

the
PLAIN TRUTH
a magazine of understanding



**Monument to
Space Explorers—
Moscow**

What our READERS SAY

Hurricane

"I have not even finished the complete article on 'Hurricane Beulah,' but am compelled to immediately congratulate your staff on the excellent, accurate reporting. You see, I live in the area immediately concerned with this disaster, and having ridden with my husband (a construction material salesman, needed as soon as repair and rebuilding started), I did see more of the actual conditions than most people. We were in the Port Isabel, Padre Island, Brownsville, Harlingen area, in just a few days, when driving was still a matter of detouring and driving through water in many places. That is why I know the wonderful job of reporting for the article in *The PLAIN TRUTH*, I was there."

Mrs. D. M. D.,
San Juan, Texas

Arab-Israeli Crisis

"I came home from work one day and sat down to read the daily newspaper. In it was an article on the then current Israeli-Arab war. When I had finished the article a thought struck me in the back of my mind. 'Hadn't I read this somewhere before?' I began then, to look back at some of the literature I had received from you in the past. And sure enough! — I found the November 1966 issue of *The PLAIN TRUTH* with its prophecy of the coming crisis in Israel. I re-read the article and found, to my AMAZEMENT (!), that it covered the newspaper article almost WORD FOR WORD!! Your magazine *scooped* one (if not all) of this nation's greatest newspapers by no less than EIGHT MONTHS!"

Michael E. McD.,
Pocatello, Idaho

Evolution

"Before reading your articles on evolution, I was somewhat confused about what evolution really is. I've learned more about evolution during the past year from your articles than in any high school or college biology course I have taken. Being a science teacher, I really appreciate these ar-

ticles because they have prevented me from passing on many false conceptions that evolutionists take for granted. The references that you quote to disprove evolution have vividly impressed on my mind how gullible a person can really be when he does not retain God in his knowledge. I'm thankful and always will be for this wonderful knowledge God has allowed me to know."

James S.,
Dover, New Jersey

"I heard your program over a local T. V. station the other night and I was thrilled to hear your timely message. I am a high school Biology teacher and have felt a great concern over the lack of material to refute the tide of evolution that permeates our high school textbooks. I feel our students do not want to believe the theory of evolution, but our homes, our schools, and yes, even our churches, are doing such a poor job of providing information that young people today have no real choice of what to believe."

Earl T. W., Jr.,
Elkhart, Texas

"My husband has always been skeptical of the teachings of the Bible. He has even gone so far as to work out his own theory of what really happened. After reading some of your publications, he is beginning to doubt his theory. For this I am very grateful to you."

Mr. F. W.,
New Florence, Missouri

"What is the real reason why you refuse to accept evolution? You are like the people in the past who sneered and laughed even when it became obvious that the world was round and not flat as traditionally believed. They clung to their erroneous beliefs to the bitter end, and died still insisting that the world was flat. Your arguments may seem convincing to a small proportion of your readers because any good debater can 'prove' that black is

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

Personal from the Editor

YOU HAVE noticed, of course, that the price of a postage stamp has gone up to 6 cents. This new law increasing postal rates is important to both you, and also to me as Editor of *The PLAIN TRUTH*.

Did you read claims by proponents of this new postal increase that large-circulation magazines like *The PLAIN TRUTH* are not paying their own way through the mails? And especially a magazine like this, published by a NON-profit institution?

The publisher of one of America's biggest magazines thought his readers would be interested in knowing the facts — and I am sure our readers will be interested in knowing the *plain truth* about how your letters are handled, and how this magazine is transported, through the United States mails.

Of course, *The PLAIN TRUTH*, with about four million readers, is published in three English-language editions around the world (plus French- and German-language editions). The edition serving Britain, Europe and Africa is published in our own printing plant in Watford, England. The edition serving Australia, New Zealand, and Asia is published in North Sydney, in our own plant. The three editions are identical, except for one page reserved for necessary local notices in the British and Australian editions.

What I am explaining to you here about mailing procedures applies only to the North American edition, but postal methods affecting the other editions are quite similar, if not identical.

The truth is that, although the United States Post Office Department has granted this magazine the lower-cost, second-class privileges, saving us thousands of dollars per year in postage bills, *this magazine does pay its own way!*

Further, and more important, even though you *cannot* pay for your own subscription to this magazine (is there

any other like it? I think not!!) — it definitely *is paid* circulation, being paid by others, and goes only to those who subscribe personally for their own subscriptions. This fact had to be established to the satisfaction of the postal authorities before we could be granted the second-class privilege. And it *is* a privilege for which we of *The PLAIN TRUTH* staff are very grateful, and you, as a reader ought to be, also.

But *how* can I say that *we do pay our way*, even at this low-cost, second-class mailing rate? Your copy of *The PLAIN TRUTH*, now increased to 52 pages, is larger and heavier than the letter *you* can mail for a 6-cent postage stamp. And, pound for pound, and size for size, we do pay a lower rate than the individual citizen mailing first class a personal letter.

Yet we *do* pay our way!

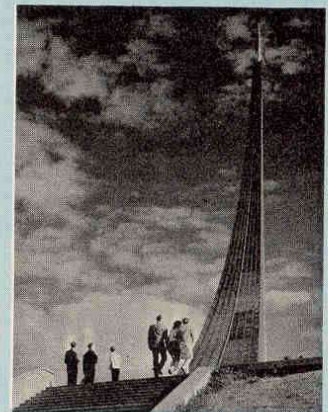
When you mail a letter with a 6-cent postage stamp by dropping it in your rural mailbox, or your corner mailbox in the city, a postman must drive by in a car or a truck to collect it. In a city he takes it to a station or substation. There other men must handle it. It must be canceled, then sorted, then, probably by still another clerk, bundled with other mail addressed to the same town or city, then put into a mailbag, after which, in most cities, it is taken by truck or helicopter to a central postal station. There the mailbag containing it is sorted with other bags, and taken to the train or the plane.

If your rural mail carrier takes it to a small-town post office, it is there canceled, sorted, bundled, and put in a mailbag. Then it may be taken by truck or train to the nearest city. There it may have to be sorted, rebundled, bagged again, then taken to the train or the plane.

In many cases, depending on location, there may be several other steps. Your first-class letter may need handling by as many as 20 men and carried suc-

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Novosti Photo

OUR COVER

The gleaming Monument to Space Explorers towers over north Moscow. Within the foot of the Monument is the Museum of Space Explorations, visited daily by hundreds of Soviet citizens. This gigantic monument proclaims two messages: 1) the dramatic strides Science has taken in the last decade, and 2) Science is more than ever an instrument of political warfare.

cessively by as many as three or four cars and trucks or a helicopter. All these man-hours cost the Post Office Department money. You get a lot for 6 cents!

Now compare that to the manner in which your copy of *The PLAIN TRUTH* is handled.

In the Administration Annex building at the Pasadena campus of Ambassador College, your name and address is kept in a marvelous cylinder mechanism in our latest-model, 360 IBM computer. This is an almost miraculous electronic marvel. But with a circulation of nearly 1,200,000 names and addresses, it would require hundreds of additional full-time workers to maintain such a subscription list and keep it up to date, without this computer. It saves much time and money.

Shortly before we are ready to mail out your copy of *The PLAIN TRUTH* each month, your name and address, together with a million others, is printed on special paper tapes, four abreast, at lightning speed. These mailing tapes are then transferred to the mailing room of the Ambassador College Press. There, through the amazing Cheshire mailer these names and addresses are clipped off and pasted on the back covers of copies of *The PLAIN TRUTH* at the rate of 22,000 an hour.

This ultramodern, latest-model computer, even before printing your name and address on the tape, has sorted out your name, putting it together with others in your town and state. As the names and addresses are printed on these strips of paper tape, an impression is made on the last name in each town or city. This is done, now, at unbelievable speed, prior to transferring the strips of tape to the mailing room in the Press building.

When the finished copies of *The PLAIN TRUTH* roll off the giant, web-fed, four-color magazine press, a large trained staff goes to work. The three signatures (sections) of 16 pages each, and the covers are assembled on a large collator, which puts them together, wire-stitches each copy, trims it to exact size, and sends the complete copies out at a rate of several a second. The finished magazines are next fed through the Cheshire mailer, where each name and address is clipped off the address tapes,

and pasted on the back covers of the magazines—22,000 an hour. That's *speed!*

As these copies are carried down a conveyer belt, those going to each town or city are pulled out by workers. They are bundled by being placed on a string-tying machine. These machines rapidly wrap string around and tie each bundle together in a tight bowknot. In the case of magazines going to cities having local postal zones, we actually sort out and bundle separately those going to each local zone. Then our own staff places them in mailbags in exactly the same manner postal clerks sort and bag ordinary first-class mail in the post offices, according to ZIP code.

Finally these many truckloads of mailbags are transported to the Post Office.

So you see, in the case of *The PLAIN TRUTH*, all these many steps of handling mail to get it finally into mailbags labeled for the town or city to which each bag is to go, *is done by us!*

What the Post Office has left to do is to put the bags on the trains or planes and deliver them to their destinations. That is the reason the Post Office Department grants us the lower-cost, second-class postage rate. As we do a large part of the Post Office work for them, the cost to the Government of delivering your copy of *The PLAIN TRUTH* is greatly reduced.

Of course we do not do *all* of the Post Office Department's work for it. They still have to deliver your magazine. Also, where a very *few* copies go to the same town, they still have to handle it. However, the biggest item of cost in almost any enterprise is that of human labor—and I suppose that is naturally true of the postal service. And we *do* save the postal service a great many man-hours.

And so it is that although we are granted the lower-rate second-class privilege, saving us thousands of dollars per year, *we do pay our way.*

And if some of our readers are inclined to gripe about having to pay 6 cents postage for one letter, we should remember that the Post Office Department is really not a business. Nobody makes any profit from the postage stamps we buy. The Post Office Depart-

ment has been losing large sums of money—millions upon millions of dollars. In other words, it actually costs *more* than 6 cents for the government to collect your letter, put it through all these many transactions, and deliver it to the person to whom you have addressed it. And we all, as taxpayers, make up the difference in the taxes we pay.

Actually, if Congress had not passed this bill raising postage rates, we would have been paying the difference anyway—in higher *taxes.*

It may be interesting to our readers, also, to know that we are one of the largest customers—and we may well be the very largest—of the Pasadena Post Office.

In the year 1967 we received through the Pasadena Post Office from radio listeners and from *PLAIN TRUTH* readers the staggering total of 1,601,963 letters. The month of July, 1967, brought 249,734 letters.

Our mailing department in Pasadena mailed out, during the month of June, 1967, more than 2,709,000 pieces of mail. Our Letter Answering staff, composed of ordained ministers, and graduate students, mailed out many thousands of *personal replies* to answer personal questions from listeners and readers.

Multiple TONS of important literature, making the Bible *PLAIN*, poured from our printing presses. Truckloads rumbled to the Post Office daily. And this was in Pasadena alone. Our branch offices in Australia and in England were printing and mailing out their quotas, too.

And now we are looking forward to a 30% *bigger* year during 1968. For 34 years this great Work of God on earth has continued to show an average growth of 30% per year. Today its impact is reaching some 45 millions of people on all inhabited continents every week!

Sorry!

Because of the pressure of his many duties, Mr. Armstrong was not able to complete *Installment 76 of the AUTOBIOGRAPHY* before this issue went to press.

then, you'll see the STEP-BY-STEP SOLUTIONS!

You'll see a PREVIEW of the very KINGDOM OF GOD in ACTION — living, governing, ruling, bringing PEACE to this earth!

In that booklet is a "could-be" newspaper — projecting forward into the

beginning years of PEACE on this earth; humorous, heartwarming, encouraging—this "could-be" newspaper shows the kind of news we SHOULD be reading!

If you haven't read this exciting booklet — then write for it immediately! It's free, of course.

Keep reading *The PLAIN TRUTH!*

SEE, each month, how many more questions you've always wondered about are answered! Listen to EVERY WORLD TOMORROW program you can. STUDY. THINK. COMPARE. Find out whether this is the very WORK OF GOD, or just the ideas of a handful of men!

Your life is at stake.

HOW TO PREVENT SIN

by Herbert W. Armstrong

DO YOU realize that if it is wrong to *do* a certain thing, it is wrong to harbor THOUGHTS of that thing in your mind?

"All have sinned," says the Scripture.

What *is* sin, anyway?

Satan ought to know — and he is the invisible influence who sways the course of this world. Hollywood is considered by many as the world's mecca of sin. On the newsstands in Hollywood may be found a very worldly booklet, written in a very light, "breezy," and satirical vein, titled "How to Sin in Hollywood." It gives a very worldly definition of sin — perhaps the definition of the very Devil who devotes his time to enticing people into it. The definition is expressive, and not far from the truth. Here it is: "Sin is *thinking thoughts* you ought not to be thinking about things you ought not to be *doing* while you are *thinking* that kind of *thoughts*."

God's definition is: "Sin is the transgression of the law" (I John 3:4). The law of "LOVE," as defined by the Ten Commandments. Jesus said: "That which cometh *out* of the man, that defileth the man. For from within, out of the heart of men, proceed *evil thoughts*, adulteries, fornications, murders, thefts, covetousness [violations of the law — the Ten Commandments] . . ." (Mark 7:20-22).

"ALL have sinned," says the Scripture. And what man — especially what Christian, is there who has not time and again experienced the struggle against sin described by the Apostle Paul? "What I would, that do I not; but what I hate, that I do . . . For the good that I would I do not: but the evil which I

would not, that I do." Who is there who has not LOST that struggle, perhaps many times?

Of course no man, of himself, can live above sin. "With men it *is* impossible," said Jesus, "but with God all things are possible." And Paul continues (Rom. 8) to show that the only DELIVERANCE from this "body of death" is through Jesus Christ, and the indwelling power of God's Holy Spirit — "that the RIGHTEOUSNESS of the law might be fulfilled in us, who walk not after the flesh, but after the Spirit of God, they are the sons of God."

Yes, but we have OUR part in it, too. And it all centers in the MIND.

REPENTANCE of sin means, literally, to *change* one's *mind* in respect to sin. If we repent, and accept Jesus Christ as Saviour, the promise is we SHALL receive the gift of the Holy Spirit . . . "and be renewed in the Spirit of *your mind*" (Eph. 4:23) — the presence of the Holy Spirit is the RENEWING of *the mind*.

How does sin actually happen? ". . . every man is *tempted*, when he is drawn away of his own lust [desire], and enticed. Then when lust [the desire IN THE MIND] hath conceived, it bringeth forth sin: and sin, when it is finished, bringeth forth death" (James 1:14-15).

The TEMPTATION is in the *mind*. When you *think* about the thing that tempts you — let your mind dwell on it — turn it over in your mind — whether it be a desire to GO some place, to DO something, or to HAVE something you know is wrong — that *thinking about it* finally conceives — leads to *action* — and breeds SIN. You finally DO

the thing you kept thinking about, wanting to do. If you keep thinking about it, after a while you'll be UNABLE to resist it. That's why you've lost so many of these struggles against sin — you kept *thinking* about it, desiring it, wanting it.

The way to prevent sin is to let God's Spirit fill the mind. "Set your affection on things above, not on things on the earth" (Col. 3:2).

The way to put a thing OUT of the mind is to put an *opposite* thought in the mind. So often I have noticed parents of babies strive so hard to "shush" up the baby when it is crying in church. There's something in the baby's mind that is causing its crying or fretting. Just saying "shush!" or commanding the baby to stop fussing doesn't usually get very good results. We have raised four children, and long ago I learned the trick of quieting the baby by *getting its mind on something else*. Instead of commanding it to stop crying, attract its attention with some new object — get it interested in playing with that object (I have often used my fountain pen with excellent results) — and before you know it the child will forget all about its crying.

Try using this same method on yourself. But instead of material or worldly things, a mature person should use self-discipline and set his mind on spiritual things. Open your Bible. Put the study of some *spiritual* subject in your mind. Next time you are tempted, try it. Pray over it. Ask God to help you. See how rapidly you begin to win the victory over temptation and sin, and how marvelous will be your spiritual and CHARACTER growth.