

the
PLAIN TRUTH
a magazine of understanding

VOLUME XXIX, NUMBER 5

MAY, 1964



American Stock Photo

GENERAL OF THE ARMY DOUGLAS MACARTHUR—1880-1964

What our READERS SAY

What Do You Read First?

"I have just finished reading this month's copy of *The PLAIN TRUTH* magazine. I have but one fault with this publication. It just isn't big enough. I read it from cover to cover. The letters from the readers come first and next the editor's article."

Clarence H. S.,
Michigan

That \$1000 Offer

"Well, I reckon you have spent your \$1000.00 you offered in the April *PLAIN TRUTH*, page 2, column 2. The two verses that get me the \$1000.00 are II Kings 2:1 and 2:11."

Roy P.,
Greenville, Texas

• *Then how do you explain Elijah's letter, Roy, written much later, and from another place on earth? (see II Chron. 21:12-15). We're taking the liberty to send you our free booklet, "Where are Enoch and Elijah?"*

"In your April issue under 'personal' from the Editor, you state that Christ said 'no man had ascended up to heaven, except that He Himself had come down to earth from heaven.'

"I can't understand how that agrees with the passage in II Kings chapter 2, verse 11, whereas it states that 'Elijah did ascend up into heaven.'

"Can this be explained in a manner that I will be able to read your writings again with confidence?"

B. E. S.,
Greensboro, North Carolina

• *Let's go back and reword that a little, B. E. It's not OUR WRITINGS you're wondering about—but the BIBLE! You see, WE DIDN'T WRITE Christ's plain statement of John 3:13—JOHN did, under inspiration of the Holy Spirit.*

So—it's not OUR WRITINGS you're wondering about reading with confidence, but the BIBLE! Briefly, however, there are THREE "heavens" spoken of in

the Bible! The first, our atmosphere, is where the birds fly, and clouds form. The second, outer space, is where the stars, galaxies and constellations orbit. The THIRD (II Cor. 12:2) is the place of God's THRONE, to which "NO MAN HATH ASCENDED" except in VISION, as did John! Elijah was taken up into the AIR, not the Heaven of God's throne. David is NOT in heaven (Acts 2:34). You can read the Bible with CONFIDENCE, B.E.!

Albert Einstein

"I am writing you to tell you how much I enjoy your *PLAIN TRUTH*. It has wonderful articles, and is a very frank magazine. I want you to send a picture of Albert Einstein that you had on April's issue of *The PLAIN TRUTH*, and any information you have on him please. I need it for a class in school; it's very important."

D. L., Biscoe, North Carolina

Black Magic

"A word about Mr. McNair's enlightening article 'Black Magic Returns to England.' In my aunt's home they have a type of spirit belief. My aunt used to go to church in Georgia. . . . My aunt and her oldest daughter say they communicate with spirits through automatic writing. They say everyone in the household has a spirit friend. I'm telling you they can have their spirits. I want nothing to do with spirits."

Dennis W. S., California

"In your last issue, the April one, on page 16, you stated that [Ellen G.] White was called a medium and inferred she consulted familiar spirits. You are very wrong of her. She preached strongly against all such practices."

Mrs. C. C. Fortville, Indiana

• *According to the opening statements in a book entitled, Divine Predictions Fulfilled, author F. C. Gilbert, himself a devout Adventist, said, ". . . the human*

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Personal from the Editor

"SURELY, Johnny, life was meant to be full—to be enjoyed." It was the notorious Christine Keeler talking. At the time, she was about fifteen, probably still unspoiled, expressing her ideas to a boy friend.

But her desire to enjoy life to the full led to a life of immorality. Later, it precipitated an international scandal in high places. After she was sixteen Christine had an illegitimate baby. It died after five days. After that she was different—quieter, cynical, seeking to acquire sophistication.

As growing children, Christine Keeler and Mandy Rice-Davies were just two nice little girls—like most other little girls. Yet, just as they graduated from their teens, they were featured in an international scandal which may yet result in dethroning a government. A high government official was disgraced, a Prime Minister resigned, a prominent man committed suicide as a result of their lurid disclosures. The entire world was shocked.

Yet the world-spotlighted court trial in London revealed that these girls were unashamed of their "profession"—they actually appeared to believe that it was morally *right!*

This Profumo scandal merely served to focus world attention on the moral erosion—the spiritual cancer that is eating away and destroying civilization. The Profumo affair made sensational headlines the world around. The uncountable millions of other illicit sex affairs, occurring daily, escape public notice.

Christine Keeler wanted to enjoy life to the full.

IS IT WRONG to enjoy life to the full?

It's time we face and answer this question. To answer, I ask, "*Just what do you MEAN—enjoy life to the full?*"

What was criminally *wrong* with Christine Keeler's idea was her standard of values—her false conception of what *makes* life rewardingly, happily, full and abundant. No one ever taught Christine

Keeler or Mandy Rice-Davies the TRUE VALUES! They sought to enjoy the WRONG THINGS to the full!

But *not only* those two hapless, ignorant girls!

SOCIETY AS A WHOLE shares this tragic ignorance of the TRUE VALUES!

What about *other* nice little girls all over the world? They, too, are being allowed to absorb in their plastic, unsuspecting minds a WRONG SENSE OF VALUES!

What is criminally WRONG—what is destroying civilization—is A WRONG STANDARD OF EDUCATION! Our schools! Our colleges and universities! Fifty years ago, the moral bars were prudishly high. The world's little girls were "protected" by stern "don'ts," and a double standard. Sex was a hush-hush subject. The very existence of sex was regarded as evil, a thing of "shame." Yes, even in marriage. A pregnant wife went into an imprisoned seclusion. It was illegal to disseminate to the public any knowledge of sex.

This narrow-minded ignorance about sex resulted in unhappiness and frustrations to perhaps 75% or more of marriages. 90% of divorces were caused primarily by it.

Then the legal floodgates were opened. A tidal wave of books, booklets, and magazine articles submerged the physical and biological ignorance about sex.

Overnight, civilization swung to the opposite extreme. People began to learn the physical facts of sex. But one thing was tragically wrong—there was no knowledge of the Creator's PURPOSES in sex. As all this physical knowledge was flooding in, what little knowledge had existed of the Creator was trickling out!

Sex had been viewed as the "forbidden fruit." Rebellious human nature thought that which was forbidden was the sweetest and most to be desired. Overnight, too, a new profession was spawned—the psychiatrists and the mar-

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OUR COVER

The death of General MacArthur, on April 5, reminded Americans once again of the Korean crisis—the first war this nation ever fought without winning! MacArthur called the Korean strategy "a new concept in war"—a concept of wars fought not to be won. Since Korea, there has been Cuba. Now Vietnam. MacArthur warned of the deadly peril awaiting any people who forfeit the will to win!

riage counsellors. Sex was being painted in more and more respectable colors. Not only sex in marriage. Judge Ben Lindsay of Denver, a generation ago, shocked America with his recommendation of "Companionate Marriage"—a trial marriage for sex experimentation *before* the marriage became legally real.

Knowledge kept increasing—physical, material knowledge, that is. But this newer knowledge was not balanced by a knowledge of divine purposes, and invisible yet living and inexorable spiritual LAWS.

The moral bars were toppled. Pre-marital and even extra-marital sex was now sugar-coated to taste sweet. But, like the Apostle John's little book which he ate (Rev. 10:9), it was in his mouth sweet as honey—but when swallowed it became bitter as gall. And all this illicit sex is leaving in its wake millions of tragically bitter lives.

If only this world—and especially its educators—could realize that every GOOD and precious and worthwhile value, gift, possession, or state of being, comes from the Eternal Creator GOD! To leave GOD out of this world's knowledge is to leave forever behind all hope of happiness, and TRUE enjoyment to the full!

God Almighty *wants* the humans He created to ENJOY LIFE TO THE FULL! He created and set in motion actual forces and laws to produce enjoyable and abundant living—and wishes to give it to us forever! But all that glitters is not gold. There are the false values as well as the true. And this world is in terrible ignorance of the values that are true!

What is really wrong?

EDUCATION is what is really wrong!

Our colleges and universities have what *they* smugly call "high academic standards." They join themselves together in their "accrediting associations." Every member institution must meet its standards. But these standards do not include GOD! They do not include the most necessary and basic knowledge of all—the understanding of the PURPOSE and real MEANING of life—the knowledge of the TRUE VALUES!

They confine their "high standards" to materialistic knowledge which is shattering precious lives, piling up a

mountain of human misery, woe, and hopelessness, and developing through science and technology the destructive forces that threaten now to blast human life from off this planet!

An American state university professor says: "We're not in the business of building character. I doubt if some of us are qualified. Instead we should be building minds."

AND WHAT ARE THE FRUITS?

Listen! Read on and be shocked!

A newspaper headline in the Los Angeles Times said: "SEX ON CAMPUS—STUDENTS IN SEARCH OF A NEW MORALITY." The story spoke of university students "adrift in a world of scattered values, searching hard for 'a new morality.'" Students were quoted thus: "With the waning of church and parental influence, we decide for ourselves on pre-marital sex. And about 60% approve of it."

Students bewildered. Students adrift, confused, mixed up, in a world of scattered values—not knowing the TRUE values! AND NOT BEING TAUGHT THEM IN COLLEGE! In *most* colleges, that is! I know three colleges where students learn the TRUE values—where they learn that life really *was* meant to be full—to be enjoyed—and rewardingly so, without kick-backs, boomerangs or remorse. But these colleges are absolutely unique!

I have before me a London newspaper, THE PEOPLE. A sensational two-page-wide black headline says: "A report that has shocked America—SEX AND THE COLLEGE GIRLS." A large-type subheading asks: "Can horrifying things like these happen at OUR universities?"

The sensational two-page story reports a survey conducted in 102 American colleges. The story said British parents voice grave anxieties as to the moral dangers facing their children—and added, "they ought to thank their lucky stars that they do not live in America." The writer, and apparently British educators, seemed smugly confident "It couldn't happen here!" But perhaps an American newspaper should make, and publish, a survey of moral behavior in British universities. The TRUTH would prove a shock!

This story reported that the American survey revealed that a great number of United States co-eds regard premarital

sex experience as essential to their education. It reported, further, that their professors agreed with them—and some even co-operated!

At one famous girls' college it was estimated that nine out of ten girls were, by the end of three college years, no longer virgins. At another, the estimate was seven out of ten.

But did the experience pay off? Did it give them a really rewarding, full, abundant, and happy life? The answer:

"Tragically, most of these girls confessed that they had found no fulfilment in illicit unions. Instead they became cynical, disillusioned and sometimes coldly promiscuous."

WHY must this world be so ignorant of essential knowledge? WHY do not colleges and universities teach what is most important to know? WHY this moral toboggan slide into filth, degradation, shattered lives on the college campuses? What good is a materially educated mind, stuffed with non-essential, dead, and largely unusable knowledge, which is also soured, embittered, cynical, and without hope?

The dean of a Midwest co-educational college, says this London newspaper's survey, tells protesting parents whose daughters are in trouble that sexual matters are not his problem.

There is abroad today talk of a "sexual revolution." Yes, there is actually world revolution. Governments are being overthrown. There is a revolution in the WEATHER! There is revolution in science, technology and business.

Says one of these survey reports: "Sex has become the major concern and pre-occupation of anyone over 18, and for some, earlier. The stimulation is there, from all sides—mass media, entertainment and literature—so that the subject never leaves their conscious or unconscious thoughts. And the 'sexual revolution,' at least as it extends into themes of films and novels is too often free, unlicensed and amoral."

Not the least of environmental influences contributing to the moral toboggan slide on college campuses is the prevailing cynicism regarding world conditions and life in general. Since God was expelled from the average campus—if, indeed, He ever was there—hope

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The Autobiography of Herbert W. Armstrong

The Work of God at the crossroads; how circumstances forced us to make the right choice. Rapid expansion around the world.

INSTALLMENT 65

THE YEAR was now 1955. The WORLD TOMORROW was on television, coast to coast in the United States—and in Hawaii (it was not yet a state). But it was a harassing experience.

Actually, this whole Work had reached a crossroads.

For almost two years the program had been on the ABC Network, transcontinental. But that was Sundays *only*. And we had learned, by then, that our program produced far greater results when it was broadcast *daily*, than once a week. The daily programs also brought more mail requests for free literature, per dollar of cost.

Further, we had learned that small-powered radio stations brought far fewer mail responses, per dollar of cost, than the major superpowered stations. And of the hundred-odd network stations, only three were really major 50,000-watt stations. Many were 250, 500 or 1000-watt stations.

Shift to Television

I have related how, by the spring of 1955, television had made such a leap in popularity in the United States that we became frightened. It began to look as if radio were going dead. Unless we shifted immediately to television, it began to appear that this Work of God would go dead.

The decision was made. We entered a crash program to get on T.V.—*QUICK!* The ABC Network program was cancelled. Also many major 50,000-watt radio stations—"spot bought"—then broadcasting The WORLD TOMORROW on Sundays only, such as WLW, Cincinnati, KOA, Denver, WCCO, Minneapolis, KDKA, Pittsburgh and WRVA, Richmond.

But we were to learn as the weeks passed by that we were still at the cross-

roads. T.V. was not the road to take. So, three factors became distressingly plain about T.V. broadcasting. The cost was greater than we were really prepared to meet. Second, it was only a ONCE-A-WEEK telecast. And third, this telecast was absorbing almost 100% of my personal time and energy. It was a nerve-shattering experience to keep up with the type of programming we were doing. I was having to neglect other top-level responsibilities—and, if this kept up, it threatened the future growth of the entire Work.

But at the same time, another factor developed. As the weeks and months sped by, during that latter half of 1955, we began to realize that radio was *not* dead, after all.

Of course the big-time network shows had all left radio and gone over to T.V. But people *were* still listening to radio. We checked and found that radio sets were being sold in greater volume than T.V. In 1955, 14,500,000 radio sets were being manufactured, and 7,800,000 T.V. sets.

Many people were beginning to buy two, three, or four radio sets per home—placing sets in bedrooms, kitchens and other rooms, while the average home had only one television set.

This trend has been maintained since. In 1960, 14,700,000 radio sets were manufactured, while the number of television sets produced fell to 5,700,000. The World Almanac figures give the following: In 1955, there were 135,000,000 radio sets in 52,000,000 homes. In 1962, there were 176,600,000 radio sets in 56,500,000 homes—and only about a third as many television sets—56,300,000 sets.

It is interesting to note that, in 1962, there were a total of 232,900,000 radio and television sets in United States homes—and only 198,900,000 sets *in all the other nations of the world com-*

bined! More than half of those were in Europe.

The Crossroads Solution

Yes, in the Work of God in broadcasting Christ's own Gospel to the world, we had reached a crossroads.

Once-a-week network radio, paying for so many small-power stations with only one broadcast per week, had not proved effective. Believing television was totally replacing radio, we had made the plunge into television. But it was too costly for our income at that time; it was once a week only and we had learned that we had a type program that needed to be aired *daily*; we were on only 13 television stations; it was, under the type programming we were doing, proving too strenuous for me and monopolizing all my time.

And, on top of all these points *against* continuing on television, we were learning that RADIO WAS NOT DEAD AT ALL.

We had not gone off radio. We had cancelled out the once-a-week network, and a few of the once-a-week 50,000-watt radio stations we were using in addition. But we were still broadcasting The WORLD TOMORROW on a *daily* basis on superpower WLS, Chicago, WWVA, Wheeling, West Virginia, the powerful border stations XEG, XELO and XERB, beside daily broadcasting in Los Angeles, Portland and Seattle.

And we learned that about 99% of the income to pay for all this costly T.V. programming was coming from RADIO listeners—not T.V. Of course that was to be expected. There is never any appeal for money on any WORLD TOMORROW program. There is no charge for any literature. There is no solicitation for contributions, except to our own inner family of Co-Workers who voluntarily, on their own initiative and without original solicitation, have be-

come Co-Workers.

Only an infinitesimal percent of listeners—either radio or television—ever become Co-Workers and start sending in tithes and offerings for this Work the first few months after they begin listening. This we well knew. We knew it would be three or four years before any sizeable number of newer viewers and listeners to the T.V. program would become Co-Workers—for we would never solicit this.

Truly, we had reached a crossroads decision. We had leaped to television, but we soon learned that was *not* the road to go from there.

The decision became obvious. Go back onto radio—but concentrate on putting *The WORLD TOMORROW* on the major POWERFUL radio stations, and ON A DAILY BASIS.

That was the road we took. As I now write—early April, 1964—we are still on that road, and we expect to continue it.

Telecasting Did Good

I might add at this point that since going off television we have learned that it really did far more good than was at the time evident. We then decided to go off T.V. *until* we could go on five or more times a week.

We know, now, however, that five to seven times per week telecasting is not possible. It is not possible from a production standpoint. It is not possible from a *time-buying* standpoint. It would be impossible to buy a full weekly strip—that is, the same hour five to seven days a week on the same station—at least on *enough* T.V. stations to justify the production cost.

We do, now, contemplate the possibility of going back on television within one or two more years. The fact that telecasting has now changed largely from film to tape makes possible a drastic reduction in production cost.

If we go back on, our format of programming will be different—one that will not demand the ENTIRE time of either Garner Ted Armstrong or myself. And it will be used to *supplement* the *daily radio broadcasting*. Those who become sufficiently interested from viewing the telecasts will be able to HEAR the vital message DAILY on radio.



Studios of Radio Luxembourg, which broadcast the *World Tomorrow* in three languages to all Europe and North Africa.

Improving the T.V. Program

As the weeks sped by, once we started on television, we found ways to improve the programs. Our advertising agent, production director and I flew to New York to arrange for the use of NBC film stock.

The one complete film library was owned by the National Broadcasting Company. They had gotten the start on this even prior to the earliest days of telecasting, and had developed a film library so complete that other Networks did not try to build one of their own. It was less costly to rent what they wanted from the NBC library.

We found the manager of this library very sympathetic toward our problem. Arrangements were made so that we could have virtually unlimited use of film stock from NBC.

Thus, if I were speaking about Hitler, the viewers would see on the television screen pictures in motion of Hitler, while hearing my voice. If I were talking about the alarming rise of crime, the viewer would see motion pictures of a crime being committed. After each of these sequences, the picture would flash back to me, as I talked. When I read a passage of Scripture, a portion of a page of a Bible would flash on the T.V. screen, with the passage I was reading underlined, and enlarged big

enough so viewers could read along with me as I read it.

Toward the end of our twenty-seven weeks of telecasting, I began bringing certain men from the East to appear on television with me in conversation, or as an interview. One was Montgomery M. Green, a World War II Intelligence officer in the United States Navy. I interviewed him on the program about Russia's supersecret weapon.

Another was Joseph Zack Kornfeder. He was an American, born in Slovakia. Mr. Kornfeder had been a charter member of the Communist Party in the United States. The Party sent him, in 1928, to receive special political education at the University of Moscow. Later he became disillusioned with Communism, defected, and supplied United States officials with a great deal of information about Communist secret plans. His wife and son were held in Moscow as hostages, in retaliation. He gave our television audience some startling facts about Communism.

Leaving the Crossroads

But early in 1956 we left the crossroads dilemma behind. The road to take was that of *daily* broadcasting on the more powerful major radio stations in the United States.

We were still on Radio Luxembourg,

world's most powerful commercial station, at 11:30 P.M. Mondays. We were on the three superpower bands of Radio Ceylon. From this we received considerable mail from far-off Burma, Malaya and Singapore. Also from India, Ceylon, and portions of eastern Africa. We were broadcasting once a week over Radio Lourenço Marques, at the border of the Republic of South Africa. By March, 1956, we were broadcasting once a week over Chiang Kai-Shek's powerful Radio Formosa. It was beamed into Red China.

April, 1956, saw a big improvement in *The PLAIN TRUTH*. It was the first issue to come out with a real front cover. Until then, the leading article always had started on the front cover. That first pictorial cover was all black and white, and showed a picture of the Library of Ambassador College. The front cover design has been further improved since, beside adding color and a heavier cover paper, like the copy you hold in your hand. Also that issue made another BIG jump ahead—it went to 24 pages. Until then, *The PLAIN TRUTH* had never gone beyond 16 pages.

By August that year, we had made our first advance along the new road of *daily* broadcasting on major radio stations. The ABC Network originating station in New York—the 50,000-watt WABC—opened a *daily* week-night spot for *The WORLD TOMORROW*. The time was very late, 11:15 P.M., Monday through Saturday. But it gave us one of the major big-power outlets in the United States' biggest population center. The total listening area has a population of some 15 million people.

A month later we started on KARM, Sacramento, California, with a good listening time nightly. This was the first *daily* broadcasting in the central California area. By November, we were back on the air in our original home-base city, Eugene, Oregon—and on the best local station, 5,000-watt KUGN, at the prime listening time of 7:30 every night. This has continued without interruption to the present, as I write, in early April, 1964. The present time there is 7:00 P.M.

Also by November, 1956, we had started broadcasting in Australia. At that time we had started on a small

Australian Network of eight stations, including Sydney but none of the other major cities. This was only once a week, at the start.

Another *Plain Truth* Improvement

With the February, 1957, issue, *The PLAIN TRUTH* made another important advance. For the first time it came out in two colors! In size, it continued with 24 pages. We were then beginning to announce booklets in the Spanish language, preparatory to Spanish language broadcasting.

Progress was not rapid in adding important stations for *daily* broadcasting. Daily broadcasting of a religious program had never been done by the major top-ranking stations. It took time to break the barriers of precedent and convince station managers that *The WORLD TOMORROW* was really top-quality programming—and that it was a top-rated program that would actually *build* a big listening audience, rather than lose listeners. But we were diligently working on this new policy. By this time we had a large, more aggressive advertising agency.

By July, 1957, we broke the ice in St. Louis, with daily broadcasting for the first time there. We were now, also, on the air on a network in the Philippines.

With the September number, that year, we published the first installment of this Autobiography. At the time I expected it to run for some six months to a year. But the response has been such that it is still being published.

By September, 1957, *The WORLD TOMORROW* took a really BIG leap ahead. Only one more station was added at that time—but it was to prove our most responsive station—the superpower WLAC, Nashville. This great station cleared for us the *most* valuable time of 7:00 P.M., week nights. Then by December, 1957, came the break-through in Denver. Station KVID opened a good time for *The WORLD TOMORROW*—seven nights a week.

New Policy Leaps Ahead

Beginning 1958, we added Radio Tangier International, and we were broadcasting into Franco's Spain. We were now on Chiang Kai-Shek's powerful station beamed into Red China

twice a week, and on Radio Bangkok five times a week. Also on Radio Goa in India five times a week. We now added Radio Okinawa, and two stations in South America in the Spanish language, at Lima, Peru, and Montevideo, Uruguay. At last the new broadcast policy was leaping ahead, all around the world! By this time the radio log was taking a ½ page in *The PLAIN TRUTH*.

In March, 1958, the giant Radio Luxembourg opened up to us TWO broadcasts a week, and our British audience grew more rapidly. During the summer and early fall of that year, *daily* broadcasting was begun in Tulsa, Pittsburgh, and Springfield, Missouri. Eight more stations were added in Australia, making sixteen—but still once a week.

But by October, 1958, another *major* radio station, San Francisco's great KGO, began broadcasting *The WORLD TOMORROW every night*.

The November, 1958, issue of *The PLAIN TRUTH* took another leap ahead. With the first installment of *The Bible Story*, by Basil Wolverton, the magazine was enlarged from 24 up to 32 pages.

The beginning of 1959 saw the Work of God gaining momentum *fast*. *The WORLD TOMORROW* was now broadcast world-wide, on 5 million watts of radio power weekly.

This was the 25th anniversary of this Work. It was now expanding everywhere as a major Work, constantly multiplying in power and scope. Its impact was being felt around the world. By the end of 1959 the radio log was occupying nearly a full page in *The PLAIN TRUTH*. From that time the policy of *daily* radio broadcasting multiplied rapidly.

I have pursued the progress of the radio broadcasting and the growth of *The PLAIN TRUTH* to the beginning of the present decade of the sixties. But this has brought us considerably beyond other phases of this life story.

In the next installment we will go back to the second trip to Britain and Europe taken by Mrs. Armstrong and me in 1954. At that time I spoke to hundreds of our interested listeners in London, Manchester, Belfast and Glasgow, and the first convert in England was baptized.

Personal from the Editor

(Continued from page 2)

for the future fled with Him. The "intellectual" attitude today assumes that we must adjust to living in a chaotic world of troubles and constantly recurring crises, where there are NO SOLUTIONS!

It is considered scholarly and pedantic to say that there are "no absolutes"—there is "no truth"—everything is relative. What is wrong for one may be right for another. Therefore there is no such thing as sin. There is no such absolute as virtue. There are no true values.

This is not rationalism—it is imbecility. It is not truth; it is the reasoning of fools! But it is being given the cloak of intellectual respectability today in colleges and universities!

Result? Students stare in the face a hopeless future. They have no goal. They live for the moment.

The survey reported in the London paper encountered the fruits of this pessimistic philosophy of "educated" ignorance. It was during the Cuban crisis, with the world's fate hanging in the balance wondering whether Russia would reply to President Kennedy with H-bombs that might result in destroying all civilization.

For the first time, perhaps, many college students began to take seriously the idea of "the end of the world." At a college in New York state several girls were sitting around, discussing the possibility of this being actually the end of the world. What, if it was, would they do?

"We decided," said one of the girls, "we'd run to the nearest frat (men's fraternity) house, and grab the first available man."

Time after time the same point was brought up by college girls interviewed. The theme was: "The world may end soon, so what the h----!"

THINK OF IT! Facing the thought of the end of the world, girls supposedly being EDUCATED, in colleges and uni-

versities, think only of having an illicit sex affair with a boy! Would you not suppose being frightened about the possibility of the end of the world would turn their thoughts to GOD? It seems that all knowledge of God has been so utterly absent in their education that no thought of Him would enter their minds!

NO WONDER these young people, on so many college campuses, wear on their faces the half sour, half bitter, pessimistic, cynical and hard expression of frustration. No wonder they seek to put on the mask of sophistication. No wonder they look wilted and sad.

Reading these reports in newspapers and magazines opened my eyes, personally, as never before to the astounding contrast one experiences the moment he steps onto an Ambassador College campus. On Ambassador campuses everyone reflects happiness. Faces are aglow with radiant smiles. Wholesome and beautiful character seems to shine out from within through sparkling eyes.

Ambassador Colleges are *different!* They *are* in the business of building human CHARACTER! They do not say, like the Dean of a Midwest college, that sexual matters are of no concern to faculty members.

First of all, Ambassador students learn the true MEANING of life. They know the real PURPOSE of human life—and they have a goal to look forward to with hope, assurance, and exciting anticipa-

MANDY RICE-DAVIES, at age 18. She testified in London court that she had sexual intercourse with wealthy British Lord while sharing her apartment with Christine Keeler, above. Her testimony during hearings on vice charges rocked England's high society.



CHRISTINE KEELER, play girl principal in scandal that rocked Britain. Here she leaves London's Magistrates' Court after making bond on charges that she lied at trial of an ex-lover. She faced four charges of perjury and conspiracy to obstruct justice. Note the seductive expression she wears.

tion. They *know* all about the end of the world—this present evil, mixed-up world—and they know it is coming *very* soon—but also they know the GOOD NEWS of the WORLD TOMORROW that shall immediately replace it—a world of happiness and peace and abundance.

Ambassador students, too, believe life was meant to be ENJOYED—yes, *to the full*. But they know the TRUE values, and how to avoid the pitfalls of the false. They know, too—and this I teach them myself—God's holy PURPOSES of sex in marriage by humans born to become God's own children.

Everything God created was "VERY GOOD." All God's laws were set in motion *for our good*—for human happiness. Yes, God did intend life to be FULL, ABUNDANT, ENJOYABLE, SUPREME HAPPY!

It is mighty rewarding to see the beauty blossoming forth in human character at the Ambassador Colleges.

• EDITOR'S NOTE: Prospective students should request the college catalog for further and more detailed information about Ambassador Colleges.

In the United States and Canada, address The Registrar, Ambassador College, Box 111, Pasadena, California 91109.

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