

*the*  
**PLAIN TRUTH**  
*a magazine of understanding*

VOLUME XXIX, NUMBER 8

AUGUST, 1964



*Ambassador College Photo*

Ambassador College Press now prints *The PLAIN TRUTH* beginning with this issue.

# What our READERS SAY

## Seven Laws of Success

"My son and I listened to your talk, "The Seven Laws of Success," over radio station CJIB in Vernon, B.C., last night. We found it most thought-provoking and would like to study what you had to say more carefully. Your clear and forceful presentation, as well as the content of your message, made us sit up and take notice. It prompted one of our friends to phone us to listen. More power to you!"

Listener from British Columbia

## Autobiography

"Dear Mr. Armstrong,

"The story of your life is really wonderful. I hope you are going to make a book of it so everyone can read it. I save every one of *The PLAIN TRUTHS* and I and my friends have them pretty worn out going back over them."

Jessie McB., Illinois

• *We regret that again this issue there is no further installment of the "Autobiography." Due to urgency of completing the forthcoming book on *The Plain Truth About Sex and Marriage*, Mr. Armstrong is devoting every available moment to it, and omitting the "Autobiography" and other new articles.*

*Very shortly all readers on our subscription list will receive a letter giving full details and offering free a copy of this frank, plain-speaking, tragically needed book. Never has there been a book like it.*

*Perhaps at a later date the installments of the "Autobiography" will also appear in book form.*

## Television

"I am a boy of 12. I want to thank you for the article 'Television—The Most Effective Drug of Our Times!' Now my parents and I won't be watching television any more except for news. I am much happier without television."

Dale V., New York

"I have just finished *The PLAIN TRUTH*. I can't ever lay it down for long until I have completely read it all... I was so glad to read your article on TV... My spare time goes into my Bible, prayer or something more constructive than a TV program."

Mrs. A. D., Oklahoma

## The Pleasures of Sin

"Please stop sending *The PLAIN TRUTH* at once. I'm not ready to live like the Bible says. I'm still after the worldly fashions and customs. Hope you understand."

Miss K. B., Michigan

• *You'll soon learn!*

## "Don't Just Read It—OBEY It!"

"I haven't written to you for over a year. I haven't paid my tithes in that long either. Since I took a backward look at this year, and all the terrible things that have happened to me and my friends, I can see how really foolish I've been. My wife walked off March 14. I got involved in two lawsuits because of that, plus being sued for divorce. I've spent almost \$1000 for attorney's fees. Someone wrecked my car and parked it in front of the house. That cost me \$50. My 10-year-old son was bitten by a dog; my 10-year-old daughter was badly hurt when she fell off her bike. When I get up, every day I feel like I've been beat. My legs and back hurt. I have severe sinus headaches. Every word I've read in *The PLAIN TRUTH* is the absolute truth. I dearly love to read God's word, but let me say now to anyone it might help. DON'T JUST READ IT, OBEY IT! I have made more money this year than ever before in my life and had less. Isn't this proof enough that God's way is best?"

P. J., Michigan

• *Why is it that so many have to learn the hard way?*

"I have never paid a tithe to anyone  
(Please continue on page 7)

## the PLAIN TRUTH

a magazine of understanding

VOL XXIX

NO. 8

Circulation: 510,000

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

### EDITOR

HERBERT W. ARMSTRONG

### EXECUTIVE EDITOR

Garner Ted Armstrong

### MANAGING EDITOR

Herman L. Hoeh

### SENIOR EDITOR

Roderick C. Meredith

### Associate Editors

Albert J. Portune David Jon Hill

### Contributing Editors

C. Paul Meredith Basil Wolverton  
Lynn E. Torrance Charles V. Dorothy  
Jack R. Elliott Robert E. Gentet  
Ernest L. Martin Robert C. Boraker  
L. Leroy Neff Gerhard O. Marx  
Clint C. Zimmerman

### News Bureau Director

Gene H. Hogberg

### Research Staff

Donald D. Schroeder  
Ronald D. McNeil

### Editorial and Production Assistants

James W. Robinson Paul Kroll

### Regional Editors Abroad

United Kingdom: Raymond F. McNair  
Australia: C. Wayne Cole  
South America: Benjamin L. Rea  
South Africa: Gerald Waterhouse  
Germany: Frank Schnee  
Switzerland: Colin J. A. Wilkins

### Business Manager

Albert J. Portune

### Circulation Managers

United States: Hugh Mauck  
United Kingdom: Charles F. Hunting  
Canada: Dean Wilson  
Australia: Gene R. Hughes  
Philippines: Guy Ames  
South America: Leon Walker

YOUR SUBSCRIPTION has been paid by others. Bulk copies for distribution not given or sold.

ADDRESS ALL COMMUNICATIONS to the Editor, Box 111, Pasadena, California 91109.

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

Our readers in United Kingdom, Europe, and Africa should address the Editor, BCM Ambassador, London, W.C.1, England.

Readers in Australia, China and southeastern Asia should address the Editor, Box 345, North Sydney, N.S.W., Australia.

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

SECOND CLASS POSTAGE paid at Pasadena, California.

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

# Personal from the Editor

ONCE AGAIN *The PLAIN TRUTH* takes a great leap forward! At last we have a printing plant of our own of major size, with giant rotary magazine presses capable of printing a magazine as large as *The PLAIN TRUTH* has grown.

You are holding in your hands now, a copy of the first issue we have ever been privileged to print on our own presses!

I believe some of the facts about this great step forward will be interesting to our readers.

For more than twenty years we have operated our own printing department. But until now, it has never been large enough to print *The PLAIN TRUTH*—even when this magazine was a small 8-page paper.

Many of our readers know that prior to the time God placed me in His ministry, I had devoted twenty years in the advertising field—mostly with magazines and newspapers. I learned, more than fifty years ago, that few magazines can afford profitably to print their own publications. Nearly all class and trade publications, and the smaller-circulation magazines, are printed by large printing plants who specialize in

printing a number of publications for various publishers.

Many years ago, while our headquarters were still located at Eugene, Oregon, our own printing department had its infantile beginning. Like every other phase of this great Work of God, it started about as small as such a department could start.

My son-in-law, James Gott, had been working in the lumber industry in and around Eugene. He had encountered a severe accident in his left hand, which required a considerable operation of plastic surgery. While he was recuperating, information about the Davidson duplicator press was brought to my attention.

This small but modern press printed by the offset method. I learned from the Davidson Portland office that they had facilities for training inexperienced men in the operation of this equipment. None of us—most of all, Jimmy himself—wanted to see him return to the hazardous and sporadic employment in the lumber industry. I suggested the idea of starting a printing department of our own, with Jimmy running it. We would print booklets, letter-heads and envelopes — but of

course not *The PLAIN TRUTH*.

He became immediately enthusiastic with anticipation. It was quite a hurdle for us to purchase that little press, with sufficient photographic and plate-making equipment to produce the plates. But the financing was arranged. Jimmy took the schooling, and a Davidson representative helped get the equipment installed in the basement of the IOOF Building in Eugene, where we rented offices on the third floor.

*(Please continue on next page)*

## In This Issue:

What Our Readers Say . . . . . Inside Front Cover

Personal from the Editor . . . . . 1

Franco-German Axis Calls for United Europe! . . . . . 3

IT'S EASY . . . . . to believe a lie! . . . . . 4

Short Questions From Our Readers . . . . . 8

WHO Controls the Weather? . . . . . 9

TENTH ANNIVERSARY of the Ambassador College Bible Correspondence Course . . . . . 13

WHY Ministers say: "You don't need to understand the Bible"! . . . . . 17

Radio Log . . . . . 20

Can U.S. President's "War on Poverty" SUCCEED? . . . . . 23

TWELVE RULES for Bible Study . . . . . 31

The Bible Story . . . . . 33

Why Teenage Gangs RIOT at England's Seaside . . . . . 43

THIS Is Ambassador College . . . . . 46

Ambassador Colleges in Action! . . . . . Inside Back Cover

The inside 16 pages of this issue being printed on our own new Miehle press.

© Ambassador College



### OUR COVER

Here you see the third "signature"—a sixteen-page section—of the August PLAIN TRUTH pouring off our new Miehle press at 20,000 impressions (pieces) per hour! At the far left, huge rolls of paper are fed into two printing units. The rolls feed so fast—about 800 feet per minute—that the ink must be dried in a huge oven (center, about 10 x 12 feet) at temperatures of several hundred degrees. The printed paper (visible at far right) is then cooled, cut into sixteen-page sections and folded to page size by the press! In the foreground are 750,000 copies of signatures one and two. Three different signatures are required for each issue—plus the heavier, glossy cover. All these are then put together, stapled and trimmed—THIS one was sent to you!

Later, we moved our printing office to another building with larger space, as the department began to grow. When we moved the headquarters to Pasadena for the opening of Ambassador College, in 1947, we had two of these Davidson presses, and an old-fashioned second-hand paper cutter. By this time there was an assistant, and our department employed two men full time.

Gradually the department grew. Virtually all of our booklets have been produced by this department through the years.

One of the reasons for moving from Eugene, Oregon, to Pasadena was the fact we had outgrown the printing facilities available in commercial print shops in Eugene for printing *The PLAIN TRUTH*. Arrangements were made for having our magazine printed by the largest printing establishment on the west coast—Pacific Press Inc. in Los Angeles. They also print the west coast editions of *LIFE*, *TIME*, and *Newsweek*, beside *Sunset* magazine and many other large-order accounts.

Actually, the Pacific Press corporation had not yet acquired this giant plant when it first began printing *The PLAIN TRUTH*. They have printed it for us ever since—every issue up to this present edition. There is a measure of sincere regret between men of their staff and our own, on our leaving them with this issue. It has been a long and mutually pleasant business relationship. But of course we are thrilled and overjoyed to be able, after all these years, to have a printing plant of major size of our own, and to be able to do our own printing of a magazine that has grown to the size and scope of *The PLAIN TRUTH*, now running over a half million copies!

In 1957 we acquired an almost-new two-story furniture warehouse as an addition to our rapidly expanding college campus. This was remodeled and modernized into our home for the Ambassador College Press. The printing department moved into the rear portion of the ground floor. At that time two larger Miehle presses were added, and a new paper cutter—besides new folding machines and other equipment.

Soon that space was outgrown. The offset department was then moved into a smaller building across the street. Then the printing department was forced, later, to lease an entire store building some two blocks off the campus, and two still-larger presses were installed, in addition to an Intertype type-setting machine, and other equipment.

That didn't hold the department long, either. As the demand for booklets multiplied, the printing department grew and grew. It became the largest printing plant (not including the newspaper) in Pasadena. But soon that large space was overcrowded—and there was not sufficient space for paper storage. It now became evident that we needed to take advantage of the savings made possible by buying paper in carload lots.

Finally we had opportunity to purchase the plant and buildings of the Crown City Lumber Company, across the street from the original Press building. This meant a sizeable expansion of the college campus. It was a rather sizeable financial transaction also, and many felt we should not undertake it. However, I foresaw its need, and so we purchased this property—I believe it was in late 1962 or early 1963. Within a few months it became evident to us all that this had been a most wise acquisition.

The larger of the three main buildings acquired from the lumber company was entirely remodeled, and has been converted into our new major-size printing plant. The large pressroom is twice the size of the store building we had leased. Beside this there is considerable space for offices, photographic darkrooms, typesetting department—many other facilities. One of the former large lumber sheds provides adequate space for storage of huge rolls of paper. The Union Pacific freight tracks run alongside, so that paper in car-load lots is unloaded directly from the freight cars.

Soon to be erected is a two-story addition to this building to accommodate many of the offices and facilities of this now-large printing department.

In the main pressroom we now have a new large two-color press, for printing the covers of *The PLAIN TRUTH*, beside a still-larger rotary magazine press—quite similar to metropolitan newspaper presses.

The printing department of The Ambassador College Press now employs a good-sized staff of employees.

I am sure that all readers who visit the Ambassador College campus in Pasadena will be enjoyably surprised when they see this fine new million-dollar printing plant. Now that I have mentioned that million-dollar figure, let me hasten to say that, much as we regret severing the pleasant relationship with the Pacific Press people, we anticipate with real enjoyment the *saving* of ten thousand dollars and more *every month* made possible by this new facility. At last *The PLAIN TRUTH* has attained to the size where it is less costly to print it ourselves than to have it printed outside.

We confidently expect to make continued improvements in *The PLAIN TRUTH* as the months and years roll by. *Watch for them!*

And let me add, that when you plan to visit the Ambassador College campus at Pasadena, better plan close to a half-day for the tour of the grounds and buildings. You can't get over them in a half hour. We have continued *growing* constantly.

This Personal talk is being written from my study at the Ambassador College in England. Let me add that, if any of our readers are in London, by all means you should try to take a half day to come out to the college here in beautiful Bricket Wood, near St. Albans. We have a very flourishing printing shop at the college here also—larger than we had in Pasadena until late in 1957. We also have a printing department in Sydney, Australia.

If you are able to visit one of the Ambassador Colleges, you will find people who will welcome you, and provide someone as a guide to show you all around—and if I happen to be there at the time, and possibly can, I would like to greet you myself and say "hello."