "And whoever desires, let him take the water of life freely" (Revelation 22:17).

Therefore, our co-workers, of their own free will, made their own decision, unasked, unsolicited, by me or any in this work. Even though called and chosen by that unseen strong hand, which they may not have realized, they did volunteer to accept, to *have a part* in changing and saving the world, under the living Christ!

We know that we are merely poor human instruments in the work of the almighty God, preparing the WAY! Even now, this work is *changing* the lives of thousands every year. Soon, under the world-ruling government of God, it will finally result in not only CHANGING THE WORLD, but also in SAVING THE WORLD!

And THAT is why this work had to start so small! Whatever God does through humans must *start* the very smallest, and then *grow* BIG! THAT is why it has grown so surely and steadily to worldwide impact and power! THAT is why a relatively small annual increase of co-workers have been prospered so that their contributions have increased so enormously!

It was truly a "blood, sweat and tears" struggle in the early years. It still is, today. But willingness of co-workers to suffer sacrifice was rewarded not only financially, but spiritually, socially and in other ways.

I cannot, in this "Personal"

article, give acknowledgment and credit by naming those I wish to honor. They have grown from a mere dozen into thousands. Only a tiny percentage of those who enjoy reading *The Plain Truth* pay the entire production cost. And they do far more — they finance the *World Tomorrow* program — they pay the operating costs of the campuses of Ambassador College and all the other GOOD THINGS being done through this work.

This work, worldwide though it has grown, has never been able to quit struggling for survival. It still is a daily struggle that the income meet the needs. We have to struggle constantly with the budget. We dare not let it exceed income. We have to struggle to find new ways to make every dollar go further — to give greater SERVICE to larger numbers of people.

I have intended this month's "Personal" to be an acknowledgment and a tribute to our co-workers.

At the same time I have meant it to be a frank, yet simple and straightforward EXPLANATION to all other *Good News* readers.

It is NOT intended as a solicitation. We want NO ONE to feel obligated. Rather, that YOU favor US, and we are indebted to YOU, when you allow us to *give* and to *serve*. For then *ours* is the greater blessing, for Jesus said, "It is more blessed to GIVE than to receive" (Acts 20:35).

Yet to say that we would not welcome other volunteers who wish to have a part with our family of co-workers would be untrue. We would not deny any that privilege, but rejoice in welcoming them with open arms.

Paradoxically, as this work struggles to survive — and to GROW in scope and power — it does so to WARN a world whose greatest problem is SURVIVAL — yet we are the only voice on earth with the GOOD NEWS of HOW THIS WORLD WILL SURVIVE — AND OF THE HAPPY WORLD TOMORROW! Our co-workers and I THANK YOU for allowing us to serve and GIVE! □