

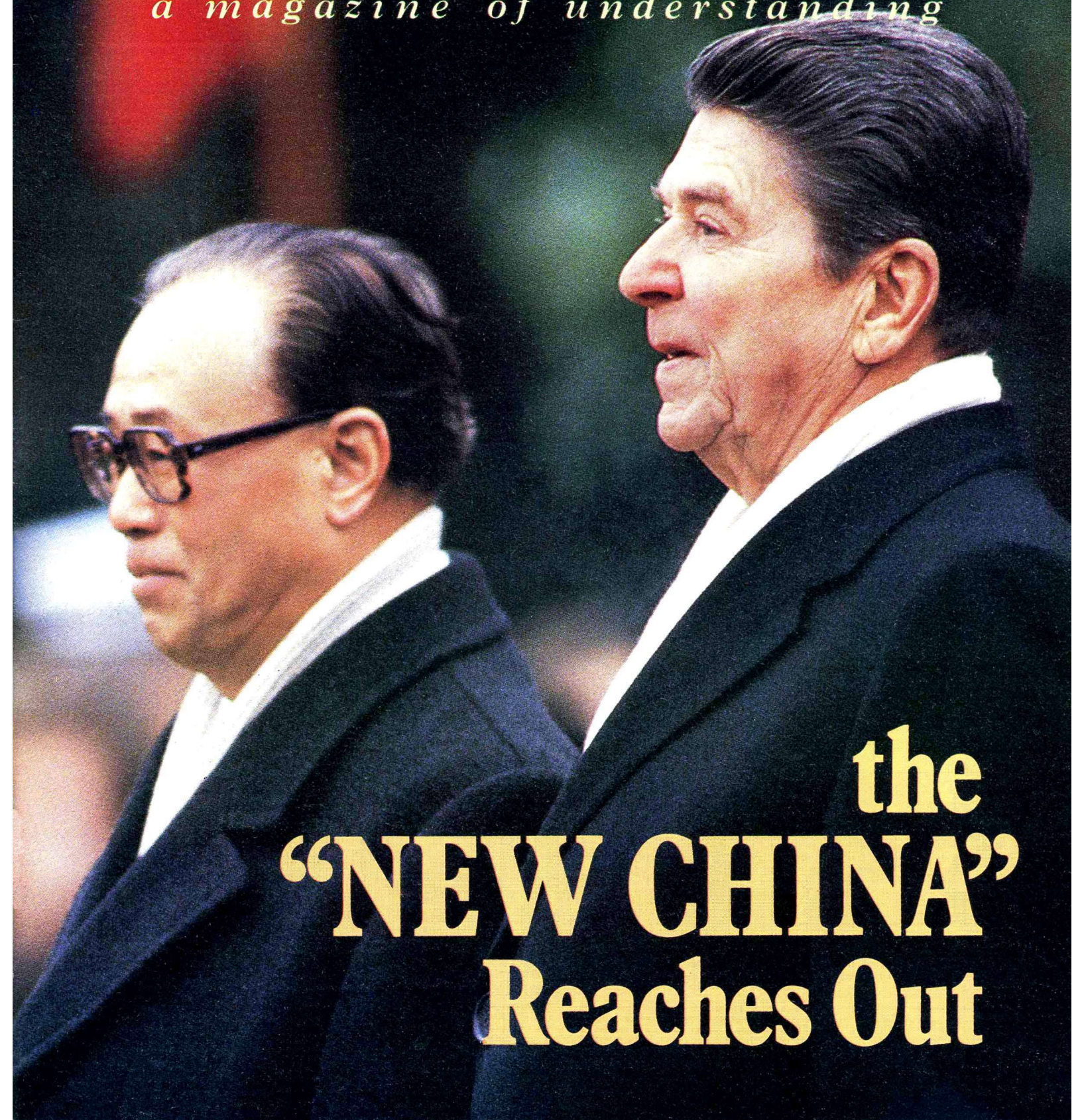
CIRC. 6,664,000

*the*

APRIL 1984

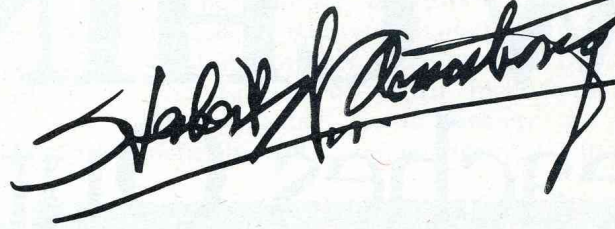
# PLAIN TRUTH

*a magazine of understanding*



*the*  
**“NEW CHINA”**  
Reaches Out

# PERSONAL FROM



## Why No Subscription Price?

**M**any readers have written to me personally about our 50th anniversary issue. Some asked why there is no advertising. Let me explain.

This magazine is **UNIQUE!** In many ways. No other is like it. No other gives you **UNDERSTANDING** of today's **NEWS**—of where it is leading—of what is prophesied biblically for the near future.

No other gives you **UNDERSTANDING** of the world in which you live—of the incredible **PARADOX** of modern 20th century awesome **PROGRESS**, but with appalling evils, seemingly unsolvable **TROUBLES**, universal discontent and unhappiness with violence, wars, human suffering.

No other gives **UNDERSTANDING** of **WHY** humanity is here on earth—the real meaning and **PURPOSE** of human life and what really lies ahead for us.

Yes, this magazine is **PRICELESS**—no subscription price—no newsstand price—you can't buy it! **WHY?**

May I give you some very personal experiences from almost 60 years ago? I had been very successful in the advertising profession, in the magazine and newspaper business. I had pioneered in making surveys of public opinion for a national magazine. That was my background before founding *The Plain Truth*.

I had wondered **WHY** this world is full of discontent, unhappiness and suffering, with unsolvable problems and troubles amid such awesome material advancement. Scientists and educators were saying,

“Given sufficient **KNOWLEDGE**, we will solve all our troubles and eradicate all our evils.” Knowledge rapidly increased—but so did troubles and evils. The foundation of the 19th and 20th century escalation of knowledge was the gradual and final acceptance of the theory of evolution. This theory became the basic concept—the eyeglasses through which advancing knowledge was based. The educators and leading minds were saying civilization had now advanced to the point where we could throw away the swaddling clothes of superstition and the crutch of belief in a Creator God. Evolution, advancing knowledge based on it and modern science became the new messiahs that were to deliver suffering humanity from its curses, baffling problems, evils and sufferings.

But the discontent, evils and sufferings multiplied. Evolution failed utterly to solve human problems and woes. Modern science *advanced* until now, finally, it



**Newsstands provide major link in transforming casual new readers into dedicated *Plain Truth* subscribers—all for free.**

has produced the weapons of mass destruction that threaten to annihilate all human life—to become the Frankenstein monster that could destroy us all!

In the autumn of 1926

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view published early in 1983.

Franc Viviano, an editor of Pacific News Service in San Francisco, added that "once the word 'immigration' was synonymous with the arri-

"Consider the fact," added Mr. Viviano, in echoing Premier Zhao's remarks, "that in 1982-83, for the first time in history, overall U.S. trade with Pacific nations exceeded

*rift* now developing between the United States and its Western alliance allies in Europe.

"Our future lies in Asia" is the recurring theme in some influential economic and political circles in the United States. This viewpoint is usually coupled with the call for the United States to eventually cut defense ties to Europe, to pull United States troops out of the Continent.

If enough West Europeans don't like the presence of new Pershing II and cruise missiles supplied by America to NATO, follows this reasoning, then let the Europeans either defend themselves or make their own security arrangements with the Soviet Union.

The end result will be a Europe cut off from America—but a Europe eventually becoming a "third force" superpower of its own rank.

In the meantime, the relationship between the United States and the People's Republic of

China will undoubtedly deepen—as long as the remarkable duo of Deng Xiaoping and Zhao Ziyang chart China's course. □



LOCHON—LIAISON

In television plant in Shanghai, young women assemble sets to fill a major new market demand for information, cultural entertainment and news.

val of Europeans, and later with Latin Americans. Today two of every five newcomers to the United States are Asian.

that with Atlantic nations, registering a record \$121,200,000,000."

This *shift* toward the Pacific, in turn, plays a significant role in the

## PERSONAL

(Continued from page 1)

I was challenged to examine the *other* concept of origins of matter—of the universe—and of life upon the earth—the existence of the Creator GOD! I entered into an intensive in-depth research of origins, of causes and effects. I disproved the evolutionary hypothesis. I found PROOF of the existence and reality of Almighty God the Creator. I proved conclusively, after intensive night-and-day study, that the Holy Bible is, indeed, the inspired Word of God—literally GOD SPEAKING, revealing spiritual knowledge, history and prophecy (history in advance).

And I learned where I, myself, had been WRONG—wrong in what I

had been brought up to assume, accept and believe—wrong in attitude—wrong in the way I lived. I learned the TRUTH about Jesus Christ—a truth few, strange as it may seem, really know! I not only accepted Christ as Savior—I GAVE myself and my life to him, to "brain-wash" me—that is, wash my mind clean of false beliefs and false knowledge. To instruct me through his word in TRUTH. He says, in the Bible, that HIS WORD (the Bible) is TRUTH. As he opened my mind to comprehend, he gave me UNDERSTANDING of WHY the world is as it is—of the PURPOSE God is working out here below, and what shall come in the future.

Having been many years in the publishing field, I wanted to start a NEW kind of magazine—to make

plain and clear and UNDERSTANDABLE this marvelous revelation of spiritual knowledge—of history and prophecy—of life and its MEANING—of world conditions and what God has planned for its future. Since the Bible is God *speaking* to mankind—since it is the TRUTH—and I wanted to make that truth PLAIN and understandable, I decided (and I'm sure God led me) to call the magazine *The Plain Truth*.

But I had learned that God says, "Buy the truth, and sell it not" (Prov. 23:23), and God's way of life is GIVING, rather than getting. I knew this magazine must not be sold, but given freely. And yet my magazine experience had shown me that unless people ASK for it—subscribe to it like other magazines—or pick it up by their own free will and

decision on a newsstand, it would only be considered cheap and of no value. But I wanted to make this the MOST VALUABLE magazine of all—the most valuable and helpful to those who read it.

Also I knew it must not be commercialized for profit or private gain. Therefore, although I had sold countless pages of magazine advertising in my career, I felt *The Plain Truth* must not be commercialized by selling advertising.

I had learned Jesus spoke truth when he said, "It is more blessed to

give than to receive." This world's way of life is "GET"—and God's way is "GIVE." I began to live the way of "GIVE" in my own life. And I found others saw the practicality of that way too. When I started *The Plain Truth*, I found that some of the readers wanted to follow the principle of "GIVE" and sent in unsolicited contributions to share with me in GIVING *The Plain Truth*.

I had started broadcasting this same TRUTH, and I offered a free subscription to *The Plain Truth*. But I did not request contributions

or financial support over the air.

This operation has always been one of "GIVE"—not of "GET." The God whose TRUTH we give and share with millions has blessed this Work and it has grown remarkably. Today *The Plain Truth* is one of the leading mass-circulation magazines on earth—circulation now passing 6½ million copies a month in seven languages. It is supported by the tithes and freewill contributions of those who voluntarily, without solicitation, have become co-workers with us in this Work of "GIVE." □

## SWEDEN

(Continued from page 23)

come to a different conclusion. Look at the rate of taxation. Look at the regulation machinery which affects individuals and firms. You will probably find that Sweden has come quite a way in my opinion down the socialistic way.

You might also have seen that we have right now a quite vivid discussion in this country about a proposal from the Social Democrats to introduce funds with the aim of changing the ownership strategy from private persons over to the trade unions. And even if that doesn't exactly go along with the socialist schoolbook, it is in

practical terms the same thing. So to summarize, Sweden in practice is a collective socialistic country even if we still have quite a share of private ownership.

**What special problems do you anticipate for Sweden as we move into the midst of the '80s and on into the '90s?**

I am personally convinced that Sweden will change paths because this kind of welfare state is, as we discussed earlier, slowly breaking apart. On the social relations and economic side, the quite huge problems that Sweden is facing right now are to a great extent caused by this welfare state idea.

We have taken away a lot of the need for private initiative. You take that away and the dynamics in the economy will slowly go away. So in my opinion, without doubt we will change paths and try to develop the welfare society instead to where we ask people—individual people, families—to take part, not just be the spectators of a process with other groups.

This changing of strategy for the entire society will be the great thing that will dominate Swedish debate for 10, 15 years. And if you come back in 15 years you will probably find a quite different Sweden, a more personal Sweden than we have today—with less suicides. □

## ORPHAN TRAIN

(Continued from page 32)

speaking family. All went well for a few months, but tragedy struck again. My aunt unexpectedly died of pneumonia. My mother had been struggling to learn English, yet progress was slow, and in her new and difficult situation she had no one to whom to turn for advice.

She decided to take me with her to work, but her employer told her she would have to make other arrangements for me or find employment elsewhere. Before my mother could do so, her employer informed my mother she had found a children's nursery for working mothers where she could leave me and be able to visit me on Sunday afternoons. The fee was to be taken out of her small wages. Heavy-hearted, my mother made the trip to the nursery with her employer. I

was not yet 2 years old at this time.

More heartache was just around the corner. My mother was kept so busy that it was many weeks later before she had time to come for a visit. When she arrived, I was gone! Because the fees for my care had not been paid, I had been sent to an orphanage. They couldn't (or wouldn't) tell my mother where I was.

Heartbroken, my mother wrote a cousin in Germany pleading with him to come and help her find me. He had lived in New York and hopefully together they would be able to find me. My mother immediately quit her job and found other employment.

When her cousin arrived they searched everywhere but to no avail. My mother stayed in America, eventually to remarry and have two sons, but never forgetting me, hoping one day to see me again.

## We Finally Meet

As soon as my cousin realized he'd found me he went to see my real mother. He showed her our correspondence. It was a terrible shock, but soon she was calm enough to hear the story. My mother's prayers had been answered.

I was now 33 years old and had two sons of my own, ages 10 and 5. My mother immediately invited us to New York for a two-week visit. Our meeting was joyous.

We returned to Nebraska with a promise from my mother she would come and meet my adoptive mother. Over the remaining years of my mother's life we kept in touch by correspondence and visits. But to me, my adoptive mother was, understandably, my "real" mother, for even though my real mother loved me, it was my adoptive mother who gave me the love and care more than 80 years ago when I needed it most. □