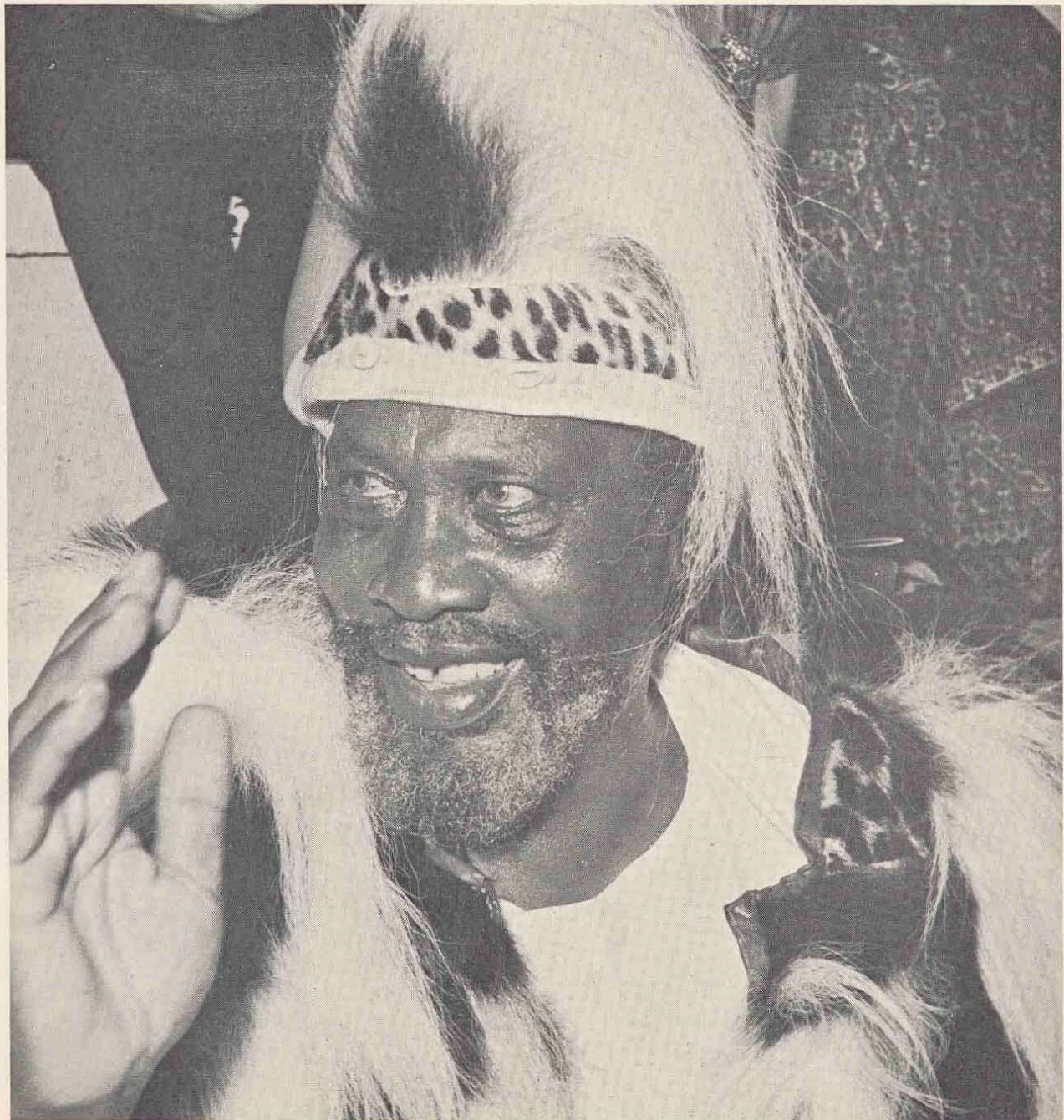


the
PLAIN TRUTH
a magazine of understanding

VOLUME XXIX, NUMBER 3

MARCH, 1964



Jomo Kenyatta, of Kenya, in national costume

WIDE WORLD

What our READERS SAY

Scoffers Take Heed

"I have on hand some sixty articles and booklets which I have received over a two-year period. All have been absolutely free of charge. You might mention this to anyone who scoffs at your offer of literature free of charge."

O. S.

Airway Heights, Washington

• *In fact, we will publish your letter for everyone to read.*

Bible Correspondence Course

"Let me take this opportunity to tell you how much I enjoy the Bible Correspondence Course. I am the mother of 14 children and 7 grandchildren. This Course is something the whole family is studying together."

Mrs. T.

Port Lavaca, Texas

• *Those who have never requested the Ambassador College Bible Correspondence Course ought to read the important article on page 28 of this issue. If this mother of 14 can find time to study, so can you!*

"I have just finished my 13th Bible Lesson. I am good and thirsty for the next Lesson. . . ."

Mrs. W.

Lafayette, Indiana

"I was very skeptical of all this free literature at first. Then I signed up for your Bible Course. I have learned more about the Bible than I thought I ever would. It makes sense. . . . I am learning so much . . . that it almost makes me feel guilty getting so much for nothing."

C. S.

Bristol, Tennessee

"I am a Christian girl of fourteen and wish to take your Correspondence Bible Study. Our . . . Youth Fellowship is going to start it in a group, but each one will write for it separately. My father, a minister, takes your wonderful magazine, *The PLAIN TRUTH*, and enjoys it

tremendously. I enjoy your Bible preaching and sound reasoning."

P. M.

North Adams, Michigan

"I would like you to send me the Correspondence Course. My minister referred us to the Correspondence Course and that is what I would like you to send to me. Your two booklets on Revelation were very interesting to study and we went over them together at our youth fellowship."

A. G.

Cement City, Michigan

"Would you please send me the Bible Correspondence Course. I am 12 years old."

L. Q.

Fulton, Missouri

"I take the Correspondence Course and it keeps me busy, along with my homework, until I go to bed."

C. J.

Batavia, Ohio

"Please send me the Ambassador College Bible Correspondence Course. I am on Lesson III, but please send me Lesson I and II for my files. I have been studying it with my parents. I am 13½ and have decided to send in for my own."

Mike T.

Dallas, Texas

"I want to subscribe to the Correspondence Course. . . . I was staying at somebody's house last week when I started to read the first issue. I found it so interesting that I can hardly wait until my first issue."

James F.

Midlothian, Illinois

"I have taken *The PLAIN TRUTH* for some time and I enjoy it very much. But I would like to take the Bible Correspondence Course also. Please send all available material that would help me

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Personal from the Editor

AFTER ALL, is a man educated unless he knows **WHAT HE IS?** And unless he knows **WHY** he is—whether there is any purpose or meaning to life—and what that is? And unless he knows *where*—or *whether* he is going, in the end? And unless he knows the *true* values from the false, and **THE WAY** to such desired conditions as peace, happiness, prosperity, the enjoyable and pleasant and *interesting* life?

Right now many high school seniors are facing the problem of whether to go on to college—and if so, *which* college.

If I were a young man or young woman facing that question, I'm very sure—knowing what I know, now, that I would want to know *which* college or university teaches these things. I'm sure I'd want to attend the school of higher learning which would teach me not merely how to earn a living—pardon me, I mean an *existence*—but the one which would teach me **HOW TO LIVE!**

What is Life?

Did you ever wonder *why* it is that nearly everybody wants to live a life that is pleasing, enjoyable, interesting—without boredom, or aches or pains or suffering, or unpleasant environments or circumstances? And yet, nearly everyone experiences a **HUNGER** for something that will really **SATISFY**—and yet, somehow, never finds it except at brief intervals that never seem to last.

When this Work of God was only about two years under way—or three—in Eugene, Oregon, and I was, most of the time, preaching in evangelistic campaigns about six nights a week, broadcasting every Sunday, editing and mimeographing *The PLAIN TRUTH*, counselling with scores of people, I found the need of something *relaxing*—something to get my mind for a little while off of these serious problems and this driving activity. Mrs. Armstrong and I found a total change, mentally, in attending occasional basketball games at the University of Oregon basketball pa-

vilion, MacArthur Court. At that time the University of Oregon had a team of sophomores and one senior which looked like a "comer."

And sure enough, in their senior year these boys went on to win the first national championship—late winter of 1939. That was the first year the N.C.A.A. had a national play-off leading to a national championship.

Even today we can find an occasional "change of pace" by attending a game. There we will see thousands being thrilled by the scintillating play. Are these basketball "fans" enjoying life? If you ask them, at the moment, the answer might be "*you bet!*" Are they bored? Not during the excitement of the game! Do they feel this sort of mental, emotional, or spiritual hunger? Not during the thrill of the game!

But after the game—then what? Why, after the game is over, and the "fans" have gone home, do they experience a let-down—until the next game, or the next experience of some pleasure?

I got to wondering. After the game, I don't experience any let-down. I don't have to suffer the experience of **EMPTINESS**, boredom, or this sort of soul hunger—whatever it is—until the next exciting entertainment. As a matter of fact, I find my life interesting, invigorating, stimulating, satisfying and abundant *at all times!* It is tremendously exciting at times. But it is *never* boring, *never* dull, *never* discontented!

WHY? What's the difference?

I know what's the difference. I want to tell you what it is.

The answer is bound up in these questions I asked at the beginning of this *Personal* talk with my readers.

I have learned **WHAT** man *IS!*

I have learned that man was put on this earth *for a PURPOSE*—and I have learned what that purpose *IS!* I have learned **HOW** to fulfill it. I have learned **WHAT** the *true* values are—and what are the false. And I have learned the

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OUR COVER

Prime Minister Jomo Kenyatta, of Kenya, wears national costume as he attended celebration at Dar-es Salaam, marking Tanganyika's independence from Great Britain. Kenyatta previously spent eight years in prison for fomenting the bloody Mau-Mau revolt in Kenya. Once-convicted leader of one of most savage revolts in modern history, Kenyatta leaped into office of Prime Minister upon independence of Kenya, December 12. Today his past has come back to haunt him. The men he trained in Mau-Mau revolt to overthrow British are now gathering forces secretly to overthrow Kenyatta. They regard him as soft on British, whom he has asked to remain in Kenya to assist in period of transition. Not only Kenya but the whole of East Africa is about to go up in flames unless U.S. firmly supports British troops called in by native leaders who are fearful of revolt from their own people.

The Autobiography of Herbert W. Armstrong

College activities develop. World Tomorrow goes coast to coast on ABC Network, then on television.

INSTALLMENT 63

WAS I CRAZY to start a Liberal Arts co-ed college? There was no fund of several million dollars for such a project. There was no fund of even several hundred dollars. For this purpose, there was no fund—period! *At all!*

What There Was—and Wasn't

There was no endowment. There was no sponsoring philanthropist.

There *was* opposition. There *were* obstacles. They piled up mountain-high. There *were* problems, seemingly unsolvable.

But there was something else. There was vision. There was clear and definite realization of the imperative need. And there was faith and determination; a sense of mission, a fired-up zeal and energy that refused to be defeated or to quit.

I think most anyone would say that a man would be either crazy or a fool to attempt to found a college under those circumstances. It costs money to operate a college. No college can finance its operations by income from tuitions and fees. These pay for only a part—and often a small part—of the costs of conducting a college.

State colleges and universities are financed by the taxes of the people. Privately owned colleges are financed by large endowments, and contributions from successful and prosperous alumni, by foundations, and commercial or industrial corporations who have an interest in what such colleges can do for them.

We had to *pay* taxes, not receive them. That is, until the college was established, incorporated, and recognized by the State a few years later. Then we were granted tax exemption on properties used exclusively for college educational purposes. We had no endowment

or hope of any. We had no alumni, wealthy or otherwise. No large business corporations had any interest in supporting our kind of college.

We had a radio broadcast—but that *cost* money. We had nothing to sell, made no appeal for contributions. Rather we constantly offered absolutely FREE literature. We published a monthly magazine—whenever funds permitted, only it was *not* coming out monthly then, because funds did *not* permit! There was no subscription price—no advertising revenue.

Here we had no visible source of income. No one owed us anything. We had no accounts receivable. We were on the *giving* end, with no assurance except faith there would be anything to give.

You might try this experiment. Go interview one hundred college or university presidents. Briefly state the circumstances given above. Ask each what he would think of any man who would attempt to found a new college—especially a man who was devoid of any experience whatsoever as an educator—under those conditions. I'm quite sure every appraisal—if each college president did not call *you* a fool for even asking such a question—would be that such a man would be either an idiot, a fool, or insane.

WHY the College Succeeded!

But of course there is one other factor. One I'm equally certain none of these college presidents would grasp.

This is the WORK OF GOD! And the Work of God required a college.

That statement, too, would of course be foolishness to such men. I knew there *had* to be the college or GOD'S WORK could not grow. Therefore I knew it was God's will. And if it were His will, *I had the power of the limitless UNIVERSE back of it!* I had the assurance of FAITH!

And that faith has been abundantly vindicated. The *third* Ambassador College is a reality, as I write (in February 1964), preparing to open its doors to the first incoming students next September!

During our first college year, early in 1948, I attended a convention of the college and university presidents of the nation, in Chicago. Beside general plenary sessions, there were morning and afternoon special group meetings most days, during the convention. I attended the meetings of the group devoted to study and discussion of college financing—attended mostly by presidents, with a few controllers or business managers, of privately owned institutions.

I already knew that most privately owned colleges are facing extreme financial difficulties. These sessions put loud emphasis on that knowledge. Many of these college heads were desperate. All or nearly all wanted Federal Government aid, and devoted most of the discussions to ideas and methods for obtaining it. For several sessions I remained silent and listened. In the end, however, I think I convinced them they didn't really want government help after all. It would mean, inevitably, government supervision, regulation and interference as well. When government, Big Business, or Foundations put large chunks of money in a college, they first assure themselves that they are buying policy-making prerogatives. The institution is no longer free.

Ambassador Colleges never have, and never will, sell out to such influences. Ambassador Colleges are not Bible schools. They are not "religious colleges." They are straight educational Liberal Arts institutions. But they are guided by GOD'S principles as those principles apply to general cultural education. And they rely solely on GOD

ALMIGHTY, in living faith, as their sole source of financial support! Of course we are well aware that, if GOD sponsors and finances us, HE is going to insist upon directing our policies—just as human government, corporations, or foundations see to it that they pretty largely direct the policies of institutions *they* finance. We know well that if Ambassador Colleges depart from GOD's ways and policies, God's financial sponsorship will stop forthwith.

But that's precisely the way we want it! And that is the real reason for the miraculous, almost incredible SUCCESS of these institutions! God Almighty will back financially—to an extent almost beyond human belief—any person or institution that will place himself or itself unreservedly and vigorously under His direction!

Now of course there have been problems — obstacles — oppositions — persecutions—setbacks. It hasn't been EASY! God doesn't *make* it easy to go His way. Jesus Christ taught us to *count the cost!* We have to learn that God does most things *with* us, and *through* us as His instruments. He only does *for* us what we are utterly unable to do ourselves.

We have had to fight the way through! We have had to *think*, to apply ourselves energetically, to drive ourselves on to the limit of our capacity. In this sense, God has let us *do* it—He merely *directed* us! But He also *empowered* us where necessary, and He brought about *circumstances*.

God has never rained money down from heaven. While HE financed us, He has always done it *through human instruments* willingly yielded, even at great personal sacrifice, to serving Him—and voluntarily—with their tithes and offerings. Yet GOD financed us! He did it *through* those He could use!

That is the secret of our success. It's the way to success for anybody and everybody—whether individual, or group, or organization! And it has developed *not only* these Colleges—it has developed *those of us*—and in constantly increasing numbers—who are dedicated to this great WORK OF GOD!

The College Develops

I have already covered student partici-

pation in producing *The PLAIN TRUTH*, and *The GOOD NEWS*, which became its temporary substitute, from April, 1951, through May, 1953. This was the real *first-fruits* of the college in the growing WORK OF GOD.

The growth of the GOSPEL Work has directly paralleled the development of Ambassador College! Without the college the Work of thundering Christ's GOSPEL, for the first time in 18½ centuries, around the whole world, could not have been possible. It could never have gone *around the world*.

Even now, as I write in the year 1964, *unless these colleges continue to grow*, then the WORK OF GOD on earth cannot continue to grow. Unless these colleges continue their planned expansion program, what CHRIST has *commissioned* us to do cannot be accomplished. Right now we are at the beginning of a definite planned expansion program. We have outgrown present facilities. We cannot admit additional students unless we now build additional buildings, and equip them.

It was the development of the college in Pasadena that made possible the growth of the whole Gospel Work!

So I want now to go back and recount for our readers some of the events in that development.

The college in Pasadena started, remember, in October 1947 with just four pioneer students. There were eight professors and instructors. The second college year, 1948-49, there were seven students. That was the half-time year. It was operate half-time or give up and quit. Never would we do the latter.

Student Organization Starts with 12

The third school year, 1949-50, there were 12 students—eleven men and one girl. We felt we were now large enough to organize, for the first time, a Student Council. This was our first student organization.

Remember, I have explained how TWELVE is God's number for *organized* beginnings? The beginning of an ORGANIZED student body came when we reached the number TWELVE—twelve students, total! That year my elder son, Richard David Armstrong (Dick), was the first Student Council President.

For the year 1950-51, there were 22



Richard David (Dick) Armstrong was the first Student Council President.

students. Another of the four pioneer students, Raymond Cole, was made Student Body President that year. However, at the beginning of the second semester, in January, he was sent to Portland, Oregon, to minister to the pastorless church there. That church immediately took on new life and began to grow. Roderick Meredith took over as Student Body President for the second semester, and continued in office through the 1951-52 college year. The fifth college year there were 32 students. The college was growing.

At the close of the 1950-51 year, the students produced their first "annual," or "yearbook," *The ENVOY*. It contained 36 pages—counting the cover. Of course it was pretty thin, compared to the "annuals" of larger, older, established colleges. But it was a beginning. Today *The ENVOY* is one of the finest published by any college-grade institution anywhere—a fine book with heavy stiff covers, and 264 pages, not counting cover. And today it is printed in full color.

Where there is *life*, and *spirit*, and constant GROWTH, small beginnings mean only a START. It was the same with *The ENVOY* as with every other phase of this dynamic, fast-growing Work!

The 1952 *ENVOY* did not grow in pages, but improved in quality. Just as *The PLAIN TRUTH* had its struggle through the early years, so did the student publication, *The ENVOY*. The 1953 book was a BIG improvement, but we had to skip 1954 altogether.

However, the 1953 edition came out with a thick, heavy cover for the first time. It was all black and white—that is, black ink only. But it contained 60 pages beside cover, and was a much improved production. The 1955 edition went to 68 pages, and improved contents, especially the photography and art work. The 1956 ENVOY continued the improvement, with 76 pages, but still black and white. By 1961 it reached 200 pages, a much finer cover, much improved photography and design, and we were getting into color pages.

The Foreign Language Clubs

By the 1951-52 college year, extra-curricular activities were getting organized. That year three foreign language dinner clubs were organized. These are dinner clubs, at which no English is spoken—only the language of each specific club. There was the French Club, the German Club, and the Spanish Club.

They were initiated at Ambassador College in order to give the students of each language the experience of speaking and hearing that language outside of class—in actual continuous conversation—to help them learn to express themselves fluently in that tongue.

We in GOD'S WORK are commissioned to proclaim Christ's original Gospel to ALL NATIONS. We knew, then, that this would require much printed literature in various languages, as well as called

and trained ministers experienced in speaking and broadcasting fluently, and without broken accent, in the various languages. This training began the very first college year—but the Language Dinner Clubs began in 1951.

But look at the results! Today there is a German office of several rooms in Düsseldorf. One of our students—who was born and reared in Germany—is the speaker on the German-language broadcast over powerful Radio Luxembourg. There is a large German Department at Pasadena World Headquarters, where numerous booklets are translated and printed in the German language.



The German edition of *The PLAIN TRUTH*—*die REINE WAHRHEIT*, illustrated by these three recent issues, is read by thousands on both sides of the Iron Curtain.

There is the German-language *PLAIN TRUTH*—*Die REINE WAHRHEIT*—with a growing circulation monthly throughout German-speaking Europe.

Today there is the French office in Geneva, with the main French office in Pasadena, a branch French office in Bricket Wood, England. The broadcast goes out to all French-speaking countries in the French language over the world's two most powerful stations, Radio Luxembourg and Radio Europe Number One. Today there is the French language edition of *The PLAIN TRUTH*—*la PURE VERITE*—with a large circulation throughout France, Belgium, and Switzerland—and scores of booklets in the French language. Even the Bible Correspondence Course is published in each of these foreign languages.

Today the Spanish broadcast beams



French-speaking Europe, Canada and the Caribbean are now reached each month by *La PURE VERITE*, the French edition of *The PLAIN TRUTH*.

out over many parts of South America. For two years it was beamed into Spain. Many booklets are now printed in Spanish, and, soon, the Spanish edition of *The PLAIN TRUTH*.

Other languages that were later added to the curriculum at Ambassador College are Italian, Russian, and Portuguese.

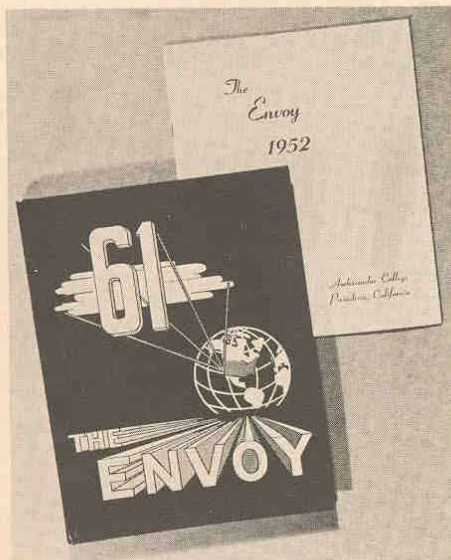
The Ambassador Clubs

In February, 1953, Mr. Jack R. Elliott, Dean of Students, asked me if I would go with him as a guest to visit a businessman's "Toastmasters' Club." These clubs are, I believe, world-wide. They are evening dinner speech-clubs. First, several men are called on without advance notice to stand and discuss, in one or two minutes, some topic assigned by the "Table Topics Chairman." Later there are a number of prepared speeches, usually limited to about 6 minutes.

Mr. Elliott wanted to introduce speech clubs into Ambassador College activities, patterned after these clubs, but with a few variations adapted to our needs. We saw at once the value of such an activity at Ambassador.

In February, 1953, the first of these clubs was organized and under way. Our adaptation was called the *Ambassador Club*. Soon there were two such clubs

(Please continue on page 44)



The ENVOY, the Ambassador College annual, was first published in 1951. Here you see its growth through the years, illustrated by the 1952 and the 1961 issues.



One of the Ambassador Speech Clubs, for the training of young men in effective leadership and speaking ability, taken during the earlier years of the College.

AUTOBIOGRAPHY

(Continued from page 19)

on the Pasadena campus, then three, then four. Today, 1964, there are seven at the Pasadena campus. There are three Ambassador Clubs at the college in England.

These clubs have done more to develop public speaking ability than any other activity. They are a most effective addition to our regular courses in public speaking. They teach men to think on their feet, develop personality, and familiarity with world events and many important topics.

Soon the first women's club was formed. These, too, have continued to expand. I'm quite sure they are different, at Ambassador, than any other women's clubs. They have a very definite effect in the cultural development of our young women.

Campus Paper

About November, 1951, the students started the first campus paper. It was—and is—circulated *only* to students on the campus. It was called *The Portfolio*. It contains college news, personal items about students, news of the progress of the Work, and a certain sprinkling of campus fun. It gives students training in writing. Much of Garner Ted Armstrong's training in writing for *The*

PLAIN TRUTH came during the two years he was editor of this campus paper. His articles analyzing world news at the moment were scintillating gems of live, vivid, sparkling composition, dynamic writing style, and clear-cut grasp of conditions and the significance behind them.

The Portfolio started crude and small—mimeographed. In due time it became a real printed campus paper of quality.

Comes the Ambassador Chorale

In the college year 1951-52 we had 32 students. In the spring of that year, Mr. Leon Ettinger, Director of the Voice Department in the School of Music, decided to organize the students into a singing group, train them secretly at his home, and then spring the whole thing on me as a surprise!

How they all kept the secret through many weeks of rehearsals I'll never know. But they did.

At the annual spring concert of the Music Department—consisting of piano and vocal solo numbers by students—the whole group stood together, and to my amazement, sang the Fred Waring arrangement of the Battle Hymn of the Republic like veterans. Actually there was not a trained singer among them—but they had put their whole hearts and energies into it through many weeks.

As Mr. Ettinger later wrote about it: "At that time we scraped the bottom

of the barrel to find talent. If you could put two notes together on an instrument or sing a little song in tune, you were on the program. When we gathered together all our resources, we had twelve singers for our little chorus.

"We practised faithfully for several months, always at Ettinger's to keep it quiet, and at last the great day arrived. At the end of the evening Mr. Ettinger announced that a new musical organization had been formed, called the Ambassador Chorale; and that, with Mrs. Ettinger at the piano, they would sing 'The Battle Hymn of the Republic,' and that they were dedicating this first performance anywhere to Mr. Herbert W. Armstrong. The years have smoothed away any slight imperfections, and we only remember that it was an absolute smash."

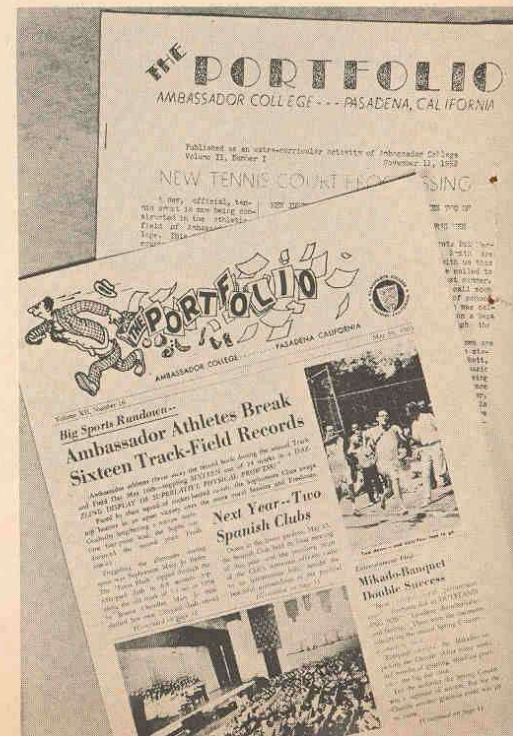
Actually, I remember, I was overcome with surprise, rather choked with emotion, and unable to speak.

That was the beginning of one of our outstanding activities at Ambassador College—the Ambassador Chorale. From that small beginning it has grown into a musical organization which I feel would do credit to any college or university ten to twenty times our size.

At Last! ABC Network!

By 1953, in the WORK OF GOD, we

The Portfolio, the Ambassador College campus newspaper, over the years, has grown from a mimeographed to a handsome printed edition.





The AMBASSADOR COLLEGE Chorale under the direction of Leon Ettinger, as it appeared in the earlier years of the college.

were starting on the *second* 19-year time-cycle. I have explained several times how the early Apostles were given two 19-year time-cycles to proclaim Christ's Gospel. The sun, moon, and earth come into exact conjunction each 19 years. These three bodies measure time. 19 years becomes a cycle of time, as God set it in the sky.

After precisely 19 years the Apostle Paul found "*A DOOR*" opened for him to take the Gospel into Europe. After precisely 19 years, God opened a "door" for me to proclaim His Gospel to all Europe over the most powerful radio station on earth.

It seems that this whole Work took on *new life*—began to leap from a local to a WORLD-WIDE WORK during 1953. We had started on the air, remember, the first Sunday in 1934. The broadcast

was thundered to all Europe for the first time on the first Thursday in 1953—precisely 19 years later.

1953 was the first year I had trained editorial assistance from Ambassador College to make possible producing *The PLAIN TRUTH* regularly, every month. By this time most of these organized college activities, described above, were at last under way.

In the autumn of 1953, beside Radio Luxembourg in Europe, *The WORLD TOMORROW* was going out over TWELVE radio stations in America. Here again the number TWELVE signalled the organized BEGINNING of really POWERFUL broadcasting.

That autumn a new door was opened—a national radio network. For 19 years the vision of broadcasting coast-to-coast over a great national network

had been a dream—and a hope. At last it was realized!

The November, 1953, *PLAIN TRUTH* carried this big-type, full-page announcement:

"And now . . . ABC NETWORK!"

The article said: "GOD now opens another door—a *very great door!* Perhaps this is the greatest news we have ever been privileged to announce! Beginning Sunday, October 25, *The WORLD TOMORROW* went on one of the great major networks, ABC, trans-continental! This means millions of new listeners every week. It means tremendous prestige. It means approximately 90 additional radio stations. THINK OF IT!—90 additional radio stations—including the great basic 50,000-watt ABC stations in New York, Chicago, San Francisco, Buffalo, and other major

cities." There followed the log of the 90 stations, taking the remaining two-thirds of the page. There was a two-page map showing the location and area of coverage of each station—blanketing the United States.

Of course, this network broadcasting was *Sunday only!* We had learned by experience that it is the DAILY broadcasting which is really effective. But of course that was impossible over a network. But the network was a TREMENDOUS step forward.

How, after almost two years of this once-a-week network broadcasting, we became alarmed at the great popular switch from radio to television, and cancelled this once-a-week radio broadcasting, going on television coast-to-coast, which will be covered next month. It was a thrilling and yet most trying experience. Suddenly I found I was in Hollywood, IN THE MOVIES!

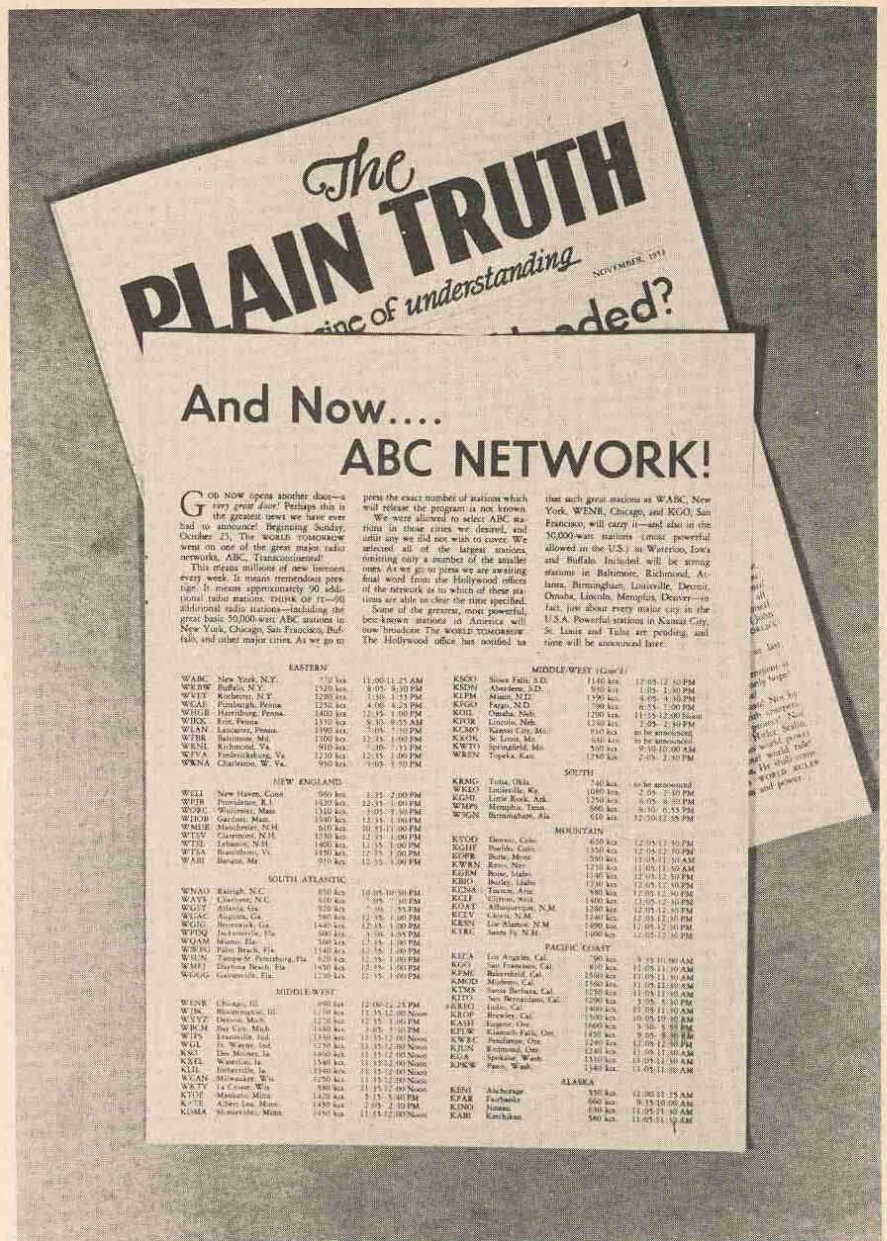
The first announcement, right, of The WORLD TOMORROW on the ABC Network Sundays appeared in the November 1953 issue of *The PLAIN TRUTH*. Compare this listing with the daily broadcasting schedule on pages 20 and 21 of the present issue.

Correspondence Course

(Continued from page 28)

monthly lessons—after which you will receive a *simple* test. The *only* purpose for this examination is to show us whether or not you are interested enough in the lessons to CONTINUE the course. But you *need not worry* about it! The vast majority who have taken the time to study the first four lessons, pass their exam *very easily*. But you do have to study your Bible!

So don't put off your request to be enrolled in the Ambassador College Bible Correspondence Course. Do it right now *before you FORGET!* Mail your request to: Correspondence Course, Box 111, Pasadena, California, or to our London, Canadian, Australian or Philippine offices. You will find the addresses on the inside front cover. We'll rush the *first* fascinating lesson of this absolutely FREE course to you at once!



Personal from the Editor

(Continued from page 1)

secret of a full, abundant, interesting, enjoyable life! NOT merely during a basketball game, or some occasional entertainment! ALL THE TIME!

I have learned THE WAY to peace of mind, to invigorating, satisfying, always interesting living. I have learned WHY I am here—WHERE I am going—and THE WAY to get there. I'm *on my way* there now, and the journey is more interesting than I can tell you! There's never a let-down. There used to be—years ago, before I learned these answers.

But not any more!

Yes, if I were a young man graduating from high school, I'd look for the college or university that would teach me WHAT I am, WHY, and what are the TRUE VALUES. I'd want to learn something more than merely a profession for earning an income. Money can't buy happiness or contentment, or the things that *really* satisfy—CONTINUALLY, without ever a let-down.

But I am no longer a lad of eighteen. I'm even older than Jack Benny's thirty-nine. And I not only know these answers, but I know also that there is only ONE PLACE ON EARTH where a student may learn these answers that are worth more than all the money in the world. But, for that matter, when you learn

these answers, and *apply* them, you don't have to worry about money—for this very application of these principles *brings* economic security.

The only college or university on earth that teaches these MOST IMPORTANT areas of knowledge are the three Ambassador Colleges—at Pasadena, at Bricket Wood, England, and at Big Sandy, Texas.

Yesterday I talked to a banker here in Pasadena, and a man who is executor of a multi-million-dollar estate. Today I talked with a man who is chairman of one of Pasadena's important city commissions. All three remarked—as I hear almost daily from all who ever visit the Ambassador campus—that they never have seen such a *happy* atmosphere as the Ambassador College campus.

"Why, all your students seem to really *enjoy* life," they say. "They seem *alive*, *alert*, full of spark and *interest*—and *HAPPY*!"

"You're right," I reply, "They *DO*—and they *ARE*!"

When I started writing the first paragraph of this *Personal* talk, what I had in mind was to tell you *WHAT* man *IS*. I intended to show you that Science doesn't really know. What we call Education, in the usual sense, as disseminated at colleges and universities generally, *doesn't know*. And they can't teach what they themselves do not know!

The philosophic approach of modern education is that of the ancient Greek and Roman philosophers. And *they* didn't know the answer.

But here I have rapped out four typed pages of this talk on my office typewriter, and Dr. Hoeh (managing editor), has sent a note through my secretary that I am already past the usual deadline for getting this to the printers, so I'm afraid I cannot take time to get that answer in this present talk. It ought to take ten to twenty typed pages to explain it, anyway. So it probably would be better to write it as a full article.

I will close off this *Personal* talk right here—and if there is yet time, I'll write that article for this March number. If not, I will do my best to get it to you in the April number. But don't think

you already know the answer, *You don't!*

I thought I did — yet I did not know the *full* answer until just recently. When we stop *GROWING* in knowledge we're through. I don't propose to be through yet—if keeping my mind open to new truth, when it is *PROVED* to be truth, will keep me going. I think I can guarantee the answer will surprise you!

Just *what ARE* you? What *IS* a human being?

Yes *WHAT?*

The *TRUE* answer, I think, is not only thrilling and exciting—it is exceedingly *IMPORTANT!*

By the way, if you *are* facing this question about *whether* to attend college—or *which* college—I suggest you write for the Ambassador College catalog.

The new catalog for the 1964-65 year will be out soon. If you live in the United States or Canada, send request to The Registrar, Ambassador College, Box 111, Pasadena, California. If you live in Britain, Europe, Africa, or Australia, write The Registrar, Ambassador College, Bricket Wood, St. Albans, Herts., England. The new catalog will give you full information, and will be mailed to you as soon as available.

HOW YOUR PLAIN TRUTH SUBSCRIPTION HAS BEEN PAID

So many ask: "HOW does it happen that I find my subscription price for The PLAIN TRUTH has already been paid? How can you publish such a high class magazine without advertising revenue?"

The answer is as simple as it is astonishing! It is a paradox. Christ's Gospel cannot be sold like merchandise. You cannot buy salvation. Yet it does cost money to publish Christ's TRUTH and mail it to all continents on earth. It does have to be *paid for*! This is Christ's work. We solve this problem Christ's WAY!

Jesus said, "This Gospel of the Kingdom shall be preached (and published—Mark 13:10) in all the world for a witness unto all nations" (Mar. 24:14) *at this time*, just before the end of this age. A PRICE *must be paid* for the magazine, the broadcast, the Correspondence Course, or other literature. But HOW? Christ forbids us to *sell* it to those who receive it: "Freely ye have received," said Jesus to His disciples whom He was sending to proclaim His Gospel, "freely GIVE!" "It is *more blessed*," He said, "to GIVE than to receive."

God's WAY is the way of LOVE—and that is the way of *giving*. God expects every child of His to *give free-will* offerings and to *tithe*, as His means of paying the costs of carrying His Gospel to *others*. We, therefore, simply trust our Lord Jesus Christ to lay it on the minds and hearts of His followers to give generously, thus paying the cost of putting the precious Gospel TRUTH in the hands of *others*. Yet it must go *only* to those who *ask for it for themselves*! Each must, for himself, *subscribe*—and his subscription has thus already been paid.

Thus the living dynamic Christ Himself enables us to broadcast, world-wide, without ever asking for contributions over the air; to enroll many thousands in the Ambassador College Bible Correspondence Course with full tuition cost *already paid*; to send your PLAIN TRUTH on an *already paid* basis. God's way is GOOD!

One Quarter of Earth Affected

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knees and DESTROYED!

There is only *one hope* that could change the outcome.

Only One Way of Escape

Learning better farming methods—applying sound principles of forest conservation—the building of many small dams—these and other practices need to be done, but *they will NOT solve the problem*. At most they can only forestall doom! Let's understand *why*.

First, the world situation is such that the average man feels he must exploit his land in order to make a living. Taxes—both direct and hidden—are consuming one third of the entire earnings of the average American. No country can stand such a burden for long.

Second, even if we should practice better methods of conservation, *our neighbors will NOT do so*. We often have to suffer with them for their mistakes. That is why drought *will* strike even the best farm lands. This generation will literally REAP THE WHIRLWIND. There is *no* stopping it. Humanity will *not* change its course.

That leaves us only one solution. *What we need is protection*—DIVINE PROTECTION—in the times ahead.

God has *not* deserted the world. He *can* intervene in nature. God is not only the Creator; He is also the Controller and Preserver of the universe. HE CONTROLS THE WEATHER. And He can intervene *for you* if . . .

. . . if you *do* what He tells you. This is your only chance of deliverance.

God nowhere promises you won't have afflictions, *but He has promised to deliver you out of them*. "Many are the afflictions of the righteous; but the Eternal delivereth him out of them all" (Psalm 34:19).

Droughts and floods are not new. They have always plagued mankind. They are scheduled to become *progressively worse* until ONE THIRD OF OUR PEOPLE DIE OF FAMINE AND OF RESULTING DISEASES!—unless our nations repent. In the days of the early Church, when the world brought punishments