

the
PLAIN TRUTH
a magazine of understanding

VOLUME XXIV, NUMBER 2

FEBRUARY, 1964



PRESIDENT LYNDON B. JOHNSON

WIDE WORLD

What our READERS SAY

President's Assassination

"I attended a church here in this little town the night the President was assassinated. The preacher never even mentioned a word about it. I mentioned it to one of the members, she said he didn't dare—for that was political."

Mrs. R. J. A., Belmont, West Virginia

• *The senseless murder of a human being is political? Unbelievable! Could it be there might have been those in his audience who actually approved of the death of their President—and your preacher was afraid of losing his members? Makes you wonder why some people even bother with the pretense of "religion" to cover up their bias, prejudice and hatred.*

Trouble In South Africa

"Quite by chance I picked up a copy of *The PLAIN TRUTH* at my barber's salon and asked if I could take it with me. It was dated January 1963. As you no doubt know, the Europeans here who can flee this country are very anxious to do so. A clash between black and white is inevitable. The thing is *where* to go? Australia? Israel? I read your article about Germany in Prophecy and what you said made me realize that one cannot run away from God! I am Jewish and my wife and I keep an Orthodox home."

Doctor, Orange Free State,
Republic of South Africa

How to Influence Others

"I have tried several times to get my husband to read *The Bible Story* and *The PLAIN TRUTH*, but he would not. I leave them lying where he will be sure to see them. Just recently my children and I have been reading a chapter from the Bible and a chapter from *The Bible Story* aloud almost every night. One night my husband came in and sat with us and listened. He was so interested in *The Bible Story* that when we finished the chapter he got the book and went to bed and read most of it that night. He said it was so interesting that he just couldn't

put it down. Someone in your Letter Answering Department wrote me a letter and told me it was best not to say anything about the way someone lives and so I have waited and prayed and now I can see the gradual change taking place in my own husband. I thank God for it."

Mrs. M., San Antonio, Texas

• *A fine example! Jesus said to let your light shine—let men see your good works—not bear your clever arguments.*

"Doubting Thomases"

"I have been listening to your radio programs for years. I have been skeptical as to your assurance of 'No charges, no follow-ups.' I am a pensioner and my income is very limited. Time is what I have most of. I get great pleasure from reading. I am a regular subscriber to the *Reader's Digest* which is all I can afford. Now if you really have free literature you wish me to have I will receive it gratefully. I will read it. Be it understood that if there are any expenses attached to this offer, I cannot accept the offer and will not be responsible for the return of any literature. I will be thankful for anything I receive."

Man from Ooltewah, Tennessee

• *You're holding it in your hands. And you'll be pleased to join the other hundreds of thousands of subscribers who KNOW it's FREE of charge.*

"I have wanted to send for some of your literature ever since I first heard you, but was afraid of follow-ups or requests for money. I have been stung so many times. However, several people have assured me they are sure this will not be the case. So if there is no obligation, please send me anything you have."

Mrs. James B., Quarryville, Penn.

• *Thanks for asking—and here it is—no charge.*

Iron Curtain No Barrier

"It always fills me with a great deal
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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

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Personal from the Editor

DO YOU feel *deeply* about things or circumstances that are *moving* or *important*? Did you ever check your emotional responses to know whether you have attained emotional maturity and stability?

Millions were emotionally shaken by the assassination of President Kennedy. Not only in the United States, but around the world. Articles in the January number of *The PLAIN TRUTH* about that tragedy inspired a train of thought. I want to talk to our readers about it now.

Reporting from *The PLAIN TRUTH* offices around the world, our own correspondents revealed the emotional impact in many nations. In Germany a housewife broke down and cried—a policeman and a store clerk were seen with wet eyes. From our offices in Sydney, Australia—from Manila in the Philippines—from London, Geneva, Johannesburg, and Vancouver, B.C., our staff men reported shock, horror, genuine sorrow.

I was reminded, in reading Mr. Roderick C. Meredith's article, *Ambassador Mourns Death of President*, of how we, ourselves, reacted here at Pasadena headquarters. Of course none of us knew Mr. Kennedy personally. He was a politician, and we take no part in this world's politics—we were not partisan of his political party. Mr. Kennedy was a Roman Catholic, and none of us share his religious convictions. I am sure none of us had occasion to feel any special *personal* attachment to, affection for, or connection with him, as an individual.

Yet when news of the shooting first came, with the report he was still alive but in critical condition, I myself felt deep emotion, as did we all. I stopped the class I was teaching, asked the class to join me as I prayed for him. Garner Ted Armstrong, Mr. Meredith and others, in a council together, were shaken—and as news was flashed that the President was dead, Garner Ted

Armstrong shed spontaneous tears. This was moments before his daily broadcast. That broadcast was charged with *deep feeling*.

WHY? Why this deep, moving, emotional feeling for one we never knew personally, and had nothing in common with, personally?

It was not because of personal attachment to the man. It was because this man held the high office of President of the United States. We did not vote to put him there. But, by the grace of God, who rules the Universe, Mr. Kennedy did occupy that office. He was the leader of the free half of a divided world in chaos. He was leader of the nation of our birth—a nation we love, and to whose government we are loyally subject. All power is of GOD, and God allowed John Fitzgerald Kennedy to occupy that great office of power.

Whether we approved of the choice of the man or not, the very fact he occupied it gave us reason to feel not only great respect, but, whether we had previously realized it or not, real *concern* for the man who occupied that office.

And now, as I reflect in retrospect, I realize that our emotional responses of that moment, spontaneous though they were, still were guided by our minds.

Most people give little or no thought to this matter of their emotions. We humans start life as little babies. We have to grow up. But to fulfill life's real PURPOSE and mission, we must grow up not only physically, but mentally, spiritually, and emotionally. Did you ever stop to realize how many people think primarily only of attaining physical maturity? If it were not for compulsory public school education for children in our Western world, how many would take the initiative to develop their minds? How many, in each hundred, have done so in such nations as China and other heathen countries?

But what about *spiritual* development? The average person, the world
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OUR COVER

Lyndon Baines Johnson, 36th President of the United States, was born in 1908, near Johnson City, Texas. He is 6 feet, 3 inches tall! His father and mother, of pioneer stock, descended from earliest settlers in Central Texas. The President worked his way through Southwest Texas State Teachers College, obtained a B.S. degree in 1930, at age 22. He taught public speaking, later studied at Georgetown Law School, served one year as Texas National Youth Administrator in 1937.

He was elected to Congress in 1937, and to the Senate in 1948. He became Democratic whip in 1951, Democratic Floor Leader in 1953.

He married in 1934, and has two daughters.

around, automatically accepts the established religion of his parents and his country. WHY are most Chinese Buddhists or Confucianists? Why do most people of India follow the Hindu religion? Why do most of the Japanese embrace Shintoism or Buddhism? Why do most Arab peoples follow the Moslem religion; most Jews follow Judaism; most Italians, Spaniards, and Frenchmen—as well as South Americans—embrace Roman Catholicism; a majority of northern Europeans, British and Americans call themselves Protestant Christians? How many give any real thought to *why* they believe the religious ideas they hold sacred?

Do these run-of-the-mill hundreds of millions of people ever give serious thought to *spiritual growth*? Yet no person attains true maturity unless he attains spiritual maturity, as well as physical growth.

But fewer still ever give so much as a passing thought to the need for *emotional* development.

Just what do we *mean*—EMOTIONAL MATURITY? Few know the meaning of the term. DO YOU? Yet it is one of the real secrets of human happiness.

But, if none is truly *grown up*—really mature—until he attains not only physical, mental, and spiritual adulthood, but *emotional* maturity as well, *where* will you find it taught?

Do you know any school or college which offers a course in "EMOTIONAL DEVELOPMENT"? It most certainly is something we *need* to be taught. Few will ever teach it to themselves.

No one is born with it. It must be learned—developed. We need, continually, to realize that we are born as helpless little babes, knowing NOTHING at birth. We do not come equipped with instinct, like the dumb animals.

Ever see a little calf born? The mother cow doesn't go to a hospital to have her young delivered by an obstetrical physician, attended by white-capped and gowned nurses. She has no delivery-table. No one helps her. The little calf comes into the world by an instinctive, natural process. Almost immediately it struggles to its feet. It finds its legs a little wobbly—but in a few minutes it stands on all four. No one teaches it to walk—and it doesn't have to wait a

year to learn. It starts walking at once. No one teaches it where to go—it knows! It has *instinct* built automatically into its brain. It goes after its dinner. No one tells it or teaches it *where* the dinner is located. The mother cow simply stands stupidly by, waiting for the calf to find its dinner.

No new-born human knows that much. Yet the human infant has something the dumb animals do not possess—human MIND. Humans, however, have to GROW UP. They have to LEARN—to be TAUGHT.

And one of the basic things every human *needs*, so vitally, to learn, is the right use of the human emotions. No dumb cow or calf could have been *moved* emotionally by the news of a presidential assassination. So you see, the human MIND has something vital to do with human emotions. Yet most people never give thought to *controlling* emotions with the mind!

But our emotions need to be *understood*, taught, trained, and controlled *by the mind!*

OUR MINDS WERE GIVEN US FOR A PURPOSE!

I know of no college which teaches a course of study in the field of emotional maturity. Writing these words inspires the idea that I need to give serious thought as to whether AMBASSADOR COLLEGES ought to pioneer by introducing such a course!

And yet the college or university is not the logical and proper place to begin such a course. It ought to be taught to one-, three-, and six-year-olds, and in the early primary grades in school. That means this teaching ought first to be taught by PARENTS in the home. But how can parents teach children when they themselves are still emotionally immature? How can elementary school-teachers disseminate what they have never learned, themselves?

Just WHAT IS emotional maturity? One author defines it this way: development from a state of *taking* to a state of *giving and sharing*. There's also a spiritual principle involved—development from natural impulses and responses of human nature to the principle of loving one's neighbor as himself. Few realize it's a recipe for happiness. It is something that must be learned

—by the MIND—and developed by self-discipline. As I said, it's something you were not born with. Human nature is totally contrary to it. A little baby knows only how to *take*. He will reach forth and *take* his rattle, his bottle, his toy. He will *take* such things even from another baby.

GOD'S LAW is based on the GIVING principle. Its basis is LOVE. Love is outgoing concern—for others. Humans know absolutely nothing of this at birth. They are devoid of instinct, in the main—but they do come well equipped with human nature! Human nature is a magnet—a PULL, in the direction of *self*. But the way of GOD'S LAW, which is the way to peace, happiness, and everything good—ah, that is a way humans must be *taught*. Giving, sharing, serving, helping have to be *learned*.

But humans *are* equipped with EMOTIONS. And, from babyhood, all humans are actuated more or less by their emotions. Emotions are *feelings*—disturbances—departures from a calm state of rational right thinking and acting. Emotion is an *impulse* toward action or expression of feeling, unapproved—unless taught and controlled otherwise—by the mind. Among the emotions are such feelings or expressions as fear, anger, resentment, jealousy, hatred, grief, sorrow, surprise, desire, elation, joy.

Emotions have a first-cousin—our moods. The emotionally immature usually are moody, and have not learned to control their moods.

More and more I am impressed with a most important TRUTH we humans are prone to overlook. While animals are guided by instinct into the course intended for them by the Creator, man is given powers and potentialities infinitely higher. The spirit in man imparts to the brain the powers of the human MIND—an intellectual and even spiritual quality. Dumb brutes cannot appreciate a Gainsborough, a Rembrandt, or a Goya painting; a Beethoven sonata or a Schumann concerto; or the literature of great authors. They cannot acquire scientific knowledge, weigh facts, make decisions, render judgments, exercise self-discipline, develop character. They cannot attain access to and union with Almighty God, become begotten

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Personal from the Editor

(Continued from page 2)

of Him as His very child, enjoy actual communion with the Eternal Creator, have minds opened and enlightened by His Spirit, come to comprehend spiritual truths and, finally, become BORN as a son of God in His very divine family!

Man was put on earth to develop and attain to something infinitely higher than animal destiny. Man was intended to develop spiritual CHARACTER—to become like the Supreme GOD. This all comes through the marvelous human MIND. One comes to knowledge of God through the mind. One realizes sin and repents of it *in the mind!* God's Spirit entering, is the Spirit of a *sound mind!*

Not only spiritual development, but also emotional maturity is developed through the MIND. It comes by right knowledge, creative thinking, right decisions, the use of will, self-discipline. To rightly direct his actions is man's purpose in life.

Yet most people seem to assume humans to be merely the highest of the dumb brutes! They fail utterly to comprehend the magnitude of human potentiality! They allow themselves to act thoughtlessly, on impulse, with feelings, moods, emotions being swayed and buffeted into troubles, tragedies, and sufferings, through irrational actions.

I once knew a tragic example. It was a man highly educated, a teacher, who readily assumed the responsibility of teaching youths when he, himself, had never learned this central truth of life.

His mind was stored with knowledge about *things*—geology, astronomy, mathematics, literature; but he had acquired little knowledge about himself—his moods, feelings, drives, impulses, desires. As a child he had been pampered, petted and spoiled, permitted to have his own way. He had not been taught self-restraint, self-control, or how intelligently to divert his moods and desires, and guide them according to wisdom.

He was married to a beautiful and intelligent wife, had a fine family, an honored position. But, allowing feelings, impulses, moods, to lead his actions in-

stead of sound judgment and wisdom of mind, his home was broken by divorce, and in the grip of his moods and tendency to run from his problems, instead of facing and solving them, he fled in blind fear from his high position and brilliant future. He wrecked not only his own happiness, but his marriage, his home, and forced great sorrow, suffering and unhappiness on many others.

He had allowed his emotions and moods, instead of his mind, to lead his actions. He had come to see circumstances through the eyes of his feelings, and his understanding had become warped and distorted. He had grown up physically. He had developed mentally. But emotionally he was still a very young child—and, as a sad accompaniment, his spiritual age was no older.

One is not really mature, until emotionally and spiritually grown up, as well as physically and mentally. Parents should realize it is their responsibility to STUDY their own children—teach them right direction and control over tempers, impulses, feelings, angers, moods. Teach restraint of selfishness and vanity. Teach love and outgoing concern for others. Teach *giving*, instead of *taking*.

But emotional maturity does *not* mean emotion-less maturity. The truly emotionally mature *control* the emotions. THEY DO *NOT* ANESTHETIZE THEM! They *do* express, at the right time, and in proper degree, enthusiasm, happiness, joy. They *do* feel deep gratitude for blessings, and also they deeply *feel* reverence, adoration, in the worship of God. They sincerely feel compassion toward others—a feeling of true outgoing concern. They express sympathy and have mercy.

Emotional maturity does not crucify emotions—it controls and guides them with right knowledge and true wisdom. Emotional maturity develops hand-in-hand with physical, mental and spiritual growth—the four blending, finally, into the perfect spiritual character which is the true human destiny and the very purpose of life. It can bring very great and rewarding and lasting happiness.

Now, finally, let me describe the three categories into which people generally, and thoughtlessly, fall. And then let us see a few examples of the

correct use of the emotions.

First, many, especially those of lesser education, let themselves go to an emotional extreme. They are mere babes, emotionally. It never occurs to them to put any check or control on their emotions. They become highly emotional over non-consequential things, like a little child. If these people drove their automobiles as they guide—or fail to guide—their emotions, their cars would run wild and create disaster.

Their *feelings* are worn on their shirt cuffs. They are upset over trifles. Their tempers fly, uncontrolled. They flatter, they gush, they exaggerate their compliments and their praise of others. They gossip, they slander, they speak evil of others behind their backs. They continually *feel* jealousy, resentment, or excessive jubilation.

Some religious sects attract deliberately the overly-emotional. In religious meetings their preachers work on the emotions of their congregations, encouraging uncontrolled outbursts of emotional response. They "work it up"—they generate increasingly energetic and noisy displays of out-of-control emotion. But Jesus Christ set no such example. Nor did any of Christ's own original apostles.

Then there are those who go to the opposite extreme. Often these are the intellectuals, and the highly educated—though usually MIS-educated. They have controlled emotions with their minds to the extent that their emotions have been stifled and put to death. They no longer feel deeply about anything. They are utterly devoid of real sincerity, any depth of gratitude, any feeling of compassion or real sympathy. Their emotions never grew up to maturity—their emotions DIED in infancy.

Then there is the middle-ground, equally unprofitable and tragic. These are those who neither choke off their emotions with mental control, nor exert energy generating them. They are just listless—indifferent. They feel no purpose in life. They have no ambition. They have no spark. They do not radiate—they are like dead fish. In an introduction to another, they extend a cold, clammy, sweaty hand with no grip whatever. They merely let *you* grip *their* hand—and it's like taking hold of

a damp dead fish. They have no personality. They are nonentities. There isn't enough life in them to generate any noticeable emotional response.

WHICH of these three are *YOU*? If you are any one of them, you are wrong.

Now look at some *RIGHT* examples!

WHERE will you go to find the right teaching on emotional response? You'll find it where you find the true *WAYS OF LIFE*—in *GOD'S WORD TO MAN!*

These articles in the January *PLAIN TRUTH* set me to thinking about this. We here at world headquarters of God's Work accept the Bible as *GOD'S INSTRUCTION BOOK* in life—how to live. We try to follow its teachings and its right examples. When news was flashed of the President's assassination, none of us stopped mechanically to think and ask: "Now let me search the Scriptures to see whether I should express emotional feeling, and in what manner." To those who train themselves to *LIVE* by God's Word, such responses come automatically. We did not choke and restrain all emotion and feeling by a cold mental process. We *felt deeply* about it. But this feeling, unashamedly expressed, *was* guided by our minds, according to the teaching and training we had absorbed from God's Word.

The Bible teaches us that our relationship with God must completely dominate our lives—until it simply *IS* our life! It teaches us to feel *deeply*, though always intelligently, about it.

Look at God's instruction through Joel. A tremendous world-wide time of trouble is now generating—such as the world never experienced before. Joel prophesied the coming famine and disease epidemic. He foretells the *PLAGUES* of the "Day of the *LORD*." He foretells the next, and nuclear all-out *WORLD WAR*—the most frightful trouble ever experienced by man.

Then God inspires Joel to instruct us how to escape and find protection. Does He say we should go through some routine motions, repeat by rote some prayer already written for us, which we recite without feeling or emotion? *NO, NEVER!* Here is what He says:

"Therefore also now, saith the *ETERNAL*, turn ye even to me with *all your heart, and with fasting, AND WITH WEEPING, and with mourning: AND*

REND YOUR HEART, and not your garments, and turn unto the *ETERNAL* your God: for He is gracious and merciful, slow to anger, and of great kindness.

. . . Let the priests, the ministers of the *ETERNAL*, weep . . . and let them say, Spare thy people, O *ETERNAL*, and give not thine heritage to reproach, that the heathen should rule over them: . . . Yea, the *ETERNAL* will answer" (Joel 2:12-19). (Emphasis added.)

God says we should turn to Him *IN DEAD EARNEST*—fasting, rending our hearts—in deepest real feeling. This is no thoughtless giving away to uncontrolled emotion. This is full mental realization of *PURPOSE*—of *NEED*—and, with deepest intense *FEELING*, seeking God with all our strength and might.

In correcting Israel for their manner of indifferent prayers, God says of Israel: "They never put their heart into their prayers" (Hos. 7:14—Moffatt translation).

Look at some of the sample *PRAYERS* quoted for us, as examples, in the Bible. Notice David's prayer of repentance, when he "came to himself" after his sin of adultery with Bathsheba and the murder of her husband. It is in the 51st Psalm. Notice how David, in dead earnest, put his whole heart into this prayer—with *DEEP FEELING* of remorse and repentance:

"Have mercy upon me, O God," David cried out. "Wash me thoroughly from mine iniquity, and cleanse me from my sin. For I acknowledge my transgressions, and my sin is ever before me. Against thee, thee only, have I sinned, and done this evil in thy sight. . . . Create in me a clean heart, O God, and renew a right spirit within me. Cast me not away from thy presence, and take not thy Holy Spirit from me. Restore unto me the joy of thy salvation, and uphold me with thy free spirit. Then will I teach transgressors thy ways, and sinners shall be converted unto thee. Deliver me from bloodguiltiness, O God, thou God of my salvation. . . . O Lord, open thou my lips; and my mouth shall show forth thy praise. . . . The sacrifices of God are a broken spirit; a broken and a contrite heart, O God, thou wilt not despise."

Notice Daniel's prayers. He was in *intense, dead earnest*. His was no light,

casual, routine prayer. He put his whole *HEART* into it. Of it Daniel says: "And I set my face unto the Lord God, to seek by prayer and supplications, with fasting, and sackcloth, and ashes: And I prayed unto the *ETERNAL* my God, and made my confession, and said, O Lord, the great and dreaded God, . . . We have sinned, and have committed iniquity, and have done wickedly, and have rebelled, even by departing from thy precepts and from thy judgments. . . . O Lord, righteousness belongeth unto thee, but unto us confusion of faces, as at this day . . ." and this deeply earnest prayer continued on, beseeching God with his whole heart (Dan. 9:3-19).

Can you imagine these men of God praying in this manner dry-eyed? I can't. Surely tears were streaming down their faces. These were *intense* prayers—prayers of surrendered, yielded men to the *GREAT GOD!*

God has graciously granted, by astonishing miracles, many answers to my prayers. But never have I received an answer from God except when I prayed earnestly, from the heart. I have never known of a real answer coming from God of a casual routine prayer. Yet do not most people pray casually, perhaps as a matter of duty, and without feeling or emotion? Perhaps this makes plain the reason most people have never received an answer to their prayers.

Jesus gave us an example of two men praying. The one a respected Pharisee, the other a hated publican. The Pharisee stood and prayed, without emotion or feeling, in his own self-esteem and vanity: "God, I thank thee, that I am not as other men are, extortioners, unjust, adulterers, or even as this publican. I fast twice a week, I give tithes of all I possess." The other, pounding his breast in his earnest, heart-rending, deep-feeling remorse and repentance, choked with emotion, could only say, amid his tears, "God, be merciful to me, a sinner!" Of this latter, Jesus said, "I tell you, this man went down to his house justified, rather than the other"—the self-exalting Pharisee (Luke 18:9-14).

Jesus Christ is our example. Can you comprehend what extreme deep feeling Jesus experienced, when He looked out over the city of Jerusalem, whose de-

ceived, erring, wrong-doing people He loved, and cried out: "O Jerusalem, Jerusalem, thou that killest the prophets, and stonest them which are sent unto thee, how oft would I have gathered thy children together, even as a hen gathereth her chickens under her wings, and ye would not!" (Mat. 23:37). Here was emotion expressed. But it was *intelligent* expression of feeling—not unthinking, unguided sensual impulse. It was filled with deep MEANING!

Of course Jesus had the divine power, He could have gathered the people of Jerusalem to Him BY FORCE! But, had He brought them to Him by FORCE, His whole purpose of character-building by free choice and free moral agency would have been defeated—so He *willed* that they, themselves, should make their own decisions. And He was grieved through His whole being that they rejected TRUTH and HAPPINESS, and SALVATION, and ETERNAL LIFE, and chose curses and suffering and death.

Should we ever feel deeply about things? About things which *should* be

felt deeply about, we certainly should. JESUS DID! Just before the Judas-led murdering mob came to lead Him to trial and death, Jesus went apart from His disciples and prayed. "And being in an agony, He prayed more earnestly: and His sweat was as it were great drops of blood falling down to the ground" (Luke 22:44).

If we do learn to live by "every Word of God"—by GOD'S INSTRUCTION BOOK—we will learn to guide emotions intelligently—but we shall not suppress them, neither let them run rampant and uncontrolled where they ought not.

Jesus Christ, at age 33½, was the most perfectly developed man, physically, mentally, spiritually, *and emotionally*, who ever lived. He was fully MATURE, these four blending harmoniously into the one PERFECT WHOLE MAN.

Let us study His life, follow His example, live as HE lived. And let us begin, *NOW*, to train our children, from their very first year of life on up—at whatever age they are—in the art of emotional growing up!

hero-hunter of Rome—"have been handed down from the Roman festival of the Lupercalia, celebrated in the month of February, when names of young women were put into a box and drawn out by men as chance directed," admits the *Encyclopedia Americana*, article, "St. Valentine's Day."

When Constantine made Christianity the official religion of the Roman Empire, there was some talk in church circles of discarding this pagan free-for-all. But the Roman citizens wouldn't hear of it! So it was agreed that the holiday would continue as it was, except for the more grossly sensual observances.

But how did this pagan festival acquire the name of "St. Valentine's Day"? And why is the little, naked Cupid of the pagan Romans so often associated today with February 14? And why do little children and young people still cut out hearts and send them on a day in honor of Lupercus the hunter of wolves? Why have we supposed these pagan customs in honor of a false god are Christian?

But who was the original "St. Valentine"?

Valentine was a common Roman name. Roman parents often gave the name to their children in honor of the famous man who was first called Valentine in antiquity. That famous man was Lupercus, the hunter. But who was Lupercus?—and why should he have also borne the name Valentine among the heathen Romans?

The Greeks called Lupercus by the name of "Pan"—the Semites called Pan "Baal," according to the *Classical Dictionaries*. Baal—mentioned so often in the Bible—was merely another name for Nimrod, "the mighty hunter" (Genesis 10:9). So the hunter Nimrod was the Lupercus—or wolf hunter—of the Romans. And St. Valentine's Day was a day set aside by the pagans in his honor!

But why should Nimrod have been called "Valentine" by the Romans?

Valentine comes from the Latin word *Valentinus*, a proper name derived from the word *valens*, meaning "to be strong," declares *Webster's Unabridged Dictionary*. It means literally "strong, powerful, mighty." Could this refer to Nimrod,

THE BIBLE ANSWERS

Short Questions

FROM OUR READERS

HERE are the *Bible* answers to questions which can be answered briefly in a short space. *Send in your questions*. While we cannot promise that all questions will find space for answer in this department, we shall try to answer all that are vital and in the general interest of our readers.

Where did St. Valentine's Day come from? Should Christians allow their children to participate in Valentine's Day activities? What should I tell our children about these customs?

SCHOOLS are supposed to educate our children. Yet how many were ever taught in school where the custom of Valentine's Day originated!

Do you think Christ celebrated it? Or the apostles?

It is time we learned why children

have been encouraged to celebrate this day—when no such practice is ever so much as mentioned in the Bible!

Did you know that centuries before Christ, the pagan Romans celebrated February 15 and the evening of February 14 as an idolatrous festival in honor of Lupercus, the "hunter of wolves"? The Romans called the festival the "Lupercalia." The custom of exchanging valentines and all the other traditions in honor of Lupercus—the deified

The Autobiography of Herbert W. Armstrong

The WORLD TOMORROW becomes an International Broadcast. Radio studio pays for purchase of campus

INSTALLMENT 62

WE NEED, now, to go back a few years, to the opening of Ambassador College in Pasadena.

Even before the vision of founding the college came to mind, I was planning to move our expanding office to Pasadena. I have recorded, earlier, how we were outgrowing facilities in Eugene, Oregon, in 1946. *The PLAIN TRUTH* circulation was expanding to 75,000 copies, zooming beyond local printing facilities. I was finding it necessary to be accessible to Hollywood in order to record the *WORLD TOMORROW* broadcast.

Outgrew Eugene

I have previously explained that, with daily broadcasting, I was being forced to spend three days each week in Portland, away from my office. There were no adequate recording facilities in Eugene. This situation was, temporarily, partially alleviated by installation of a special broadcast line, connecting my office in Eugene with the recording studio in Portland.

But as the broadcasting operation expanded, it was becoming more and more necessary to have the program recorded on facilities available only in Hollywood or New York. This was, remember, B.T.—before television. Radio was at its zenith, so far as big-time programming was concerned. Most of the major network evening programs employed top motion-picture stars for talent. They all lived in the Hollywood area—Beverly Hills, Bel Air, and similar glamorous suburban communities.

More and more I was finding it necessary to take trips to Hollywood and remain there for periods of two to four weeks, recording the program. This also was before tape recording. All recording was done on large 15-inch acetate discs

called electrical transcriptions. They were oversized phonograph records, recording 15 minutes on each side. These discs were softer than the hard-pressed phonograph records, and were cut on costly lathes. The best lathes were the Scully lathes, which cost \$4,000 each. No such equipment was available in Eugene or Portland.

Recording studios made a fairly heavy charge for recording each half-hour program. It had to be recorded on several lathes at once, or else “dubbed” (which means copied) from the original master transcription on others—one for each radio station.

50c Luncheon “Extravagance”

The reader will remember that about half of the church members at Eugene opposed the founding of the college. When I signed the lease-and-option contract to purchase the first 2¼-acre block of our college campus, they screamed “Armstrong extravagance!”

Actually two or three leading families in that group felt that this entire growing work ought to be operated on an expenditure about equal to their own frugal individual family expenses. These people were farmers. They spent pennies like most people would spend dollars.

An example of this was an experience that happened one Sunday noon, back about 1938. From August, 1933 until April, 1934, I had lived in the home of this woman and her husband. She was Swedish, and a very good cook of simple and plain dishes. All during the original evangelistic meetings in the little country schoolhouse, eight miles west of Eugene, which actually *started* this entire work, and while the broadcast was being started at the beginning of 1934, I had been the guest of these people. They charged no rent or board—it was their contribution toward getting the local church started.

By 1938 I was having to drive to Portland every Sunday to broadcast the program over station KWJJ. The broadcast over KORE, Eugene, was from 10 to 10:30 Sunday mornings. Immediately I started driving to Portland, for the 4:00 P.M. broadcast. Usually I would be driving through Salem between 12 and 1, and would stop off there for lunch.

On this particular Sunday this Swedish lady had asked if she might ride with me to Portland to visit her sister. I parked the car in front of the Marion Hotel, escorting the lady into the hotel dining room. The thought came to me that this was my first opportunity to have her as my guest at a meal, after having been a guest in her home for some eight or nine months.

But this lady spent the entire time criticising and berating me for more of my “Armstrong extravagance” as she and her husband always termed it, in spending fifty cents for that Sunday dinner!

Yes, that’s right—just fifty cents! That was the price of the meal. And I’m sure she didn’t enjoy it. It hurt her too deeply to have to participate in such wild extravagance!

Well, these people really screamed “EXTRAVAGANCE!” when they learned I had contracted to pay \$1,000 per month toward the purchase of a college campus!

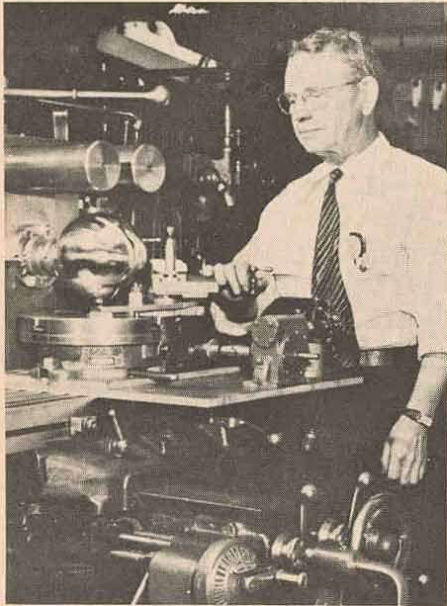
SAVING by “Extravagance”

And yet, actually, it did not cost the growing Work of God \$1,000 per month. It didn’t cost us even one single dollar per month! We were, actually, *being paid* \$100 per month for the privilege of becoming owner of this \$100,000 estate!

Here is how it actually worked out. Our office staff had finally enlarged at Eugene to a payroll of 15 people. The office space had expanded until we were

paying something like \$250 or \$350 per month rent—I do not now remember the exact figure. Also I was having to spend money for the broadcast line between my office and Portland—and also for the frequent trips then necessary to Hollywood. But, most of all, the fees for recording were running up to several hundred dollars per month.

When the new college was opened I went, for a few months at first, from Pasadena to Hollywood to record the program. But within a very short time we had remodeled the northwest corner of the second floor of our Library-classroom building into our own radio studio. We had purchased two second-hand recording lathes—and, even new,



To perfect two second-hand recording lathes, Mr. Joseph Peterson, an engineer, devoted many off-hours. Here he is shown by a sonar invention of his own development.

they had been far less costly than the \$4,000 Scullys. My son Dick became our first radio studio operator. We began making our own recordings. The only cost, now, was the slight amount of electric power, and the cost of the blank acetate discs.

The savings—actual reductions in necessary expenditures for the operation of the broadcast work—amounted to \$1,100 per month! That figure I do remember—definitely!

Out of that saving we paid the \$1,000 per month payments on the property, and came out \$100 per month to the good!

Frankly, I did receive a measure of

grateful satisfaction in knowing how false, unfounded, unfair and unjust were those prejudicial accusations of "Armstrong extravagance."

It was certainly providential, the way all things seemed to work out for the founding of the college, and our moving to Pasadena. I have recorded earlier how a very nice 14-room home came to us, with no down payment, no interest, at half its appraised value—and in a manner which added not one cent to our personal living costs! Actually we paid NOTHING for the home!

Printing The PLAIN TRUTH

Another very important reason for moving to Pasadena was the printing of *The PLAIN TRUTH*.

Arrangements were made for having it printed in the largest publishing and printing establishment west of Chicago. This plant was the predecessor of Pacific Press, which shortly after 1947 acquired this property. They also print the West Coast editions of *TIME*, *LIFE*, and *Newsweek*.

This huge plant has printed *The PLAIN TRUTH* ever since. But, as I write, we have just recently placed an

order for a huge new magazine printing press, and we have acquired a large property—formerly a lumber mill, adjacent to, and now a part of the Ambassador College campus, into which all our present printing equipment will be moved. This will give us one of the four or five largest printing plants in Southern California. In addition to the new large Webb magazine press—similar to large newspaper presses you may have seen in metropolitan cities—there will be a new special multi-color cover press, on which the covers of *The PLAIN TRUTH* will be printed. Add to these our present two large rotary offset presses, our big Miehle press, and our smaller offset presses, plus large electric cutters, folding machines, assembling machines, an enlarged composing room with three big Intertype machines for setting the type for text matter—and large space for paper storage, and the Ambassador College Press will be a sizable million-dollar printing plant, right on our campus.

But, some critic may ask, is not *this* extravagance? ABSOLUTELY NO! Even while paying for the new big press, our printing bills will be reduced several



The broadcasting studio as it appeared in the early years of the College. Acetate disks were still used. Tapes, far left, were just beginning to come into use. In the recording studio, at the controls, is Richard D. Armstrong. Mr. Armstrong is broadcasting, with Mrs. Armstrong at his side.

thousand dollars a month! *It will reduce expenditures!*

In other words, at this writing in the year 1964 this world-wide Work of God has grown to such volume that it is now costing *too much* to have *The PLAIN TRUTH* printed by commercial printers. During the past years we have made BIG SAVINGS by printing our own booklets. And now we are in position to make the biggest saving of all, by printing *The PLAIN TRUTH*—United States and Canada edition—in our own plant.

Of course the London and Melbourne editions will continue to be printed in those cities by outside commercial printing establishments.

Enter Tape Recording

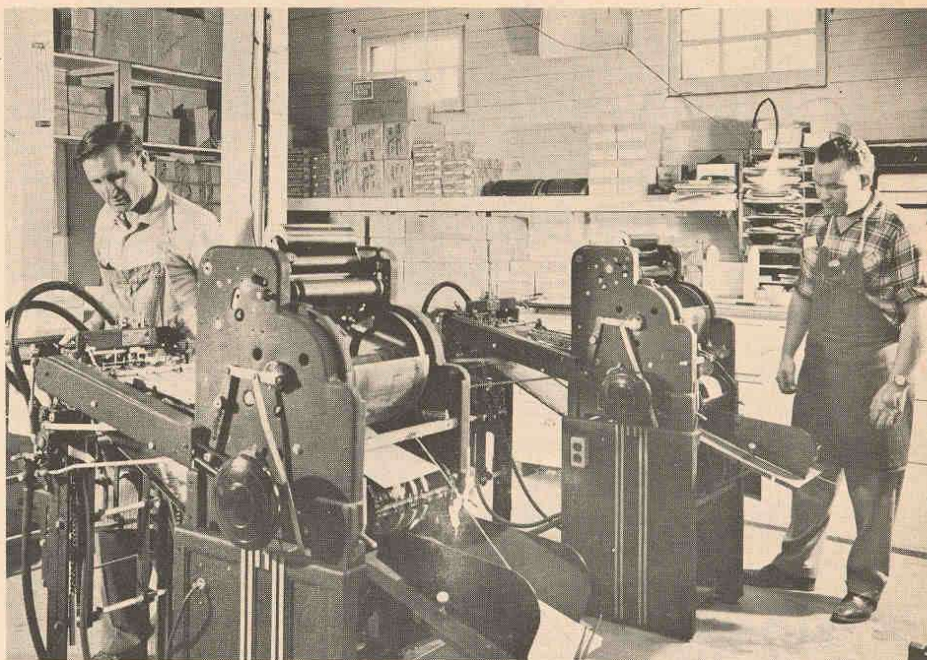
It was one or two years after we began doing our own broadcast recording in our own studio that tape recording came along. The more cumbersome electrical transcription method was made obsolete. We purchased two good quality tape recorders at the start. Later we installed the large top-quality Ampex recorders—the same equipment used in large network headquarters. Gradually, as the number of stations has increased, more and more of these had to be added. Today we use a battery of 14 of these big Ampex machines. A staff of several trained operators work, in staggered shifts, from 7:00 A.M. until 12 midnight to produce the number of tapes required for the scores of radio stations broadcasting *The WORLD TOMORROW* around the world.

Today our own recording studios are a large-scale activity. There is also, now, a superbly equipped studio on the campus in England. But the beginnings of this operation of producing our own recordings were, like every other phase of the great Work of God, small and crude.

The radio studio served also as a classroom for students.

Early in 1948 I had planned to introduce three new courses for students as a result of our new radio studio. We had tentatively engaged, as instructors on the faculty, three outstanding radio personalities from Hollywood.

They were: Arthur W. (Art) Gilmore, as instructor of Radio Announcing. Mr. Gilmore was—and still is today



The small Printing Shop of Ambassador College as it appeared in 1952. Mr. Herman Olson (left) and Mr. Jim Gott, department Manager, operate two Davidson duplicators. Today, the Ambassador College Press has grown to such proportions that *The PLAIN TRUTH* is scheduled to be printed in our own plant by this autumn!

—one of the very few *top* nationally known announcers. He was, then (before television), network announcer for such famous shows as "Doctor Christian," "Amos & Andy," "Stars Over Hollywood," "Point Sublime," and others. Mr. Gilmore's resonant voice still announces *The WORLD TOMORROW* to this day.

As instructor in Radio Drama I had engaged Lurene Tuttle, who was known as "America's First Lady of Radio Drama." She had played leads in numerous top-ranking network shows—had been co-starred with every motion-picture star in Hollywood who had appeared in radio.

As Instructor of Radio Production I had tentatively engaged Glenn Y. (Doc) Middleton. He was producer of several top-rated network programs, including "Doctor Christian," "Screen Guild Theatre," "The Jack Kirkwood Show," and currently was producer of the "Amos & Andy" show.

All three of these were members of the faculty of the University of Southern California—all had university degrees.

But the financial crisis of that year, forcing us to operate on a half-time schedule through the 1948-49 school year, made it necessary to cancel out these courses.

PLAIN TRUTH Resumed Monthly

Now back again to the main thread of our story.

During 1952, you will remember, for the first time in the history of this Work, we had been able to publish a 16-page magazine every month. Ten of those were *The GOOD NEWS*, which had been introduced as a temporary stop-gap, written and edited by students as well as myself. Prior to this time no one but myself had ever written articles for *The PLAIN TRUTH*. *The GOOD NEWS* was sent only to Co-Workers. There were two issues of *The PLAIN TRUTH* during 1952. The second of these, the August number, was the first ever to publish an article written by others than myself. It contained two articles, written in London, one by my son Dick, and one by Herman Hoeh.

The radio log published in the January, 1953, issue shows that we were by then on eleven radio stations. We had gone back on two more of the super-power border stations—XELO and XERB, beside XEG. The number of stations was growing gradually. Every phase of the work was growing.

During the year 1953 we were able to publish a 16-page magazine every month except December. The first five

issues were all of *The GOOD NEWS*. However, by this time Herman L. Hoeh, my son Dick, Roderick C. Meredith and others had graduated, and had sufficient experience writing articles that I felt there was no need to continue *The GOOD NEWS* as a college magazine for Co-Workers, substituting for *The PLAIN TRUTH*, any longer.

Beginning the June number, 1953, I began once again to offer *The PLAIN TRUTH*, over the air, to all listeners. I now had the editorial help of a handful of college graduates and advanced students. So, it might be said that the present subscription list of *The PLAIN TRUTH* actually began with the issue of June, 1953.

Broadcast to Europe

But some very tremendous leaps of progress were taken with the broadcasting program during 1953.

Beginning the first Thursday in that year, which was January 1st, *The WORLD TOMORROW* leaped to EUROPE. The door of the most powerful radio station on earth swung open. The *same* Gospel Jesus Christ taught His disciples went to Europe for the first time in 18½ centuries!

That Gospel was first preached by the Apostle Peter on the day of Pentecost, 31 A.D. Precisely 19 years later, the day of Pentecost, 50 A.D., "A DOOR" was opened to the Apostle Paul to preach that Gospel in Europe for the first time.

Just as a DOOR was opened for the Gospel to go to Europe, in the first century, after 19 years, so a DOOR was opened for the same Gospel to go to Europe in our time, after 19 years!

For the past few years, as I now write in January, 1964, I have been assuming we started on Radio Luxembourg on the first MONDAY in 1953. Looking into the radio log of *The GOOD NEWS* for February, 1953, I am reminded that we did not get to start on the medium wave band, known as 208, on Radio Luxembourg at that time. That came later. We started on a long wave band, and the time was 4:15 to 4:45 P.M. Thursdays.

The lead front-page article in that February number was captioned "NOW ON THE AIR—OVER ALL EUROPE!" Here are the first few paragraphs of that article:

"On the nineteenth anniversary of *The WORLD TOMORROW* program, the broadcast goes out to *all Europe*, on the most powerful radio station on earth.

"Think of it! This *most important work on earth* now takes its GREATEST LEAP AHEAD!

"Do you realize the *significance* of this tremendous event, on our *nineteenth anniversary*? Do you know the MEANING of nineteen years? It marks a complete cycle of time—as God set time in nature. God placed the earth, moon and sun in a certain conjunction of motion to mark time—to set off days, and months, and years!

"Only once in nineteen years do the days, months and years come together in exact conjunction. A day is one revolution of the earth on its axis, in relation to the sun. A month, as God ordained time, is one revolution of the

moon around the earth. Men have tried to alter that. A year is one revolution of the earth around the sun. These movements of the earth, moon and sun come into exact conjunction once in nineteen years.

"Nineteen years ago, the first week in January, 1934, this program went on the air. It started as small as a radio program could start, on a little 100-watt station, in a small local community, in Eugene, Oregon. The first week in January, 1953—after one of God's time-cycles in nature—it starts as an INTERNATIONAL and WORLD-WIDE program, now going out on the tremendous combined total of 3,140,000 watts of radio power per week! [Now, 1964, it is more than 22 million watts.]

"Yes, think of it! In one cycle of time, the proclaiming of the original



Radio Studio on Ambassador campus was also used for Radio Production classes under direction of Theodore Walker (seated, in control room). Standing, second from left, at one of the microphones, is Norman A. Smith, who is now Director of Broadcasting for *The World Tomorrow*.

true Message of Jesus Christ to the world has increased from 100 watts to 3,140,000 watts of power per week! Its actual broadcasting power has MULTIPLIED 31,400 times in one 19-year cycle! Not twice—not ten—not one hundred times the power—not merely a *thousand* times more powerful—but more than THIRTY-ONE THOUSAND TIMES more powerful than during that first year!" (End of quotation from February, 1953 number.)

Seven Ministers Ordained!

On page 2 of this same number of *The GOOD NEWS*, the above three words appeared as a headline.

This reported the ordination of the first ministers to assist me—the FIRST-FRUITS, as it were, of Ambassador College.

The article reported that on the preceding December 20th, (1952), five young ministers had been fully ordained. They were Richard David Armstrong, Raymond Clifford Cole, Herman Louie Hoeh, Dr. C. Paul Meredith, and Roderick Carl Meredith.

Then it was reported in the next paragraph, that two more of our young ministers, Marion Joel McNair, and Raymond Franklin McNair, "will be fully ordained following their graduation from the college January 30, 1953."

This article in *The GOOD NEWS* was seized on by one malcontent student as a means of attempting to start a mutiny among students. He wrote me a letter saying he was forthwith leaving college. The letter was in such bad spirit I felt it advisable to let the college be rid of this mixed-up, angry, embittered young man. I let him leave without reply. But I learned that he had used this article to attempt to deceive other students and arouse them to hostility and leaving college.

At the time, however, I knew of only two students he had influenced. They, too, wrote letters saying they were leaving. But there was a vital difference in their letters. Their letters revealed that they had been merely misled and deceived by this self-appointed revolutionary, but their spirit was sincere and honest—the hostile instigator of this little insurrection was not. I called each of these two to my office.

The leader of this revolt had claimed that I had misrepresented and lied in the headline of that article. When it was written only five had been ordained. But, before the magazine was printed and reached its readers, the other two also had been ordained.

I explained to these two that the article carefully and specifically STATED, PLAINLY, that five of the seven were ordained on the preceding December 20th—that the other two were being ordained January 30th. The FACTS were that I had written the article prior to January 30th, therefore I wrote, in the article, that these two "will be fully ordained" on January 30th—but the magazine did not come off the press and into the hands of its readers until AFTER January 30th.

The headline did NOT say "Seven Ministers HAVE BEEN Ordained." This was an article HEADLINE, and such headlines generally are written in brief style with certain words understood but not set in type. The context of the article made PLAIN that the MEANING of that headline was: "Seven Ministers BEING Ordained"—or "TO BE" Ordained. The article did not misrepresent. It most assuredly did not lie. It told the precise, exact truth in detail. Five men were named, and the date on which they had been, at the time of writing, ordained. Two others were named, and the date given on which they were to be ordained. THAT MADE SEVEN. They were, in fact, ordained BEFORE the magazine was in the hands of its readers.

But this little incident gives an example of how destruction-bent vilifiers can TWIST and DISTORT either words or actions to accuse and place those they hate in a wrong light, imputing evil motives.

This unprincipled lad, I learned later, had influenced a third other student. I did not know of this until he had left college, so embittered that his mind and spirit appeared unbalanced. However the two who were brought to see the truth of this situation remained as loyal students, and later, in turn, each became a president of the student body—and later still each became an ordained minister, and has continued loyal and productively successful through the years.

Next month we will continue, with

the account of *The WORLD TOMORROW* going on the ABC Radio Network, Coast to Coast—and later on television, as well as the further growth of the College.

Pope to Meet President?

(Continued from page 6)

profess Christianity. So he had himself baptized.

Later, the apostles from Jerusalem came down to Samaria to pray for the converts, that they might be filled with the Holy Spirit of God. Simon observed that the apostles laid their hands on those who had believed and repented. They received the Holy Spirit. Christ had, in effect, come to dwell in them, *in their flesh* by means of the Holy Spirit. Through the Holy Spirit of God, wrote John, Christ "is come in the flesh" (II John 7) to live in us the kind of life He lived when He was in the flesh. It is a life of faith and obedience to the will and law of God.

Simon wanted that same power. But he was not willing to obey God. He also wanted the apostolic office that Simon Peter had in order that he could profit by the power of God's Spirit. So Simon the Magus offered Simon Peter money to buy the office of apostle. Simon Peter thrust him out and pronounced an awful curse upon him. (See Acts 8:20-22.)

Simon the Magus was determined to have his way. If he couldn't receive the power of God and the apostolic office from Jesus' own apostles, he decided to give it to himself!

Simon now falsely claimed that, in him, Christ dwelt "in the flesh"! The one in him was, in reality, Satan, who craves to be in the place of Christ.

Here is what history records of this diabolically clever man:

"This man, then, was glorified by many as if he were a god; and he taught that it was himself who appeared among the Jews as the Son, but descended into Samaria as the Father, while he came to other nations in the character of the Holy Spirit." (*Irenaeus Against Heresies*, xxiii, 1.)

Simon transformed himself into "another Jesus"—a false one. You read of him in II Cor. 11:4. His message was "another gospel"—a false one—in which