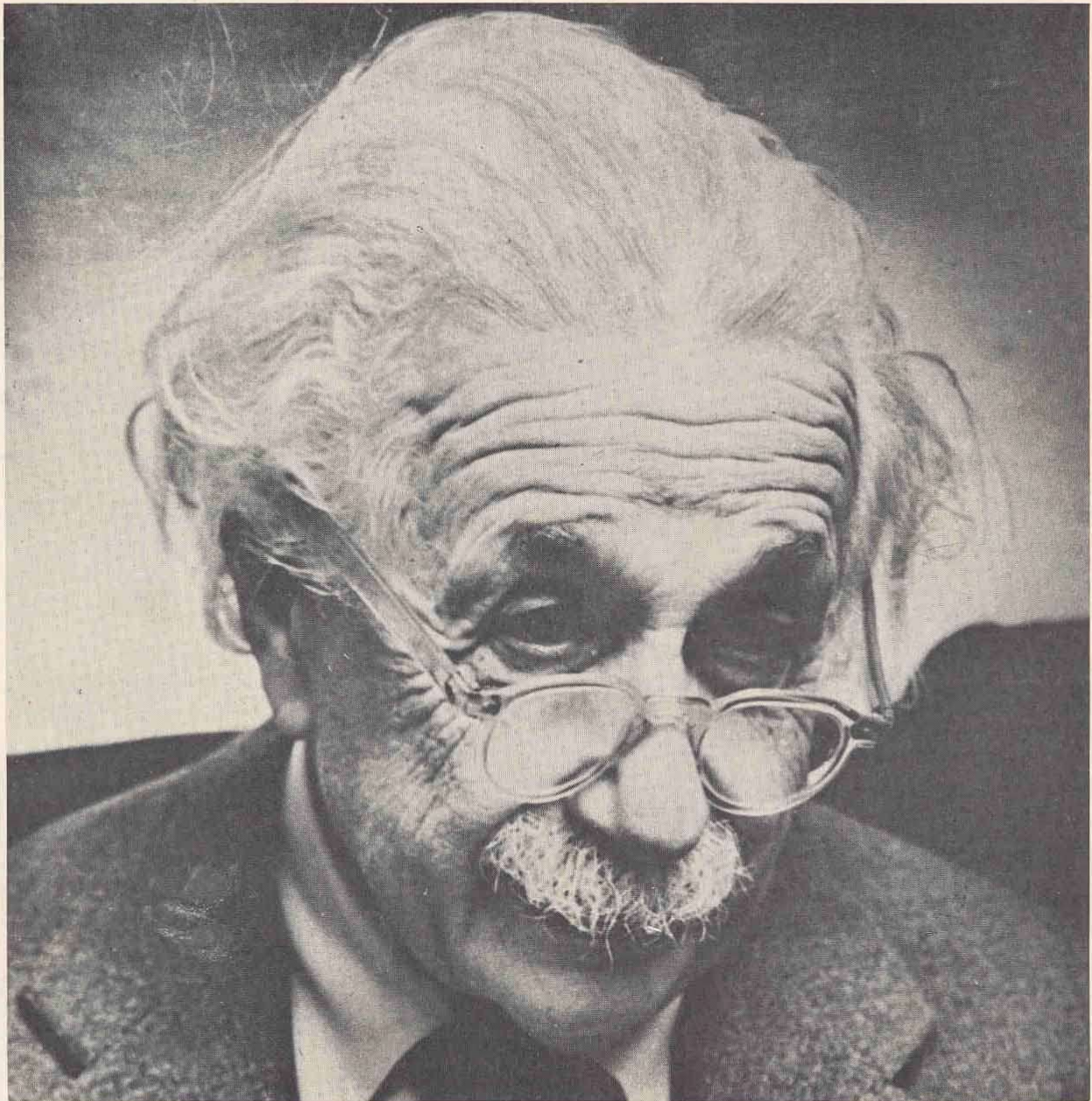


the
PLAIN TRUTH
a magazine of understanding

VOLUME XXIX, NUMBER 4

APRIL, 1964



World Wide Photo

ALBERT EINSTEIN. For many aspiring young people, he symbolized the epitome in scientific education. Today, science and education are running amok. Read, in this issue, the truth about College Education.

What our READERS SAY

"The Ways of the GI"

"I might mention that I am a serviceman, overseas in Italy at the present. If it weren't for the fact that my wife is forwarding *The PLAIN TRUTH* to me, I would indeed be very tempted to follow the ways of the GI. Thanks so much for your help and guidance, and I'm only sorry I cannot hear your radio programs over here."

Larry M. B.

• *But you can, Larry—check the radio log in this issue.*

New Listener Writes!

"For the past several months, I've been a constant listener to your programme, without doubt you can talk faster and say more than any other public speaker this side of heaven. I have thought that perhaps your fifteen minute discourse was delivered from 'The Written Script.' Now I have changed my mind—it must be spontaneous. Please answer this question direct or over the air: Why do you use the first two names so differently—Herbert W., then you switch to Garner Ted? Where does the Garner Ted Armstrong come in?"

W. H. P., Texas

• *Father and son. And it's supposed to be 30 minutes duration. If they ran the tape at double speed—it's a wonder you heard any of it!*

Evolution Again!

"After reading some college books on evolution, I too was captured by its logic and reasoning. But after hearing one of your recent programs on evolution vs. the Bible, I have come to see how ridiculous and plain foolish evolutionists are."

Richard C., Jr., Florida

Heard in British Honduras

"We enjoy your broadcast, which we get here in British Honduras quite clear. I am a preacher, but, I must admit that I got plenty of teachings through your

broadcast. You made it so plain, so distinct, that one can't help but listen."

M. R., British Honduras

The Smoking Habit

"May God give all of you an extra blessing for being faithful servants. Mr. Ted Armstrong's article entitled 'Don't enjoy *The PLAIN TRUTH* Too Much' hit home right where it hurts! When he mentioned the old gentleman with the tobacco-laden breath it was as if I was that old man. I have felt guilty over continuing to smoke; so guilty in fact that I'm practically in a state of torment. I've been smoking steady for 23 years and the habit has become such a big part of me that I'm completely enslaved to the filthy cigarettes. I have been praying earnestly, asking God to take the cigarettes from me."

Paul James T., Indiana

• *He will.*

Simon Magus

"Your magazine, *The PLAIN TRUTH*, is far from being true to its name. One is impressed at the uncovering of an individual, Simon Magus, in the first century. That you would bring him to the front in 1963 is mostly invention. Why would not some of the honest persons of the past have brought out the same black story, such as good Martin Luther, or Wycliffe, or Calvin. . . ?"

William Paul B., New York

• *Aren't you a little confused, Bill? Simon is mentioned in Acts 8, in the same Bible Wycliffe translated, and both Luther and Calvin used. We didn't uncover him—Luke did.*

Child Discipline

"I have just finished listening to your broadcast on child care and guidance. My wife has the 'other' books on the subject which have been the roots of our trouble since marriage. When I discipline one of our three children she says I should read more on the subject and do less. I have been listening to

(Please continue on page 44)

the PLAIN TRUTH

a magazine of understanding

VOL. XXIX

NO. 4

Circulation: 495,000

Published monthly at Pasadena, California; London, England; and Melbourne, Australia, by Ambassador College. German edition published monthly at Pasadena, California. © 1964, by Ambassador College.

EDITOR

HERBERT W. ARMSTRONG

EXECUTIVE EDITOR

Garner Ted Armstrong

MANAGING EDITOR

Herman L. Hoeh

SENIOR EDITOR

Roderick C. Meredith

Associate Editors

Albert J. Portune

David Jon Hill

Contributing Editors

C. Paul Meredith

Basil Wolverton

Lynn E. Torrance

Charles V. Dorothy

Jack R. Elliott

Robert E. Gentet

Ernest L. Martin

Robert C. Boraker

L. Leroy Neff

Gerhard O. Marx

Clint C. Zimmerman

News Bureau Director

Gene H. Hogberg

Research Staff

Donald D. Schroeder

Ronald D. McNeil

Editorial and Production Assistants

James W. Robinson

Paul Kroll

Regional Editors Abroad

United Kingdom: Raymond F. McNair

Australia: C. Wayne Cole

South America: Benjamin L. Rea

South Africa: Gerald Waterhouse

Germany: Frank Schnee

Business Manager

Albert J. Portune

Circulation Managers

United States: Hugh Mauck

United Kingdom: Charles F. Hunting

Canada: Dean Wilson

Australia: Gene R. Hughes

Philippines: Guy Ames

South America: Leon Walker

YOUR SUBSCRIPTION has been paid by others. Bulk copies for distribution not given or sold. ADDRESS ALL COMMUNICATIONS to the Editor, Box 111, Pasadena, California 91109.

Canadian readers should address Post Office Box 44, Station A, Vancouver 1, B.C., Canada.

Our readers in United Kingdom, Europe, and Africa should address the Editor, Ambassador College, Bricker Wood, St. Albans, Herts, England. Readers in Australia, China and southeastern Asia should address the Editor, Box 345, North Sydney, N.S.W., Australia.

Readers in the Philippines should address the Editor, Post Office Box 2603, Manila, Philippines.

SECOND CLASS POSTAGE paid at Pasadena, California.

BE SURE TO NOTIFY US IMMEDIATELY of any change in your address. Please inclose both old and new address. IMPORTANT!

Personal from the Editor

YOU MAY have read the principle article in *This Week* magazine for March 8, circulated in many metropolitan newspapers. (Circulation 14½ million copies.) The article was a report on what is happening to religion in United States colleges. It was captioned: "Is God Leaving the Campus?"

The subhead asks the question of WHY so many college students "end up without any genuine belief in God or the moral values."

Are these students—future world leaders—*better off* ending up with this intellectual MATERIALISM—with moral convictions discarded?

NOTICE THE RESULT! Then I want you to know the shocking FACTS—the CAUSE of this tragic result. The RESULT? Unbelievable thousands of premarital pregnancies. A shocking rise in mental breakdowns and in suicides on college campuses. Six hundred college psychiatrists were polled. The composite answers revealed that psychiatric help is being sought by 15% of students, but *ought to be* by 45%. VIRTUALLY HALF OF ALL STUDENTS, say the psychiatrists, NEED IT!

I suppose you've heard that bromide that if you believe in God or religion, or study the Bible, you'll probably go crazy. Well, LOOK AT THE FACTS:

150 years ago most American colleges had been founded by religious denominations. Religion then was an important part of the curriculum. But *mental breakdowns were almost unheard of*. Even during the nineteenth century college campuses were centers of religious activity.

The radical shift has come in *this* century. Academic leaders, into whose minds the atheistic theory of evolution had been injected during their own college careers, adopted an attitude of hostile neutralism toward religion. Any thought of God, or the Bible, was dismissed or ignored in silence. Any idea of God, or the Bible, had become in-

tellectually disrespectful. Science, engineering, technology, pagan philosophy, now wore the badge of intellectual respectability.

German rationalism had spread its tentacles through the educational systems of the entire Western world—Europe, Britain, America—as well as the other Commonwealth countries. The leaven of disbelief had now leavened the whole lump. God was relegated to the limbo of medieval superstition. The Bible had been thrown out the window—even though unused copies might be gathering dust on college library shelves.

Today, literally, GOD HAS LEFT THE CAMPUSES OF COLLEGES AND UNIVERSITIES OF THIS WORLD—that is, if, indeed He ever *really* was there! Perhaps, even during the past two centuries, the god of the campuses was the god of *this* world, rather than the Creator and Sustainer and RULER of the universe.

And, though he may not be *called* by the name of "god," that god is, indeed, still on the campuses masquerading now under the name of the *false messiah*, MODERN SCIENCE.

During this present century there has been a constant weakening of religious conviction—a watering down of devotion, accompanied by a tobogganslide of morals.

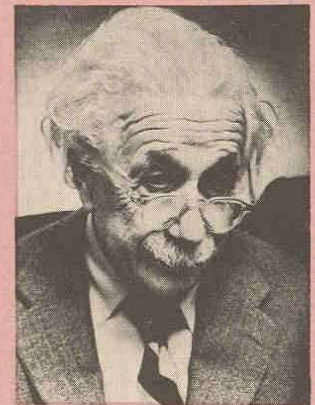
The article in the *This Week* magazine mentions that American churches contribute millions of dollars to send missionaries and money to the Congo, New Guinea, South America, but they are utterly *neglecting* three and a half million future LEADERS in their own nation!

Not only do we talk about separation of church and state—we actually *have* separation of church and campus! The magazine article terms this a "baffling neglect." And it comes at a time, paradoxically, when "a new interest in religious values and ideas is sweeping the campuses." Yes, there is the *interest* of curiosity. It is an interest

(Please continue on next page)

In This Issue:

What Our Readers Say.....	Inside Front Cover
Personal from the Editor.....	1
The Shocking TRUTH About COLLEGE EDUCATION....	3
Why so Much Confusion About—"In The Beginning . . ."?	7
Should YOU BE BAPTIZED?	9
Short Questions From Our Readers.....	12
BLACK MAGIC Returns to England.....	13
Is Church Membership Enough?—What Constitutes a True CHRISTIAN?	17
Radio Log.....	20
The CHALLENGE of a Lifetime . . . Ambassador Colleges Demand EXCELLENCE	25
The Autobiography of Herbert W. Armstrong.....	29
The Bible Story.....	33
Space-Age Technology Leaps Ahead.....	Inside Back Cover



OUR COVER

Probably no other educated man in the twentieth century achieved such world-wide fame as Dr. Albert Einstein. He symbolized for many aspiring young people the epitome in scientific education and technological achievement. Einstein is now dead. Unfortunately the very scientific achievements to which his knowledge contributed now threaten, in another world war, to bring death to all mankind!

in IDEAS—rather than in TRUTH. But it is NOT a hunger for TRUTH, or a willingness to surrender to it, and to make an about-face toward better goals!

Life on co-ed campuses inevitably leads to romances and marriages. An appalling percentage of these marriages results in divorce. And divorce puts the participants through the wringer of emotional anguish, lonesomeness, frustration. It results in broken lives and juvenile delinquency of many children.

Here on the Ambassador College campus, things are different. Students come here to learn the TRUE VALUES. They come here to learn HOW TO LIVE, to learn the real MEANING of life, and how to live it enjoyably, happily, and abundantly to the FULL.

And—yes, romances do occur here, too. I suppose we have had more than two hundred marriages during the past ten or twelve years. To the best of my knowledge, there has been only one separation—and that one only temporarily—the couple recently got word to me that they are happily back together again. There may have been three or four others that have been slightly less than perfection, with problems to solve and adjustments to make—but even these are holding together with reasonable happiness, and each of these was a case where counselling was sought prior to marriage and faculty members advised *against* the marriages. Any such counselling must be voluntarily initiated by the student, but is always available.

Without exception, to the best of my knowledge, EVERY other marriage that has resulted from life on this campus has been a happy and successful one.

One reason for this is the Ambassador Course in Principles of Living. That is a course that I myself teach—with the collaboration, in the phase of sex understanding, of the college physician. About 90% of unhappy marriages, and of divorces, are largely the result of certain ignorances within this area—a lack of vital knowledge that is not imparted in courses on the subject elsewhere.

WHY have those applying themselves to knowledge turned more and more from God, and from the Bible, during the past half century?

WHY? Because the natural mind of man is automatically HOSTILE to THE

WAYS of God, or to OBEDIENCE. Human nature resents any authority over it. And GOD is the *supreme* Authority!

WHY? Because the BIBLE has been the most MISUNDERSTOOD of books! Because men have supposed—and been taught—that the Bible says precisely the *opposite* of what it actually does say.

IF the Bible said what most people have been taught, then I, too, should say that it is plain superstition! Then I, too, should say that it simply doesn't make sense!

Let me give you an example or two.

The Bible is *supposed* to teach that man has an immortal soul—that this soul is the REAL MAN—that it is spiritual, immaterial, and immortal. That, if saved, this soul departs the body at death and goes off to heaven, but if unsaved, it departs the body and goes to hell. Some, of course, believe it goes later to one of these two destinations by way of "purgatory." Also it is known that the Bible *does* teach that there shall be a RESURRECTION of the body, and then a JUDGMENT.

Now, if what is probably supposed to be the majority are consigned to the everlasting tortures of a burning hell—where they continually scream in terror and unbearable pain of continuous burning—yet never burn up—and then, later, are to be resurrected to have their case opened up in divine Court to be JUDGED, as to whether they should have been suffering this torture all these years—well, IF the Bible taught such contradictory and inconsistent nonsense, I think I, too, would brand it superstition and throw it out the window!

BUT THE BIBLE TEACHES NO SUCH THING!

Many times I have offered \$1,000 for any plain statement anywhere in the Bible that the "saved" shall leave this earth and go "to heaven." Also I would gladly pay anyone a thousand dollars for showing me any passage in the Bible that teaches anything about an "immortal soul."

The Bible says God formed MAN—not merely a body for *man* to live in—but the MAN, of the dust of the ground—matter—and that this MAN composed of material substance *became* a living SOUL. The SOUL, then, is composed of MATTER, *not* of spirit. The Bible further

states twice that "the soul that sinneth, it shall DIE." So souls are NOT immortal—souls can DIE. The Bible NOWHERE says any man will ever go to heaven. Jesus Christ told the Pharisees that they would *see* Abraham, Isaac, and Jacob, and the prophets in the Kingdom of God (NOT in heaven)—and that they themselves would be thrust out. Yet Christ also said plainly that NO MAN had ascended up to heaven, except that He, Himself, had come down to earth *from* heaven. So neither Abraham nor any other man had ever gone to heaven.

The Bible says plainly that the wages of sin is DEATH. Yet almost everybody has been taught that it says the penalty for sinning is just the opposite—ETERNAL LIFE, in hellfire. The Bible says eternal life is the GIFT of God—yet nearly all have been taught that eternal life is NOT a gift to be received from God, but something we were born with and already HAVE.

More than thirty-seven years ago, I was shocked to see with my own eyes that the Bible says the very opposite of what I had been taught in Sunday School. I was amazed to find that what the Bible actually SAYS *makes sense*.

Yes, educated circles have discarded the Bible because they have been willing to ASSUME, without checking, that the Bible teaches these pagan superstitions.

Agnosticism, materialistic "science" has been sugar-coated, and presented in the guise of intellectualism. It has been made to appeal to intellectual vanity. The BIBLE has not been presented as being intellectually respectable. But the proofless fable of evolution has been dressed up to *appear* intellectually respectable. Humans want to "belong." The "educated" crowd has travelled that materialistic road, and students have gone along with the crowd.

But WHAT ARE THE FRUITS?

Look at them! 40% of college and university students *need* psychiatric treatment! 40% are mentally SICK! Unbalanced! Emotionally insecure! Frustrated!

Forty years ago it was illegal to disseminate knowledge of sex. Down through the centuries sex had been polluted. From ancient Egypt, through Greece, Rome, organized "Christianity,"

(Please continue on page 24)

The Shocking Truth About COLLEGE EDUCATION

More students than ever before will enter college or a university next autumn. Yet almost none knows the shocking TRUTH about how this system of higher education developed—its RECENT DRIFT—and why the system will be obsolete in 15 more years. TRUTH is stranger than fiction!

by Herbert W. Armstrong

ARE YOU a college student?—a high school senior, thinking about *whether* to go on to college, or *which* college?

I've got NEWS for you!

If you are already *in* college, or a university, *what are you learning?* Are you sure you are learning the really IMPORTANT things? Are you learning what are the *true values*? Are you learning only how to earn a living—in a profession—in science, technology, in teaching, in business—but NOT learning *how to live*?

Are you sure you are keeping up with the times? Is it possible that even today's most *modern* curricula are already out-of-date—utterly failing to prepare you for the times you live in, and *the changes immediately ahead*?

It's Time to THINK About This!

I know two students who graduated, then received Master's Degrees from one of the most famous universities in the world. They said they had spent the best years of their lives cramming into their minds useless or DEAD knowledge—knowledge they could not now use. Then they studied at Ambassador Colleges, where they learned the *true meaning* of life, the real PURPOSE for their existence—the real cause and meaning of world conditions, and HOW to adapt and adjust for the drastic changes coming in the immediate World Tomorrow.

Whether you are already in college—or high school—or long past both, you need to THINK about these facts!

Suddenly we are in a different world. Frightening changes have completely revolutionized the society in which we live. They portend *far more drastic*

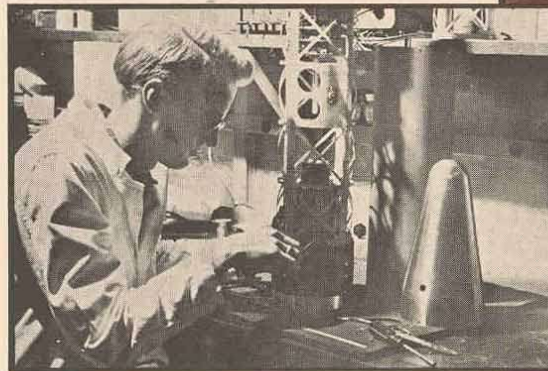
changes to occur in seven to twelve years! Few people are prepared to meet these coming revolutions in society!

The world went along on a comparatively even keel from the dawn of history until the nineteenth and twentieth centuries. Suddenly knowledge increased. Nearly all mechanical inventions have appeared during only the past 150 years.

In the brief span of a lifetime the world has passed with accelerating speed through the age of invention, the machine age, the age of science and technology, the nuclear age, and, now, the space age. The sudden acceleration in scientific development is evidenced by the astonishing fact that 90% of all scientists who ever lived are living today.

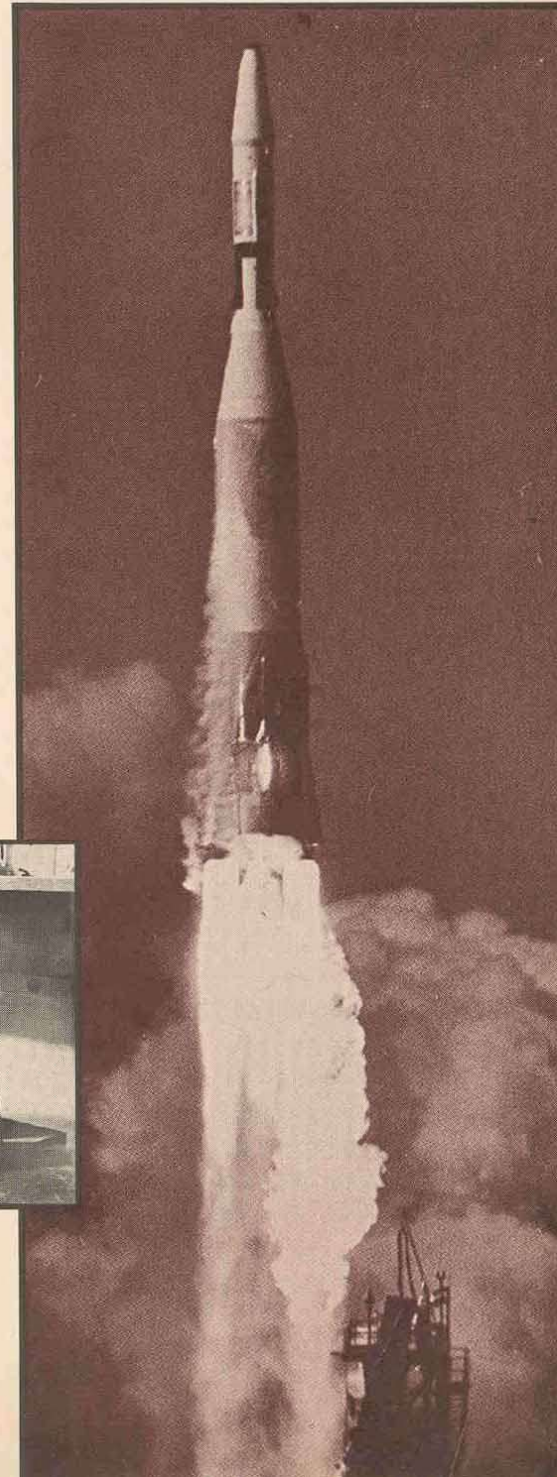
New Age in Education

And with these developments has emerged a new age in education. Today's world is what its leaders have made it, and these leaders are the product of this



Wide World Photos

Intensive education in science and technology has made the awesome rocket race to the moon, right, possible. Above, checking instruments at the Jet Propulsion Laboratory, California Institute of Technology. Question is, where is all this knowledge leading us?



world's education. But what kind of world has this education produced?

It is a deceptive world. It *appears* to be a world replete with gadgets, labor-saving devices, and luxury undreamed of by our ancestors. It is a world of instantaneous world-wide communication, rapid transportation by automobile, railroad, jet plane. It is a world entertained by radio, television, stage and screen, giant sports fields and arenas. It is a mechanized world where mass assembly-line machine production makes possible higher incomes, shorter work-hours, more leisure for entertainment and amusement.

Is not this an exciting world of great *progress*? Is this not a world looking forward to a magic push-button Century 21 where labor will be all but abolished, with idleness and ease for all?

It seems so.

But it is a deceptive world. Never was the world so filled with discontent, and unhappiness; with crime, with juvenile delinquency, with divorce and broken homes, with sickness and mental illnesses, with violence and destruction. Never before was it possible to erase all life—human, animal, and plant, from the face of this earth! It is a confused, misguided, chaotic world divided against itself in the throes of world revolution. It is a world cowed by threat of nuclear devastation. This world is harassed by fear, ignorance of the true values, and frustrations. It is a deceived world, gripped by strife, injustice, corruption, with approximately half its population suffering from poverty, famine, disease and death.

This whole disintegrating civilization is the product of an underlying *concept* toward knowledge, and a *philosophy* toward life, which together have formed the foundation of modern education. The philosophic basis of modern education is that of the ancient Greeks and Romans. The concept, through which the presence and motion of things has been viewed and explained, is the materialistic approach of modern science.

Modern education, therefore, is almost wholly materialistic. It develops the machine, the theorem, the hypothesis which becomes the faith or the belief of modern science. But it fails to develop

the MAN, or to lead him to a knowledge of the true values.

Few seem to know that peace of mind, happiness, contentment, the true, absorbing, interest-filled, *abundant* life of utter well-being, with prosperity and assured security, are our true heritage. Few seem to know THE WAY. Few seem to know that there are invisible but inexorable LAWS in motion to make possible that utopian state for all. The very first mission of education is to disseminate the knowledge of those laws and of the PURPOSE of life.

Yet this knowledge is NOT disseminated—except in three colleges.

What *is* man? WHY is man? Was he put on this earth for a PURPOSE—or did he just happen, by accident? Is there meaning to life? What is THE WAY to peace, to happiness, to well-being, to dependable security? WHY are we air-breathing creatures of mere transitory existence?

WHY are these questions ignored, and certainly never taught—these BASIC foundations of any right or true education? Why? Simply because modern education has become almost wholly materialistic. It has lost the true values. It gropes hopelessly in the dark, in a vain search for the acquisition of knowledge which can come only through the very source it rejects! It fails to teach young men and women the most needed of all knowledge. It teaches young people how to earn a living, but fails to teach them *how to live!*

Surprising Origin of Modern Education

How did the system of modern education come about? A brief research of its history will prove startlingly illuminating.

The academic form of curricular education was originated by the pagan Greek philosopher Plato, 427-347 B.C. He was the founder of education of regular curriculum in a fixed place. He called it the *academy*.

But an interesting analogy, and lesson—if you can believe it—is portrayed as of much earlier date. It is found in the Biblical account in Genesis.

It portrays the Creator as the original Educator, giving instruction to the first man and woman, regarding the two

basic *ways* of life. This was pictured by two symbolic trees. The one, freely offered, represented *the way*, as a life-philosophy, of love—of outgoing concern for others—of giving—of serving—of sharing. The other, forbidden yet left completely accessible, symbolized the opposite life-philosophy. It evaluated success in terms of material acquisition. It was *the way* of vanity, selfishness and greed; of consideration, first of all, for SELF; it exalted competition and strife.

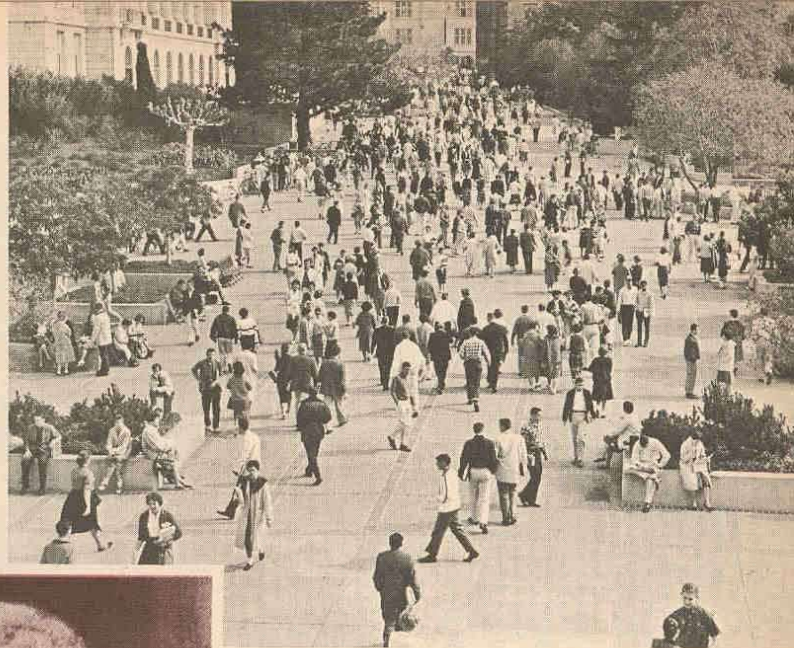
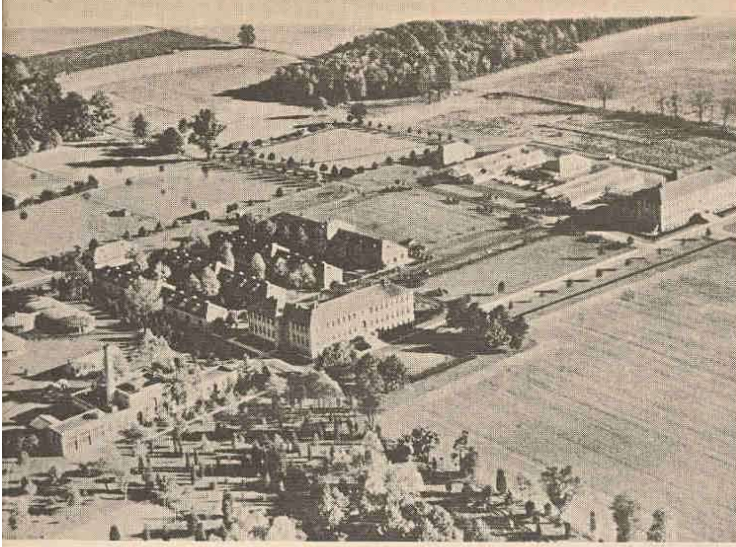
The first was simply *the way* of the invisible, inexorable, living LAWS performed by LOVE—the Law of the Ten Commandments—the Law of the Golden Rule. The second was the way this world has followed—competition, acquisition, materialism, fulfilling the twin pulls of human nature—vanity and greed.

This account portrays the Great Educator revealing these living laws of Love as *the way* to peace, prosperity, happiness—a real utopia; and their violation *the way* to strife and war, pain, suffering, insecurity, wretchedness, discontent, emptiness, and death.

True to human nature, even as it manifests itself so often today, the woman took over the initiative. She is pictured as inaugurating, in principle, the 'scientific method' of our time. She rejected revelation as a source of knowledge. She embarked on the very first recorded 'scientific experiment.' She decided to make a test, and observe the results. For guinea pigs she used her husband and herself. She experimented, first, with the tree of knowledge of good and evil.

The result of that 'scientific experiment'? The guinea pigs became unhappy. They died. During their lifetime, however, they experimented further in the psychology of child rearing. Again rejecting revelation, they adopted the 'scientific method' of permissiveness. The result of *that* experiment? It produced the first juvenile delinquent. Their eldest son became a murderer, and they grieved the loss of the second.

But, it seems, neither they, nor their children in all the successive generations ever since, have learned anything from the experiments. Humanity has been experimenting by the same process



Wide World Photos

Tens of thousands of students attend a single large American University. Problem in education is that students have become mere numbers.

Princeton University continued the European tradition of education.

ever since, with the same unhappy results. Sorrow, suffering and death have been the harvest reaped by each succeeding generation. Mankind has never learned from the *dearest* teacher of all—experience. But mankind has *written* the lesson in human blood!

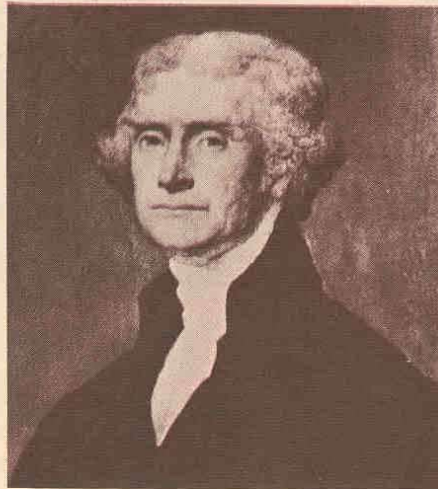
The most ancient of records reveal that educational institutions, from dimmest antiquity, were organized and maintained by religions. As early as the tenth century B.C. we find the record of schools for the training of pagan priesthoods. On the other hand, the prophet Elijah, at the turn of the ninth century, established two colleges for the prophets of God.

Pagan Schools for Christians

At the beginning of the Christian era pagan schools on the Plato model dotted the Roman Empire. No Christian schools existed. Printing had not yet been invented. Textbooks had to be prepared, laboriously, entirely by hand, one at a time. All textbooks were pagan. All leaders in the first five centuries of the Christian world were, of necessity, the pupils of this pagan education.

Then the barbaric invasion swept away these schools. Through these years the only education in the Western world was pagan. Pagan philosophies and religious beliefs and customs were instilled automatically into growing children. Observance of pagan holidays was a regular part of school life—as, surprising though it may seem, it continues to be today!

Education was instilled as a *system of memory-training*. It was 'spoon-fed,' literally funneled into immature and growing minds. Children were taught

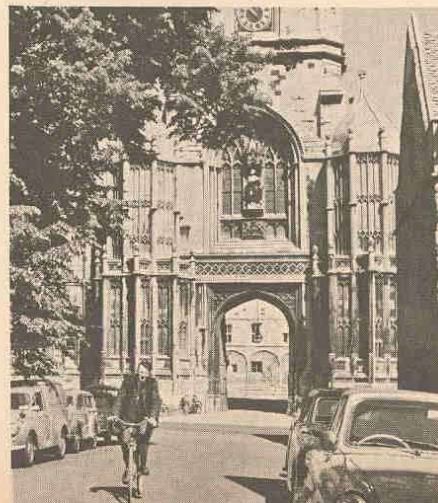


Thomas Jefferson founded first State University in America.

to accept without question, assume without proof, believe and memorize whatever was taught. This method, too, persists today. Children are not taught to THINK—but to take orders—be followers, not leaders. Few know *why* they believe the things they do. Through all those years, all literature in the Western world was pagan.

Beginning the sixth century, the only schools were the Catholic Monastic

Oxford University is Britain's oldest educational institution.



schools, for the training of monks, and the Cathedral schools, for the training of priests. These evolved into the universities of Salerno, Bologna, Reggio, Padua, Modena, Vercelli and others. The first university of our modern pattern was the University of Paris, beginning in the twelfth century. English students sent to the University of Paris, later, 1167-68, founded Oxford University. Oxford alumni founded Cambridge. Graduates of these universities founded Harvard in 1636, William and Mary in 1693, Yale in 1701, and Princeton came later in 1746.

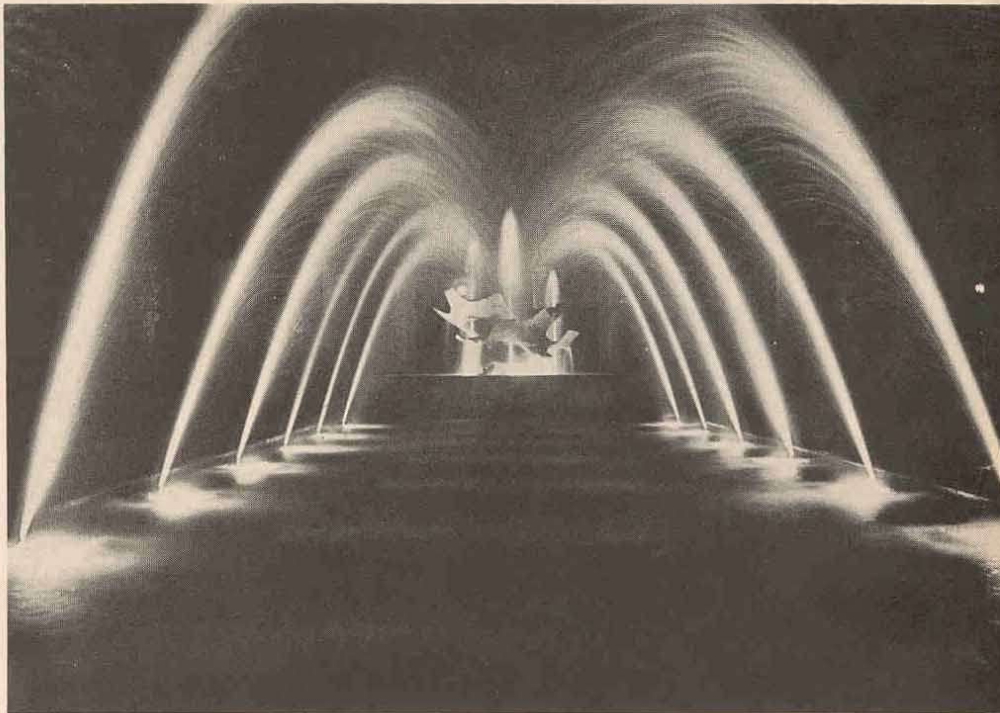
It was Thomas Jefferson who founded the first state university—the University of Virginia in 1819. His motive was to divorce education from religion. This started the present materialistic trend in American education. There was great public protest at the time. His new state university was termed 'shocking,' and 'irreligious.'

German Rationalism

Two other factors added impetus to the materialistic drift. German rationalism spread its leaven through every phase of the educational structure. And, in the present century, Big Business has made sizeable financial contributions, conditioned on establishment of technical, scientific, and professional courses to train needed personnel for these huge corporations. This has resulted in education becoming more and more a system of training young people in the art of



Spectacular bronze fountain, with three jets, makes a striking night view. At right it appears at end of pool.



In the formal Italian Gardens at Ambassador College, Pasadena, is this outstanding night attraction. Twelve jets reflect amber lighting, play over the mirror pool.

earning a living, at the expense of teaching them *how to live!*

As institutions of higher learning continued through the twentieth century, enrollments multiplied. Today we have virtual assembly-line educational production. The student loses his identity, becomes a virtual nonentity, blending into the uniform collectivism.

Prominent educators have voiced their alarm at this state of educational affairs. Many recognize the evils and the dangers—yet confess their utter helplessness to brake the drift or change the direction.

The Encyclopedia Britannica gives this definition of education: "Many definitions have been given of the word *education*, but underlying them all is the conception that it denotes an attempt on the part of the adult members of a human society to shape the development of the coming generation in accordance with its own ideals of life. . . . Education may be said to be the efforts made by the community *to impose* its culture upon the growing generation. . . . Schools and universities which are the ordinary channels through which adult culture reaches the young are naturally conservative and *bound by tradition*. They are slow to leave the old paths." (Emphasis added.)

In briefest summary, education from earliest antiquity was a means of pagan religious instruction; became a vehicle for disseminating pagan culture, re-

ligious doctrines and customs under the Plato curricular system; evolved in our modern era into a system of instilling the teachings of what the author-philosopher, Dr. C. E. Ayers, terms "Science the False Messiah,"—or the "new religion" of German rationalism and materialism, which, of course, masquerades under names and terminology other than "religion."

Now—Ambassador Colleges!

During the planning stage of the founding of the first Ambassador College, certain educators, held by circumstances in the clutch of this system, expressed sincere congratulations on the opportunity that was Ambassador's. We were privileged to be freed from the evils inherent in today's materialism. Ours was the glorious opportunity to recapture the true values; to teach the basic most-needed knowledge almost universally ignored; to teach young people not merely how to earn a living, but *how to live*; to avoid mass-production education by limiting enrollment; and to put due emphasis on true character-building; and at the same time having the advantage of being able to retain all that has proved good and sound in educational experience.

Ambassador Colleges have been built upon this educational FOUNDATION:

Recognition of fundamental truths regarding the purpose and meaning of life, and the laws that make possible peace, happiness, and the truly successful life. Students are free not only, but encouraged, to question any or all ideas, postulates, or supposed truths, whether enjoying society's acceptance or not—and to *prove* all things before accepting them as fact. Students here are guided in processes of intelligent research, and in ability to make right and sound decisions.

Emphasis here is on character-building, development of personality, poise and leadership.

Ambassador Colleges are the PIONEERS for the WORLD TOMORROW—the colleges of the future!

Prospective students should request the college catalog, for further and more detailed information about Ambassador Colleges—courses offered, tuition and fees, residence and expenses, employment opportunities, requirements for admission, requirements for graduation, degrees offered, etc.

In the United States and Canada, address The Registrar, Ambassador College, Box 111, Pasadena, California.

In Britain, Continental Europe, South Africa and Australia, address The Registrar, Ambassador College, Bricket Wood, St. Albans, Herts., England.

Bible, and in reality teaching traditions of men. The other, openly rejecting the Bible and, "feeling in his bones" that a natural explanation could—and must—be found.

When geologists say "Early geologists fought to free people from the myths of Biblical creation" (*Geotimes*, August 1957, p. 12), they are only saying that men fought to replace one ERROR with another.

Now, the Catholic Church has accepted the evolutionary concept of the earth's origin and life upon it. Numerous Protestant churches have also taken the evolutionary concept into their teachings, justifying their actions by saying the Bible was never meant to be a book on science.

This line of reasoning denies II Timothy 3:16 which says that ALL—not just a part—of Scripture is given by inspiration of God. This modern approach makes God's Word a mere book of traditions of men.

The Bible plainly tells us that either ALL of the Bible is given by inspiration of God or NONE of it is. It is not part tradition—or "stories"—of men and part inspiration of God. It stands as ONE UNITY. When the Bible does speak about history, geology, astronomy, etc., it agrees with scientific facts.

Of course, in some few cases one needs to understand that the Bible records conversations of men. In so doing it accurately records what *they* said. But that does *not* automatically mean that what the men said was of God.

For a simple example, Job 1:16 accurately records a message given to Job by one who said a fire from "God" destroyed Job's servants and sheep. But earlier in the chapter the Bible makes it clear that it was Satan—not God—who sent this destruction! Read it in Job 1:12. We should read the scripture as it is, and *not* read our meaning into it.

The Bible tells us: "*The fear of the Lord is the BEGINNING of wisdom: a good understanding have all they that DO [KEEP] his commandments . . .*" (Ps. 111:10).

And, "*The fear of the Lord is the BEGINNING of knowledge: but fools despise wisdom and instruction*" (Prov. 1:7).

It's time to quit assuming, and to

start obeying and fearing God!

Because the truth about the earth's history has been buried under a trash heap of medieval pagan superstition and ignorance, men have assumed all of chapter one of Genesis is speaking of the same time. Some have been unwilling to admit that "in the beginning," in Genesis 1:1, is not speaking of Adam's creation, but of a time long before Adam.

Man's 6000 years of reasoning himself astray, of being led into deception by Satan the Devil, are rapidly nearing a climax. You need to write for our free, highly illustrated booklet entitled "1975 in Prophecy" to understand the prophesied events which are to literally SHAKE this earth in the next few years. Events which will bring to completion man's tragic 6000-year history of wars and suffering and usher in the *wonderful world tomorrow!*

Personal from the Editor

(Continued from page 2)

sex was regarded as dirty, nasty, evil. It was looked on with a sense of shame. The subject was hush-hush. Parents taught their children nothing. They knew nothing to teach—and besides, it would have been too embarrassing. 90% of marriages were unhappy because of ignorance.

Then, suddenly, after World War I, the legal barriers were knocked down. Books disseminating sex information flooded bookstore shelves. Moral standards relaxed. Judge Lindsay of Denver shocked the world with his advocacy of "companionate marriage"—that is, temporary trial marriages being made legal until one found the mate he wanted in *real* marriage. Once people recovered from the shock, they stopped even bothering with trial marriages! More or less promiscuous premarital sampling became the campus fad.

RESULT? Well, there is an invisible LAW. Start experimenting in premarital sex, and you lessen or destroy capacity for REAL LOVE that is lasting in marriage. The only sex knowledge so far

made available in this world's colleges is biological PHYSICAL knowledge. But there is a spiritual LAW. There is a PURPOSE of which they know nothing. The real secret of marital happiness they know not.

RESULT? Marriages are less happy with all this biological sex knowledge than they were in ignorance! Divorces are on the increase! Premarital experience has become somewhere close to universal. Unwanted premarital pregnancies are literally shattering young student lives by hundreds of thousands!

Whether or not God was ever on the average college campus, it is a certainty HE IS *NOT* THERE NOW! And college students are *NOT* learning HOW TO LIVE.

How grateful I am that God Almighty has allowed me to be His instrument in founding three colleges where students learn the TRUE VALUES—where they learn HOW to really LIVE—where I personally am privileged to teach incoming freshmen the PURPOSES (that's plural!) of having made us male and female, and the knowledge that keeps young people clean and out of trouble *before* marriage, and joyfully happy IN marriage.

Ambassador Colleges are *NOT* "religious schools," or "Bible colleges." They are liberal arts co-educational colleges, with highest academic and intellectual standards. They are colleges where students learn to really ENJOY life—where men are masculine and women are feminine, with healthy and wholesome respect the one for the other.

Our students have fun. They are serious minded, with a PURPOSE in life—but they are not prudes—they are not sanctimonious. They learn to develop personality, to be rightly outgoing, to radiate. They study hard, work hard, play hard—with zeal and enthusiasm.

The very first thing visitors to one of these campuses will notice is the fact that the very atmosphere seems surcharged with HAPPINESS, with vitality, with a sense of active, positive, enjoyable well-being. There is enthusiasm. There is appreciation!

As the caption of *This Week's* article asked:

"IS GOD LEAVING THE CAMPUS?" And I answered, gratefully, "*NOT HERE!*"

The Autobiography of Herbert W. Armstrong

We become frightened at T.V. popularity—cancel ABC Network, plunge into television. "We're in the movies, now!"

BY 1955 television had become the popular craze in the United States. That year there were some 43 million television sets in the United States. That year the manufacture of T.V. sets hit its all-time peak in America—7,800,000 sets manufactured.

Suddenly we became frightened. Almost in a panic, we decided to make a frantic dash to put *The WORLD TOMORROW* on television—before radio went completely dead.

Rise of One-Eyed Monster

Garner Ted Armstrong likes to dub television by the term "one-eyed monster." Millions of people spend four, six, or eight hours a day looking into a television screen.

I first remember radio in about 1920 or 1921. I was still in the advertising business in Chicago, then. But the primitive radio sets of that time that come vaguely, in blurred focus, to my memory were little "wireless" sets heard only through earphones.

My earliest memory of radio, as it is today, however, dates back to 1932. At that time I was advertising manager of a daily newspaper in Astoria, Oregon. It was the very depth of the Great Depression. It had become necessary to trade advertising space for merchandise. Money, as a medium of exchange, was too scarce. I had traded advertising space for a portable radio set. It was rather large in size, for a portable. But it would receive stations from greater distances than any I have ever had since.

When we moved back to Salem, Oregon, in February, 1933, and I re-entered the ministry, I began, for the first time, to listen to religious broadcasts. Among the first, which interested me, was Dr. John Matthews of Hollywood, who styled himself "the Shepherd of the air," prided himself on being the "scholarly" radio minister. Then there was Dr. Stew-

art MacLennan, broadcasting from the Hollywood Presbyterian Church Sunday nights. These two I heard on Radio station KNX.

Also there were a few local radio preachers on Portland and Seattle stations, and one which came in Sunday evenings sharp and clear from a station in Calgary, Alberta. A little later I began to hear Dr. Charles E. Fuller (Pasadena), also. At that time, he was broadcasting Sunday nights on powerful KNX.

At that time I never even remotely contemplated going on the air myself. But when I heard that time was open on our little local station in Eugene, in October, 1933, I seized the opportunity. That led to the broadcasting of *The WORLD TOMORROW*, starting the first Sunday in 1934.

HOW SUDDENLY have these inventions sprung up! WHAT A DOOR Jesus Christ has opened, that HIS MESSAGE may go to the world for the first time in 18½ centuries!

Even in the year 1930 there were comparatively few radio sets in America. But by 1934 most United States homes had radio.

And THAT VERY YEAR that we started on the air—1934—TELEVISION WAS INVENTED!

Think of it! Television, so common in the United States today, and becoming more common in Britain and other parts of the world, was not even invented until the very year THE WORLD TOMORROW STARTED ON RADIO!

My first memory of television was at Radio Station KNX, the CBS Network headquarters in Hollywood, in 1942. The CBS Network was giving a rather elementary demonstration of television—still in the experimental stages. They then hoped to be broadcasting television after the end of the war.

We moved into our present home in

Pasadena in July, 1947. There were very few television sets in use then—but television was in operation on the air.

The sets at that time were mostly little 9-inch screens. I bought one because I knew it would be developed, and felt I needed to keep abreast of progress. If it became popular like radio, I felt we might need to put the program on television.

At that time there was no network T.V. There were two local stations in Los Angeles—KTLA (still on), and one other which was then difficult to tune in at our home. The KTLA programs were all local programs. There was local wrestling, and other purely local programs.

The BIG shows, then, were still on radio over the national networks. Actually the image orthicon pickup tube was not developed until 1946 by RCA. The first network television, transcontinental, was inaugurated September 4, 1951. By 1952 we were getting several of the so-called BIG SHOWS, with the top radio talent now on T.V., Coast to Coast via the Networks.

With the advent of these big-time network shows, T.V. began to sweep the nation. In 1950 there were 7½ million television sets in the United States. But the one year of 1955 saw the record production of 7,800,000 sets in that one year. Today there are more than 50 million sets in use in the United States.

We Race to Television

By 1955 the big-name Network shows had all left radio for television and were almost monopolizing night-time entertainment in America. The motion-picture business was on the skids. The first of the notorious big-money quiz shows, *The \$64,000 Question*, attracted T.V. audiences above 60 million people.

This, and one other circumstance, con-

spired to give us the jitters. We had learned that it was the EVERY-NIGHT, or *daily* broadcasting, seven days a week, which proved really effective. We were spending BIG MONEY, now, on coast-to-coast network radio—Sunday only—one program a week. This once-a-week radio was *not* producing results commensurate with the DAILY broadcasting over the super-power stations. At that time we were on super-powerful WLS, Chicago, seven times per week. Also on the equally powerful WWVA, and we had been for some years broadcasting EVERY NIGHT on the super-power Mexican border stations. The mail response from the Sunday *ONLY* network broadcasting, per dollar spent, was very low, by comparison with the DAILY broadcasting on these super-power stations.

There were two reasons for that. One was the fact of the DAILY broadcasting—the other the fact that MOST of the ABC stations we were using were comparatively small-powered stations. I had found that a BIG-powered station, while it may cost two to four times as much, will bring a mail response from ten to fifty times greater than small stations.

But the main cause of our fears was the fear of television. It seemed that everybody was turning to television. It began to look like radio would soon be a thing of the past.

All these factors caused us to decide to plunge, quickly, into television. I issued advance notice of cancellation of the Sunday Network broadcast.

Our Advertising Agent of that time brought in an associate, who was some kind of production manager at the new *Television City* plant of CBS, Hollywood. He was engaged as our Director-Producer.

Today television is coming primarily to the use of TAPE for TV recording. But at that time it had to be on FILM.

Suddenly I found that I was IN THE MOVIES!

So, "We're in the Movies, Now!"

The campus paper, *The PORTFOLIO*, for April 21, 1955, carried a front-page story about our sudden rush to get on TV.

It stated: "The nation is going crazy over television! Millions of viewers are sitting hunched in their TV chairs for

many hours each day. They're forgetting about God's Message—forgetting about the rocking, reeling world they live in—DRUGGING their minds with lethargy.

"And so," the story continued, "the truth of God will be THUNDERED at them right from their own TV sets!"

"Mr. Armstrong announced that the first WORLD TOMORROW program will be seen over channel KLOR, Portland, Oregon, within a few more weeks."

Continuing, the campus paper stated: "Planning far in advance, Mr. Armstrong said production will begin within a very few weeks, with other TV stations being added as fast as God provides the way.

"The supreme, *all-important turning point* has been reached! God's Work must make a shift from one medium of circulation to another. It will be no easy task."

And it certainly was NO EASY TASK!

The programs would have to be filmed at a Hollywood motion-picture studio. There would have to be "sets." First, under direction of our producers, an artist was engaged to sketch a picture, and draw plans for these sets. We decided on two.

First was a sort of stage, with a podium, and a large globe of the world suspended from the ceiling, hanging in the background. This would be emblematic of the world tomorrow! The second stage setting would be that of a private study, with bookcases, and an

office desk. For this we used the same desk I had used as my desk in my office in Eugene, Oregon—and was still using in Pasadena.

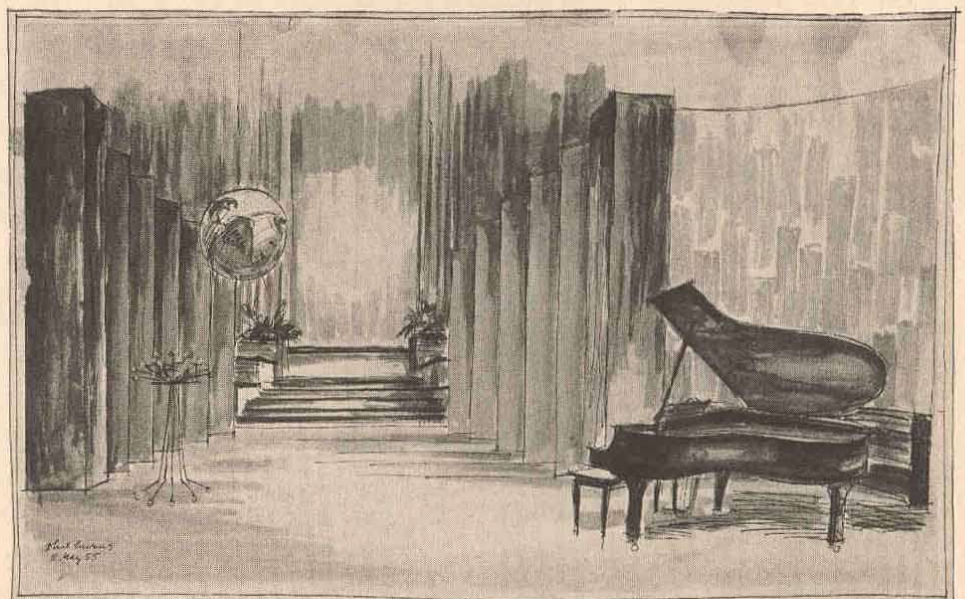
For the first set, we transported one of our semi-concert grand Steinway pianos from the college Music Department.

After receiving and approving the sketches, the sets were constructed in Hollywood. Meanwhile I began work on planning the type of program, and the format.

I felt that for me to simply walk out to a speaker's platform, and have the cameras steadily on me for a full half hour would prove very tiresome and monotonous to the viewing audience. So we began to work out plans to have the scene shift frequently to the thing I was talking about.

We had been *required*, by the radio network, against our own better judgment, to break the continuity of the program, near the middle, with music. For this, my daughter, Beverly Armstrong Gott, was used with a soprano solo in each program. So we decided to have Beverly sing on the TV program.

By that time, my son Garner Ted was making rapid progress with his voice lessons in Ambassador College, and had become our number one baritone. So we decided to vary the singing part of the program. On some programs, we planned to use a soprano solo by Beverly. On others a baritone solo by



This is a black-and-white reproduction of artist's color sketch of the first "set." Note the large globe of the world suspended from the ceiling. Compare this sketch with the final product, last photo, page 43.



Ted. And on others a duet with both of them. I think I have mentioned before that my father had a most unusual bass singing voice. Some of that talent was passed on through heredity. Personally, I do not have a singing voice at all—only speaking. But my children all inherited good singing voices—and not only from my father, but from their mother as well.

However, as we got into production on the first three or four programs, we began to use more and more "film stock"—that is, news-events motion-picture film obtained from the NBC film library in New York, to illustrate the speaking message, and after the first few programs, we dropped all singing from the program.

A Lion on the Campus

Our original idea for a format to put the program on the air was to show one or two campus views of our magnificently landscaped campus, as the announcer's voice announced "From the beautiful campus of Ambassador College, in Pasadena, California, its Presi-

The second stage-setting for the World Tomorrow TV broadcast was prepared from this sketch. Compare it with the fourth photo on page 43.

dent, Herbert W. Armstrong, brings you the real meaning behind today's world news, with the PROPHECIES of the WORLD TOMORROW!" Then, as the announcer's voice moved into the words "with the PROPHECIES of the WORLD TOMORROW," the scene was to shift to another picture on our grounds, showing a little girl leading a big lion and a little lamb—as a picture (Isaiah 11:6-7) of tame animals in tomorrow's world. (See page 43 for this sequence.)

Later we discarded this beginning, too. But we did start out with it.

But HOW were we going to show an actual motion picture of a big lion, being led by a little girl, and with a lamb alongside? THIS HAD TO BE PHOTOGRAPHED! And there are no tame

lions, TODAY. There will be, tomorrow. But we had no time-machine to project ourselves into the future, take motion pictures, and then come back to the year 1955!

Immediately I thought of the famous MGM lion, so often shown in motion pictures. Our producers were able to obtain the use of this lion, for a fee, of course. He was big, powerful looking, kingly. And he was *almost* tame—ALMOST, but we dared not trust that he was *altogether* tame!

This lion—a real lion, in the flesh!—was brought by his trainers over to the Ambassador College campus, and allowed to walk out of his cage in his big truck, and on the grounds, in front of *Mayfair*, one of our *girls'* student residences. He surely *seemed* tame. But his trainer explained that he was neither tired nor altogether tame—he was just LAZY!

Personally, I kept the trunk of one of the larger trees between me and the lion while he was allowed to be loose on our grounds. I think we had to obtain a permit from the City of Pasadena to have him there.

But, in planning this, we had to decide HOW we could photograph a helpless lamb beside this big beast, and a little girl leading. We decided not to risk it. Our motion-picture producers said we could do it with trick double-photography.

The producers decided the little girl must be a professional child actress. I think union requirements had something to do with this. They obtained the girl and the lamb. We photographed the lion, coached by his trainer to move slowly toward the camera. Then, after the lion was again safely in his cage, and with the camera securely locked in the same exact position in its tripod, we had the little girl and the lamb walk toward the camera, and a foot or two *beside* the spot where the lion had walked. Later the film editor blended the two together, so that, when it appeared on the TV screens in broadcast, we had the picture of the little girl leading the ferocious lion and the gentle little lamb.

Yes, WE WERE IN THE MOVIES, NOW!

The First Telecast

I decided to use the Biblical prophecies regarding the ancient metropolitan commercial city of Tyre for the very first telecast. This is one of the most astonishing of all prophecies.

We obtained several feet of motion-picture film of the wasteland and ruins photographed at the very spot where this great city once stood. These were edited into the film at the proper places, illustrating what I was saying on the sound-track at the moment.

These prophecies concerning Tyre, when put together with the *facts* of recorded history, give irrefutable PROOF, both of the existence of GOD, and of the inspiration of the Bible as HIS REVEALED MESSAGE TO MANKIND! They are a dynamic and dramatic CHALLENGE to the skeptic—and I used them as such on this first telecast.

I brought out the fact that most highly educated people, and scientists, reject the Bible as the Word of God. They ASSUME, without the scientific *proof* they demand on material questions, that revelation did not happen.

On the other hand, most professing fundamentalist Bible believers ASSUME,

also having *never proved it*, that the Bible IS God's inspired Word.

Then I challenged the skeptics. In the Bible, we read the account of one *claiming* He is the Almighty GOD, and SAYING He can make and unmake nations, change the course of history, and carry out His judgments over millenniums of time.

WHO IS THIS, I asked, daring to make such boasts. Could any skeptic foretell the future of all the world's greatest cities and nations, and then, after two thousand years, *make it come to pass?*

Was this written by some ignorant, superstitious Jew of thousands of years ago, merely quoting a make-believe god and writing fiction? I quoted God's blistering CHALLENGE to the skeptics: "NOW, the Eternal cries, . . . state your PROOFS. . . . Let us hear what is coming, that we may be sure YOU [you skeptics] are gods" (Isaiah 41:21, 23).

Then came what the GOD OF THE BIBLE said would happen to Tyre. Tyre was then—590 B.C.—nearly 1,700 years old, and one of the TWO GREATEST cities on earth. It was the New York of the ancient world—a great commercial and seaport city.

By the time we had the first few telecasts finished, on motion-picture film, sound-track and all, we managed to obtain time on TWELVE TV stations. So, once again, our organized BEGINNING on television, like so many other beginnings, started out with TWELVE. *We didn't plan it to be twelve. It just happened* that was the number of stations, Coast to Coast, in the cities and areas we wanted, which opened to us. Also, by the time we obtained that number, we hit the limit of our budget!

Later we were on thirteen stations—adding Hawaii—but we *started* with twelve.

Camera Jitters

I think I should record, here, something of my personal experience in performing in front of professional motion-picture cameras.

Emphatically, I *did not* take to it as a duck takes to water. Later on, when my son Garner Ted was used in speaking on two of the programs, he *did* adapt to it immediately. And, if, as I now write in early March, 1964, we do get back

on television within the next year or two, I think I shall be content to join the viewers, and let us watch Garner Ted Armstrong instead of myself. By now he is doing almost all of the radio broadcasting, anyway.

To me, however, trying to preach a sermon before a cigarette-smoking Hollywood crew of about 19 people—cameramen, electricians, sound men, script girl, directors, helpers—a full crew, with two TV cameras trained on me—well, it proved a NIGHTMARE!

Actually, once the bright klieg lights were turned on me, I was almost blinded, and I could see little in front of me except blackness. The powerful lights were shining straight into my face!

On our first day of "shooting" in the Hollywood studio, we were scheduled to go through three whole programs on the one full day of "shooting."

When our announcer, Art Gilmore, announced me, I walked out to the podium. I began to try to talk. I *did* try! But it was no go!

Just before this I had been made nervous and a little irritated by the fact our director brought a make-up man into my dressing room, and announced I had to wear make-up.

"*What!*" I exclaimed, indignantly, "Me wear make-up? Never in a million years!"

"You'll have to, Mr. Armstrong," replied the director soothingly. "Everyone does who appears on motion-picture film."

"Let movie actors wear all the false faces and make-up they wish," I replied defiantly. "But I'm not a movie actor, and I won't wear make-up."

"But, Mr. Armstrong," pursued the director, "this is only to make you LOOK, on the television sets, perfectly *natural*. Your face won't look natural, as the cameras show it, unless we do put on make-up. We only do it to make you *look* as if you DID NOT have anything on your face."

They simply were not going to start shooting until I gave in. Finally, on promise I could try it later *without* make-up, I consented to let the make-up man start chalking up my face.

But I was nettled by it. The whole thing was a totally NEW experience to

(Please continue on page 43)

Autobiography

(Continued from page 32)

me. I felt that every one of that TV crew in the studio was naturally hostile to what I was going to say. I decided I would talk to THEM, and challenge them as my skeptics! Finally I did, and found afterward that, far from being hostile, many of them were quite interested in what I had to say. They had never heard anything like it before. But it didn't happen *that* day.

A Nerve-Shattering Experience

I made false start after false start. Through the morning I struggled with it. The director tried to help me concentrate and get going. But nothing seemed to help.

During noon hour there was no time to drive back over to Pasadena. The producers had arranged an apartment in a nearby bungalow-hotel for Mrs. Armstrong and me, where she could prepare a lunch that would help quiet my nerves and leave me alert for the afternoon's work. I had lemon juice, I remember. I also tried to get in a brief nap.

The afternoon was no better. By day's end, we had shot and wasted a lot of expensive film—out of which the film editor was able afterwards to piece together enough usable footage to make the first half-hour telecast. I never did think it was any good—but it brought a huge response from listeners—more than any later program.

I do not now remember details of events of just under ten years ago as well as I do those happenings when I was a boy. But it seems to me that we had to engage these movie crews, and the studio, for three straight days at a time.

It was frightfully expensive. We were trying to reduce this production expense by shooting three programs per day. I had to have the first NINE programs all ready—in brief notes, and other material—before we even started this actual production.

But that first day we salvaged just ONE program out of a hard and nerve-shattering day's work. As I remember it, we did a little better the second day—I think we completed TWO programs, and

got to our quota of three on the third day.

High Cost of TV Production

I suppose most of my readers know little or nothing about the cost of PRODUCING a half-hour TV show. I have not kept up with it since 1955, but at that time the average half-hour evening show on any one of the three big Networks was costing between \$30,000 and \$35,000 for production. That means JUST TO PUT IT ON FILM. Then the purchase of station time for broadcasting came extra. That, also, on a major Network, averaged about \$35,000 for the half hour. Total cost, about \$70,000 for each weekly half-hour show. That is what the sponsors of the big shows were spending.

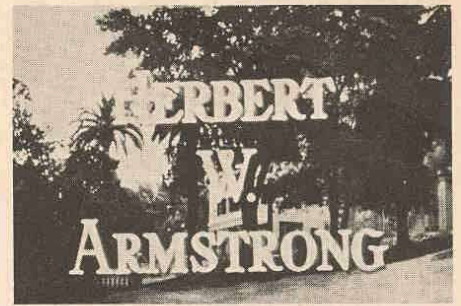
We had estimated that, by shooting three programs per day, we could produce *The WORLD TOMORROW* for TV at around \$900 per program. But that was mere wishful thinking. That first program cost over \$2,500 to produce. Later we did get production costs down to around \$2,000.

Of course the heaviest item of expense on the big entertainment shows is the high fees paid the stars. Many TV stars are paid \$6,000 for their acting in just one half-hour show. Lesser stars and supporting actors and actresses may be paid from \$500 to \$3,000—depending on how big a name they have. Of course, they go in for very expensive "sets"—with often several sets for a single show.

Perhaps the lowest-cost production of all was a show like the \$64,000 Question, and similar quiz shows. While they paid up to \$64,000 to the contestant who finally won, such a contestant appeared for several successive weeks before winning that much—so this big fantastic prize was divided into the cost of several programs. There were no stars, except the Master of Ceremonies, and staff members, none of whom drew down the fabulous fees of the big stars.

But then, the quiz shows finally were exposed as being "fixed." They ended in disgrace—although the public tuned in to be ENTERTAINED, and perhaps

Right, a few reproductions from one of the first TV film strips of the *World Tomorrow* broadcast.



ought to remember that they were entertained more adroitly with this deception than they would have been had the shows been more honest. The world likes to THINK it prefers honesty—which is another way of saying the world likes to "kid itself"!

We had succeeded in obtaining reasonably good times for *The WORLD TOMORROW* on a number of very fine stations. In New York we were on the ABC Network station, WABC, Channel 7. The hour was late—11:30 P.M. But that does not seem so late, in New York, as it would be for viewers in Kansas City, where people go to bed earlier. Later we switched to WPIX in New York—a station which had a very big viewing audience.

In Chicago we were also on the ABC Network station, WBKB, Channel 7. Our time there was not so good—9:00 A.M. Sunday. In Los Angeles we were on KTLA, Channel 5, at 10:30 P.M.

It was impossible for our type program to obtain time during the "PRIME TIME" hours of 7:00 P.M. to 10:00 P.M. But we did obtain the 10:30 P.M. spot on KLZ, Channel 7, Denver; KOVR, Channel 13, San Francisco-Stockton; KTNT, Channel 11, Tacoma-Seattle, Washington; KMBC, Channel 9, Kansas City; and KGMB, Honolulu; and KC-MC, Texas, Channel 6.

We had even a better time, 9:30 P.M., in Portland, Oregon, on KFOR, Channel 12. Also we were on KPRC, Channel 2, Houston, and on stations in Tyler, Texas, and Hutchinson, Kansas.

Our ratings, as shown by the principal rating agencies, showing approximate size of viewing audiences, were extremely HIGH.

Most religious programs on TV were rated, on the regular rating systems, below one point. Ratings were 0.3, or 0.7, etc. The best known prime-time big Network entertainment shows had ratings averaging in the 20s and 30s. A rating of, say, 32, was excellent and considered well worth \$70,000 to the sponsor. It meant approximately 32 million people viewing the program.

Programs like "Meet the Press," though probably much more worthwhile, did not have as many listeners as Bob Hope, Jack Benny, Red Skelton, and big-time entertainment shows. Even

at our late hour, we had a higher rating in some cities than "Meet the Press." On stations like Portland, Seattle, and Kansas City, we had ratings of around 10 and 11, indicating ten to twenty times as many viewers as most religious TV programs.

In Kansas City, at the time, the Steve Allen show, then at the height of its popularity, was shown at 9:30 and *The WORLD TOMORROW* at 10:30—a much poorer time. Yet we slightly topped it in ratings.

Our mail response was big, considering the number of stations—only 12. It was bigger than from similar radio broadcasts—but TV was so much more costly, we felt it *bad* to bring a much heavier mail response, to justify its heavier cost. Actually, even with only twelve stations, *The WORLD TOMORROW* was being viewed by a million or more people—perhaps two or three million. We were delivering a dynamic Message in power to a *huge* audience, who were not only *hearing*—as you do on radio—but also *seeing*—for a full half-hour.

If I told you the total cost, including the production of the master film (low-cost copies were sent out to each station) and the charge for station time, I suppose some of our readers would think it was EXCESSIVE extravagance. *But it was not!*

Stop a moment and figure. If you send a message to someone on a 4c (in the U.S.A.) postal card, you would never call that extravagance. If you sent a million postal cards to a million people, just figure the cost—*forty thousand dollars!* And *that* is lowest-cost ECONOMY!

As near as I remember, without checking 9-year-old records at our accounting department, we paid about an average of \$300 per station for the half-hour broadcast—a total of about \$3,600, plus about \$2,000 for production cost—total, *NOT* \$40,000, as postal cards would cost, but *ONLY* \$5,600—less than one-seventh as much as small postal cards!

Next month we will continue—showing how, as we went along, we made changes in the TV program, greatly improving it—and why we went off TV after 27 weeks. We discovered that RADIO was far from dead, after all!

What our READERS SAY

(Continued from inside Front Cover)

your program for a year or longer. I credit one of your broadcasts for saving our marriage. My wife and I had made plans to separate the next day when I turned to your broadcast. It seemed you were talking to us and our differences were solved that night."

James B. M., Alabama

Tithing

"I am tithing my tenth to God's Work. I want to bring God's truth to others who will be blessed. I am 15 years old and work delivering newspapers. I read the article 'Don't Enjoy *The PLAIN TRUTH* . . . Too Much!' I want God to reprove me and show me the way of life. I want to tell you and God 'Thank you' for the advice of this article."

Dennis Wayne S., California

• *And thank you, Dennis, for being thankful.*

Why PLAIN TRUTH Is Different

"A few days ago a friend handed me a copy of your magazine *The PLAIN TRUTH* (December issue) and just now I finished reading 'Ten Reasons Why Christ Must Return.' If this article (and others I have noted) are a sample of similar truths one may expect in future issues, I would be pleased to have you add my name on your mailing list file."

S. G. H., Oregon

• *They are, and you have been added.*

"My nephew drives 50 miles to borrow my PLAIN TRUTH. Would you please mail your magazine to him?"

K. R., McMinnville, Tennessee

• *It's on its way.*

Germany in Prophecy

"I found the answer to one of the questions I asked you in my letter. It was in the article, 'Germany—Friend or Frankenstein Monster'—the location of modern Assyria. Through what I have been able to scratch out of the Bible (I am a very poor Bible student) and