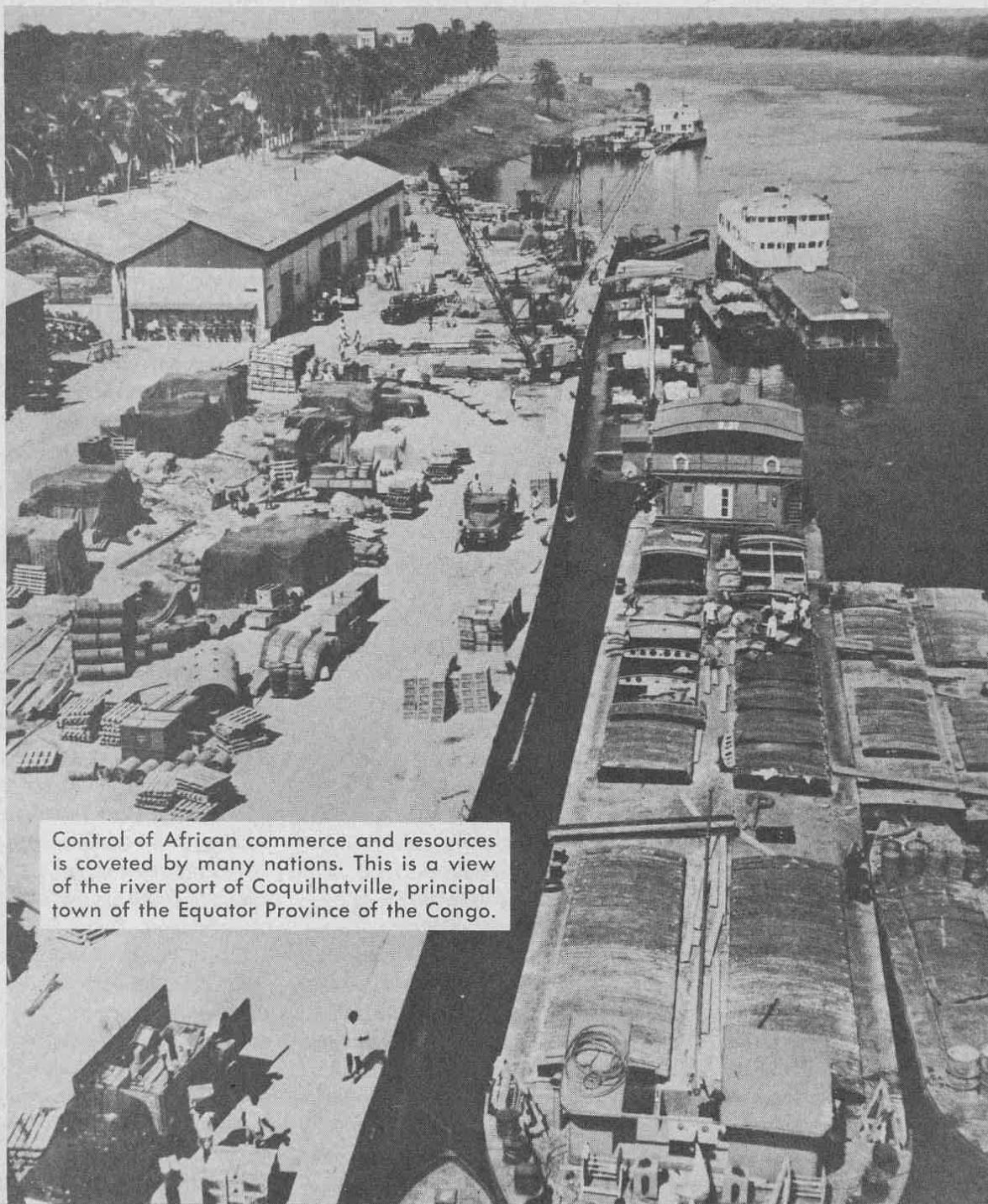


the
PLAIN TRUTH
a magazine of understanding

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Control of African commerce and resources is coveted by many nations. This is a view of the river port of Coquilhatville, principal town of the Equator Province of the Congo.

HOW The Plain Truth is different!

We say there is no magazine like The PLAIN TRUTH. We mean that literally. Yet most readers probably never grasped the real basic difference. Here it is.

by Herbert W. Armstrong

DO YOU realize that the large mass-circulation, highly reputable big-prestige magazines such as *The Saturday Evening Post*, LIFE, *The Ladies Home Journal*, LOOK, and others, would refuse to accept for publication the type of articles you are privileged to read in *The Plain Truth*?

Do you know why?

Our type of material is contrary to "their policies." Yes, but do you know WHY?

Why People Resent Authority

Probably you never quite realized this distinction before. Suddenly, just now, it has come to me like a shock.

I have just picked up a copy of *The Saturday Evening Post*. An unusually large two-page caption of an article arrested my eye. The three words "The Universe Revalued," set in very large type shouted at me clear across the two pages. This article, set in important-appearing larger size type in its first two-page spread, flashed instantly to my mind the real *difference* between the popular prestige magazines of this world and *The Plain Truth*.

Immediately I have come to my typewriter. While this realization is hot on my mind, I want to explain it to YOU.

First let me repeat, as I have said so often, the basic ingredient in human nature is *vanity*. Vanity is self-love. Vanity is not only proud, selfish, greedy, it resents authority *over* it. Vanity wants to play GOD—to make the *self* GOD. It likes to be flattered, pampered, waited upon and served. The airlines know this, and if you ever ride a trans-oceanic jet first class you'll realize how their stewards and hostesses are trained to pamper you, please you, wait on you.

To submit to authority is to recognize

something *above* the self. But GOD is above all. And for the *self* to acknowledge, serve and obey authority breaks up the game of playing GOD. It demotes one, reduces him down below his pleasing imaginary self-estimate. It is like taking defeat.

The very circumstances of life force every individual, time after time, into the uncomfortable sense of being lower than some circumstance, situation, person, group, or whatever. Down deep he *knows* he is not really GOD. This underlying realization, antagonistic to his nature, is humiliating. This is the cause of the inferiority complex. The "show-off" is merely a guilt-stricken inferiority complex attempting to rise above it by attracting attention to the *self*, whether favorable or unfavorable.

And *that*, too, is vanity!

We don't stop to *think* about these things. We are not usually conscious of them. They work subconsciously—they are HUMAN NATURE.

Human nature is not instinct. Animals have instinct—humans have human nature. Animal instinct is virtually involuntary *action*, based not on reasoning, imagination, decision and will, but on instinct.

Human nature is a *tendency of attitude*—a sort of gravitational *pull* of attitude in the direction of VANITY. The human mind, once aware of this pull, has power of reasoning, of understanding, of decision, and of will to resist it—power to see, comprehend, decide, and DO what one *ought to do*, instead of *what he wants to do*.

Thus humans are capable of developing the very CHARACTER of GOD. Animals are not. But the CHARACTER of God comes only by the humility of recognizing the FACT that the self is NOT now God, and by recognizing the su-

preme authority of the Creator of man Who, only, is GOD.

That is simply the *fact*. And god-like character is based on *understanding* of fact and truth, and acting accordingly, even at cost of self-denial, self-propulsion, self-discipline.

Not only is GOD the supreme AUTHORITY, but He may, and often does, set lesser authorities over us—even the authority of other people, or of His inexorable laws, or even of organized human law, or human organization and rules.

A basic ingredient of human nature, then, is REBELLION—against all authority over one. And since all authority emanates from, or at least is allowed by God, this attitude of rebellion is actually *rebellion against* GOD.

How to Win Friends

Now what has all this to do with the difference between *The Plain Truth* and all other magazines?

Well, these respected popular magazines are actually a commercial business. Their real income is derived from advertising. Obviously, they must not offend business interests, the source of income and profits. But also they must not offend the PUBLIC, for their circulation is derived from the largest possible portion of the public they can interest in reading their magazines. Advertising rates are based on volume and quality of circulation.

Elbert Hubbard was right when he said, "We do business only with our friends—our enemies don't trade with us." The business man, therefore, feels he must give the public what the public wants. If you want to win friends, be agreeable. Avoid controversy. Avoid offense.

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HOW The Plain Truth is Different

(Continued from page 2)

It is human nature to love flattery. Why, then, do carnal-minded people slap *others* on the back? Well, that is vanity, too. The flatterer *knows* his friend likes this kind of applause. He also knows, probably, that his flattery is insincere and untrue. He can still "play God" and not devalue his own self-estimate by telling another how "great" he is, when in reality he knows it isn't true. But it does pay! It wins friends. Therefore flattery is *given*, as well as received, in VANITY!

Now since human nature resents authority, the approach of modern education is to discourage and avoid all attitude of AUTHORITY. That might be offensive to people who resent authority. So modern "science" induces the public to accept "science" as its messiah—as the final AUTHORITY—by avoiding all *appearance* of authority.

The scientist and the psychologist and the educator never speak dogmatically. To speak dogmatically, with authority—to deal in absolutes—is the very heresy of "science" and modern education. They deal in theories, postulates. They express ideas, opinions. They actually know little about the things they are talking about. But then, neither does the public. These men are supposed to be specialists. When a supposedly learned scientist comes out with a new theory of the "earth's shifting crust" he is speaking about something of which his public is totally ignorant. But it *wants* to appear "educated." So it grasps willingly at this specialist's "theory," accepting it as truth and him as an "authority."

Matter vs. Spirit

Now one more fact. The natural mind is capable of receiving knowledge, naturally, *only* through the five physical senses. But the eye can see *only matter*. The finger cannot feel spirit.

The carnal mind, therefore, is confined to the field of matter. With innate rebellion against God, the carnal mind, vain in its supposed intellectual powers, dismisses God from his speculations.

It is blandly assumed, in modern education and modern "science," that God does not exist. At least "science" and education know nothing of God. There is, of course, no devil. There are no angels. There is no spiritual realm.

What they do not know, *they don't know* that they don't know! In this case, I suppose ignorance, truly, is imagined BLISS! Has science proved the non-existence of spirit, or of spirit life—of angels, demons, of God? Oh, no, of course not. The tools of science are observation and measurement—and reason. These tools cannot perceive spirit or spirit beings. They cannot, by the same token, disprove their existence.

So it is merely ASSUMED, without any proof, that we are dealing solely with MATTER.

The Plain Truth articles, therefore, violate the very policy of the large-circulation popular magazines. We deal in *spiritual*, as well as material facts and truths—and the one is directly *connected with*, and *affected by*, the other. And we deal in revelation—the KNOWING that God is, that the Holy Bible, in its original writings, is HIS AUTHORITY REVELATION AND MESSAGE to mankind.

This is knowledge that is absolute. God speaks with AUTHORITY. He tells us to PROVE all things. We have PROVED the existence of the Supreme intelligent Creator GOD. We have PROVED the infallible inspiration of the Scriptures as the Word of God. Therefore, in *The Plain Truth*, we SPEAK WITH AUTHORITY, even as Jesus Christ spoke!

We dare to speak dogmatically. We speak of what we KNOW—not of our opinions, ideas, postulates, or speculations based on lack of facts.

The Post Article

Now let me show you what came flashing into my mind, as I glanced over this article in *The Post*.

The sub-head caption, appearing *over* the great-type headline asked whether the discoveries of modern science have, beyond disproving, reduced mankind to

a place of insignificance in "a vast expanse of mindless space."

The article was written by a British architect, Douglas Edison Harding. In an editor's note about the author, this explanation is made: He was raised as a Plymouth Brethren, which is an ultra-fundamentalist religious society. But as a student at University College, London, he apostatized from this religious belief. Since, he has devoted a large portion of his life to a field far from his profession, in an effort to *reconcile religion and science*. In 1952, says the editor's note, he published the fruits of "*his speculations*." The author's hope is that readers will be brought to an "equally unusual *point of view*."

Now here is an article written with the world's accepted approach. Here is an article of speculation highly acceptable to a great magazine. Here is an article that would *not* be acceptable to the editors of *The Plain Truth*.

Here, too, is an article by a man who, accepting so-called scientific teachings in college, set out to reconcile these teachings with "religion." He became disillusioned in regard to his boyhood fundamentalist teaching.

The Contrast

If I may be pardoned for so doing, and now telling you about it, I could not help comparing his experience of disillusionment with mine—and then, contrasting his effort at solution.

Most *Plain Truth* readers are already familiar with the challenge that shook me, in the year 1926. My wife had accepted a religious doctrine from the Bible I felt was "fanatic." It angered me into a concentrated study of the Bible to prove that my childhood "Quaker" rearing was not wrong. "All these churches," I argued, "cannot be wrong." I assumed, as most people do, that "all these churches"—meaning, to me, fundamentalist protestant churches—believed only what they received from The BIBLE—that the Holy Bible was their *source* of belief and sole AUTHORITY.

At the same time my vanity also was challenged by a sister-in-law who said I was ignorant because I had never studied evolution.

So I studied evolution. I read Spencer, Darwin, Huxley, Haeckel, Lyle. I also

read Vogt and More, and modern exponents and critics (as of 1926 and 1927).

Like Mr. Harding, I became disillusioned. I could no longer accept the boyhood Sunday-school teachings. I was about to accept the modern "scientific" view.

But I did not, because these views and ideas and theories and postulates contradicted my "fundamentalist" upbringing, throw the Bible out the window—as apparently "scientists" have done.

I was in a challenge as to *what the Bible really did say*, as well. You see, I *supposed* my fundamentalist church teaching had come straight out of the Bible. But my wife had accepted a totally contrary doctrine—and *she claimed she got it straight out of the BIBLE!*

So, my experience of disillusionment about my fundamentalist religious upbringing was about the same as that of Mr. Harding.

But from here, our courses set out in OPPOSITE DIRECTIONS.

He, apparently, set out, by human reason, to compromise—to so adjust, *in his own thinking*, the human findings and conclusions of "science" with his religious teachings. He was willing to make each teaching give a little here, and bend a little there, until they might coincide. He did not, it appears (I do not of course have all the facts), make careful examination to see *whether* his religious beliefs came out of the Bible.

My Astonishment

In my case, I studied Genesis, and even the WHOLE BIBLE, along *with* evolution. I was astonished to find, for example, that in Romans 6:23 the Bible says: "For the wages (payment) of sin is DEATH." This is a direct contradiction of my previous religious belief. I had always been taught, as have most "Christians," that the penalty of sin is ETERNAL LIFE, not death. Just the OPPOSITE of the Bible teaching. I had been taught the payment was ETERNAL LIFE—in hell fire. A matter of *where*, not *what* or *whether* we are to be.

Next, this same verse says eternal life is THE GIFT OF GOD—*something we do not now have*, and to be received only

as God's GIFT, through Jesus Christ our Lord. But I had been taught just the opposite. Instead of being born mortal, with eternal life to be acquired only as a GIFT, I had been taught that I was already an "IMMORTAL SOUL."

I began to be disillusioned doubly. Not only did I find that my fundamentalist religious teaching was the opposite of "science"—I now found it was the opposite of the BIBLE! It was a shocking fact to learn that the church teachings of today are, in many, if not most, important respects, the *very opposite* of the teachings of Christ in Matthew, Mark, Luke, and John. Also that the Apostle Paul taught precisely the SAME GOSPEL as Christ! In other words, I discovered that all these churches *could be* wrong—they had strayed far from the PLAIN TRUTHS OF THE BIBLE!

So now I searched out PROOF of *whether God existed*. I found that proof. And it cannot be disproved! Next, I looked for PROOF as to whether the Bible can be PROVED to be the inspired revelation of that God. That evidence exists. I found it!

Having PROVED the existence of God—the infallibility of the Scriptures, as originally inspired and written, I had found absolute AUTHORITY. I had found the SOURCE and BASIS for faith. I found a whole new realm REVEALED—the spiritual realm—and *it made sense!* It explained heretofore unexplainable problems of matter. It was like finding the missing half or two-thirds of a jigsaw puzzle. Now the whole picture was complete—sharp and clear in perspective—plain and rational!

Now I found that BOTH "science" *in its theories and postulates*, and "religion" *as taught in churches*, were CONTRARY to the sole proved AUTHORITY—and therefore both in error.

From there on my goal was not to reconcile two errors into a new error of my own devising—but to let the Eternal God reveal to me HIS TRUTH, which is FACTUAL, and ABSOLUTE!

Of course, there was much more to this experience than that. I did not recognize it then, but subsequent events and developments now prove that GOD was dealing directly with me—calling me for a very special mission, actually

now well along in process of accomplishment.

But, having PROVED the truth, after being plunged against my own volitions into Christ's ministry, I began to speak CHRIST'S OWN MESSAGE.

He spoke with AUTHORITY.

Modern Scientists and Christ Contrasted

Suppose, when the man came to Jesus asking how he might receive eternal life, Jesus had answered like a modern teacher in a modern college or university? Could you IMAGINE Jesus Christ answering something like this: "Well, that is something about which we may not be sure. We know of no evidence there is such a thing as eternal life. Some scientists believe death ends all. The ancient Greeks believed we are immortal souls, already eternally alive. Now I have a *new* point of view. I have speculated a great deal on this subject, and it is my opinion that it is *possible*—though we cannot be sure—that it might come as a gift from God—IF God exists—and on condition that you repent and obey His basic law of life. That is just my idea."

Or, when the Sadducees came to trap Jesus with the question about the much-widowed woman, successively married to seven brothers. The Sadducees did not believe in any resurrection from the dead. They asked Jesus, "Therefore, in the resurrection, whose wife shall she be?"

The modern scientist or college professor certainly would have been in trouble on that one. But not Jesus Christ. He KNEW the TRUTH. He spoke dogmatically.

"Ye do err," he said, with AUTHORITY, "not knowing the Scriptures, nor the power of God. For in the resurrection, they neither marry, nor are given in marriage." (Mat. 22:23-30.)

In *The Plain Truth*, we speak of those things we KNOW, and we speak dogmatically, positively, and *with authority*.

The Plain Truth is the international magazine of the very Work of GOD in these last days, preparing the way before Christ at His Second Coming, to restore GOD'S KINGDOM and peace to the world. We are the called and chosen instruments of Jesus Christ. He is the

living dynamic HEAD of this rapidly expanding powerful work. We speak HIS WORD faithfully.

Finally—the Difference

And, finally, the difference between *The Plain Truth* and all other magazines is this: It is NOT A COMMERCIAL ENTERPRISE. It carries no advertising. It does not have to fear antagonizing commercial advertisers. No reader is allowed to pay for *his own* subscription. His subscription is always paid by *another*, who has paid in tithes or voluntarily given free-will offerings without any strings.

God's Word corrects, reproves, rebukes, instructs in righteousness (which is submission to the AUTHORITY of God's Law). None of this is popular. It cuts against the grain of human nature.

The Plain Truth dares to tell its readers THEIR SINS. It dares to reprove, correct, rebuke. It dares to preach submission to AUTHORITY.

The Plain Truth is not subsidized. It

is not controlled by any commercial powers, interests, organizations, or forces. It seeks, NOT to please its readers, but GOD. It speaks out fearlessly. It cries ALOUD, it shows its readers THEIR SINS. It, in fact, is THE ORGAN OF JESUS CHRIST in this world today.

The articles we publish would be as unacceptable to the editors of the big prestige magazines of this world as theirs would be to our editors. They speak as modern "science" and education speaks—speculatively—uncertainly—materially. *The Plain Truth* speaks as CHRIST speaks—authoritatively—certainly—spiritually. We have opposite approaches to knowledge—opposite goals.

Those who are now Co-Workers together with me and with Christ in this great work are dedicated to SERVING HIM, not ourselves. We are FREE, unshackled, unmuzzled, to bring you, PLAINLY, God's TRUTH. His WORD is the TRUTH. We make it PLAIN—*mighty plain!* That's why its name is *The Plain Truth!*

Short Questions

(Continued from page 29)

up the people—that is, when He gives salvation—"As well the singers as the players on instruments shall be there. . . ."

Ephesians 5:19 tells us how to praise God in our worship today. The Greek word here translated "psalms" is *psalms*, which means "to twitch or twang, that is, to play on a stringed instrument." See *Strong's Exhaustive Concordance* for the proof! This is a *direct command from Almighty God* to use musical instruments in Church services today!

LETTERS TO EDITOR

(Continued from page 4)

Religion IS for the Educated

"Dear Mr. Armstrong:

"I am a student at a university, and very interested in what you have to say. As a general rule, whenever a religious program comes on the air, I change the station. One night I decided to give you a listen, and see if you were like most of the emotional religious fanatics. After

hearing you out, I was extremely pleased that I had. Everything you said made sense, and you supported your conclusions, unlike most people I have heard. I never once heard you fling generalizations around without giving the facts and details they were embedded in."

Louisiana

God's Way Pays

"Dear Mr. Armstrong:

"I work outdoors and since I've been tithing I've had more work this winter than any winter I've worked outdoors. I've been getting more work and good pay as a result."

Man, Point Pleasant, W. Va.

Broadcast Is Powerful

"Dear Mr. Armstrong:

"Tonight it was my good fortune to tune you in between 6:30 and 7:00 on KPHO. I usually turn to KPHO when driving home for they play some mighty fine music, but when I heard you and your style of delivery I must tell you it held me with you all the way, and I regretted it when sign-off time came around."

Phoenix, Arizona

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