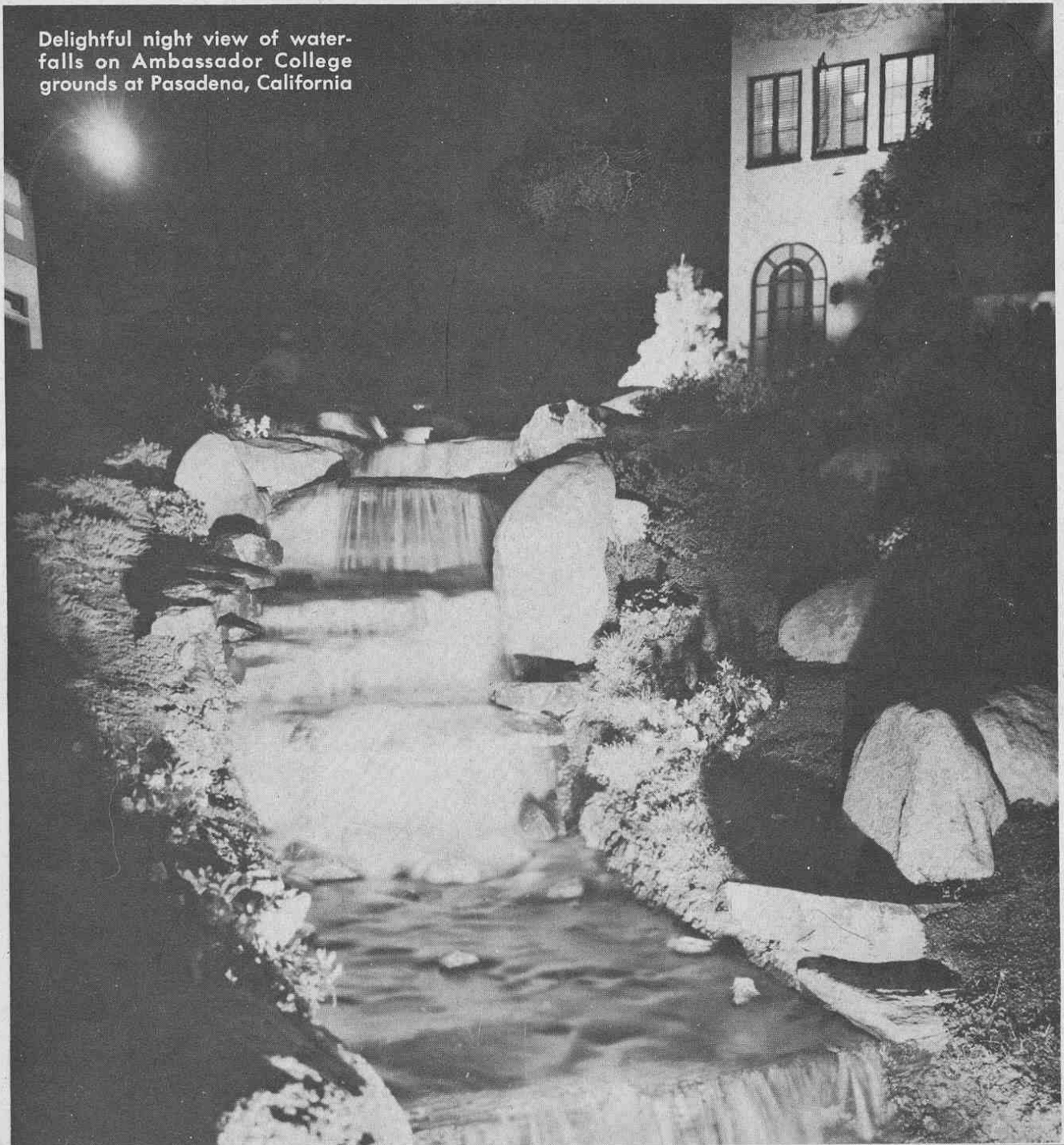


*the*  
**PLAIN TRUTH**  
*a magazine of understanding*

VOLUME XXVI, NUMBER 4

APRIL, 1961

Delightful night view of waterfalls on Ambassador College grounds at Pasadena, California



# The SEVEN LAWS of SUCCESS

No one need ever become a failure in life—yet most do. The reason: Very few know, or apply, a single one of the seven laws of success. Few know what success is!

by Herbert W. Armstrong

## INSTALLMENT II

**Y**OUR most difficult problem, in all likelihood, is trying to make ends meet—and trying to avoid making a failure out of life.

Where will *you* be, at age 60 or 65?

Do you realize that all but the *very few* find themselves, by age 60 or 65, dependents? Do you realize there is a *reason*—and unless you know what it is, and avoid it, you are almost SURE to end up in the same plight?

The tragedy of it! Nearly all, at this age, must be supported by their children, or an old-age pension, which is usually insufficient, or by public-welfare aid.

Few live a life that is constantly interesting, invigorating, stimulating, satisfying, richly abundant. Few experience the glorious *thrill* of a crowning success, able to look back with rewarding satisfaction during their sixties, seventies or eighties, on a well-planned and well-spent life of accomplishment. Few have acquired in life that which they may take with them when they die, and possess in happiness and joy for eternity. Few, at the end of life, can say with deep-down joyous satisfaction, "*Mission Accomplished!*"

### IF You Had \$12 Million

Suppose you should suddenly, unexpectedly, come into an income of 12 million dollars a year. Could you *then* make ends meet? Would your life *then* become a success?

Don't be too sure!

In the first installment of *The Seven Laws of Success* published in the January, 1961 number, I told you of the experience of an ancient king who spent the fabulous income of his whole na-

tion in a life-experiment seeking his own personal pleasure.

Now let me tell you the experience of a modern king. He is a close personal friend of another king, King Saud of Arabia, to whom I have been personally presented. In the news recently was the story of the sudden wealth that came to Sheik Ali of Qatar (pronounced "gutter").

Qatar is a little Arabian country jutting into the Persian gulf. The big oil boom just recently came to Sheik Ali's little kingdom. It paid the country of 35,000 population 50 million dollars a year, of which 12½ million went personally to old Sheik Ali, age 69.

Now what would *you* do with it, if you suddenly came into 12½ million dollars a year?

The answer, in all probability, is that you would not do what you now think you would! That much money, coming suddenly into one's hands, usually changes one's ideas completely. That's what it did to old Sheik Ali.

Immediately he began to build big gaudy pink, green, and gold palaces in the midst of malodorous mud hovels. They were air-conditioned, ultra-modern, even equipped with push-button window-curtains! And now the newly wealthy sheik could avoid the 120-degree bake-oven summers of the desert.

He chartered whole airliners and took with him a retinue so large that his newly purchased palatial villa on Lake Geneva could not hold them all, and they overflowed into various resort hotels.

Then Sheik Ali indulged in the \$1,000,000 purchase of a magnificent mansion overlooking Beirut—and the beautiful Mediterranean. When King Saud paid him a royal visit, he presented the

king with 16 automobiles. One was embellished with gold. Old Sheik Ali became so generous in his *self-indulgences*, that his debts, over and beyond his fabulous income, soon mounted to 14 million dollars!

The news stories filtered around the world of how the Sheik *just simply could not make ends meet* on a mere 12½ million dollars a year! About the 1st of November, 1960, he abdicated in favor of his son Ahmed, age 40. A new advisory council arranged to pay old Ali's debts, and give him a pension large enough only to provide for a mere handful of servants and a few wives.

Poor old Ali! He found it harder to make ends meet on 12½ million annual dollars than it had been in comparative poverty!

### The Successful Who Failed

In the first installment, I explained my more than forty-year search for the *reasons* behind the success of the few and the failure of the many.

Case histories were recounted of a number of the great and the near great of the world whom I have known—recognized eminently successful men. They all made money. They built great banks, huge industries, large public followings as writers, lecturers, statesmen. They were among the world's important. Their goal in life—their definition of success—was material acquisition, recognition of importance by society, and the passing enjoyment of the five senses.

Yet, the more they accumulated the more they wanted, and the less satisfied they became with what they had. When they acquired it, it was never enough. Their bank accounts were full, but

( Please continue on page 20 )



# WHY MORE GIRLS ARE in COLLEGE TODAY

*Here are facts, not generally known, EVERYBODY needs to know—parents, men, as well as girls.*

by Herbert W. Armstrong

**T**WO changes have marked a turning point in education, and in our very civilization.

One is the rush of girls to enroll in co-ed colleges and universities. The other is the drift into materialism, science and technology. Today an increasingly large percentage of girls are matriculating. Hundreds of girls who will read this issue of *The Plain Truth* are considering, now, whether they should go to college next autumn.

## WHY Women Were Excluded

Throughout all the generations of mankind, so far as history shows, the higher education has been available *only to men*—until very recent times.

We find a record of schools in ancient Israel. Most of them were pagan schools, strange as that may seem. In the days of King Ahab, for example, Elijah had established and headed two schools. They were schools for training priests of God, and only men attended. But King Ahab maintained a large religious establishment with several schools for training priests of the sun-god Baal; and his wife, Jezebel, maintained an almost equally large religious establishment in the worship of the Babylonian god Asherah. The queen, too, maintained schools for training priests of Asherah. But in all these colleges—pagan and Israelitish—only men were admitted.

The Academy founded by Plato, some 350 years before Christ, gave instruction to men only. The pagan schools that dotted the Roman Empire in the first centuries after Christ were for men only. The Cathedral and the Monastic schools which replaced them after the 6th century admitted no women. The first universities at Salerno and Paris were attended only by men. When Oxford, Cambridge, Harvard, Yale and Columbia first were formed—and for some



*The Home Economics Department at Ambassador College, Pasadena, California, provides young women with ample facilities and training.*

time after—they were open only to men.

Later, a very few schools were founded, in the eastern part of the United States, for women. They were sometimes called "finishing schools" for instilling culture and social polish into the daughters of the rich and socially prominent. Or, perhaps it might more properly be said, for the *putting on* of a thin veneer of social polish and the culture of vanity.

Some of these schools were established in close proximity to men's colleges. But later the movement began of merging young men and women in co-ed colleges. Today most of the American institutions are co-ed.

But WHY were women not admitted until recently?

The ancient schools were entirely religious, for the training of priests of religion. These were all men. Even in

the academic secular schools of Plato and of the Roman Empire, women were down-graded as inferior to men. It was not thought necessary to educate women.

## The Modern Girl

True it is that much of the "emancipation" of woman, in our day, is progress **BACKWARD** and not forward. Much of it is degeneration, retrogression, and moral degeneracy. Today women are beginning to "wear the pants." Women are becoming more masculine, and men are becoming more feminine. Today women may vote, work in offices, stores, shops and factories. Today women, generally, are "emancipated" from the double moral standard.

Humans tend to go from one extreme to the other. Usually neither extreme.  
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 a magazine of understanding

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## LETTERS TO THE EDITOR

### Preparing for a Child

"Dear Mr. Armstrong:

"I, especially, am thankful for the series of articles on 'Child Rearing.' I have been wishing for a long time that you would print something on this subject. It seemed like an answer to my prayers, when in the February issue there was an article on how to prepare for children."

Woman, Tempe, Arizona.

### Radio Station in Phoenix

"I have been listening on XELO. Your programs will start out to be broadcasted on KPHO, Phoenix 6:30 tonight. I will tune in there now. I feel a heart-felt prayer answered that Phoenix should have the program. May God bless His work so people will know the truth. I think the 6:30 P.M. hour is the best part of the day since most

people are home for the evening meal."

Man, Phoenix, Arizona.

(*Editor's Comment:* Many new stations have been added—check the radio log for your area.)

### The Truth Hits Hard

"I have listened two times daily to your program for a long time. Really at times I don't like you. You hit me so much. But I'll have to say you are truly sent of God and as I love God very much, guess I'll have to love you."

Woman, Oklahoma City, Okla.

### Teacher Now Receiving True Education

"I hear your program on radio station KFYR Bismarck. I listened to your recent broadcast about modern education, especially because I am taking teacher training right now. I have been gradually becoming convinced that because of the pagan customs fostered in schools, I will have to take steps to get out of the profession as soon as possible. Any teacher who today will dare to keep God's commandments isn't likely to hold his position very long."

Man, Manitoba Teachers College.

### College Men Yearn for Truth

"This evening as we sat in our fraternity house (we had been drinking and having a riotous time), we turned on the radio which happened to be set on your program. At first we laughed at the words you said, but then we began to reflect on how sinful America really is and we sat there spellbound as you finished your message. We would be quite pleased if you would send us your magazine The PLAIN TRUTH for we, like all men, yearn to know the real truth. We feel that your program is truly a blessing to man, and you know how it had its impact on us."

Two students, Charlottesville, Va.

### Obedience Pays

"In this letter you will find a check for . . . which is the final payment on my 1960 tithes. When I heard you say God would bless the people that pay their tithes I didn't know whether to believe you or not. I checked the Bible and it said the same thing you did. Since I started to pay my tithes, my

salary has been going up. Last year I made around \$5,000 and I paid my tithes. This year I made \$10,000 and I paid my tithes. I don't see how my wages can go up any more, but I will still wait and see trusting in God."

Man, Bridgeport, Washington.

(*Editor's Note:* If you are having financial problems, write immediately for our booklet "How to End Your Financial Worries.")

### Think!

"I disagree sometimes but you really make me think."

Baptist College girl, Missouri.

### These Things Are So

"I have been listening to The WORLD TOMORROW broadcast for about four and a half years and have been taking your advice to 'search the scriptures daily, whether these things are so.' It has taken me all this time to get up enough courage to write to you, but I am now positive I cannot do without The PLAIN TRUTH magazine any longer. So, please send me a year's subscription."

Man from Norwood, Mass.

### Bible Story Wins Over TV

"Dear Mr. Armstrong:

"I have started reading the Bible Story to my children and they found them so interesting they didn't even mention turning on the TV."

A subscriber.

### Broadcast Brings Light

"One night I tuned in your program. I'll never forget the joy I felt as I heard Ted Armstrong say: 'I'll tell you what the fruits of the Spirit are'—I groped in the dark for a pencil. At last I had something to sink my teeth in—a starting point."

Man, Los Angeles, California.

### Finds Right Goal

"You know, Mr. Armstrong, when one begins to know the ways of the Lord and to know what He requires of us, and why we were put here on this earth, then one can know what goal to work toward. That is why I am so thankful for this gospel, the Bible

(Please continue on page 24)

# The Autobiography of Herbert W. Armstrong

*At last the broadcasting work begins to expand, as we come,  
now, to installment 35.*

WE COME now to the year 1936. The meetings being held 12 miles north of Salem, Oregon, had started around the 12th of December, 1935. Originally scheduled for three weeks only, they were continued an additional three weeks because of local interest—especially after the episode of bringing two sheriff's deputies from Salem to guard the school property every night.

## Going to Heaven?

One night I spoke on the reward of the saved. Most people, of course, suppose it is a matter of *destination*—going to heaven. In other words, a matter of *where*, instead of *what* we are to be.

I had shown that Jesus Christ came to "confirm the PROMISES made unto the fathers." Whatever the PROMISES made to the fathers, Jesus *confirmed* them as the reward of the saved. Then I showed by both Old and New Testament Scriptures that Abraham, Isaac, and Jacob were "the fathers."

Next, starting with the 12th chapter of Genesis, I showed that Abraham was not promised heaven, but rather *this earth* for an *everlasting possession*. The words "everlasting possession" simply mean ETERNAL LIFE. The same promises were re-promised to Isaac and Jacob. This was confirmed by Christ, who preached ETERNAL LIFE as the gift of God.

Of course most people have been taught, and carefully assumed, precisely *the opposite* of the Biblical teaching on this, and many other basic truths. The BIBLE says: "The wages (reward of) sin is DEATH; but the *gift* of God is ETERNAL LIFE, through Jesus Christ our Lord" (Rom. 6:23). Yet nearly every professing Christian believes exactly the opposite. Most believe the wages of sin is ETERNAL LIFE—in hell

*fire*. They do not believe eternal life is the GIFT of God—the REWARD of the saved. They believe we already possess eternal life. They believe the pagan Plato's teaching that we are "immortal souls" living in a fleshly body which is merely our temporary cloak we have put around us.

The original Hebrew word translated "soul" is "nephesh" which MEANS animal life—*mortal* existence, subject to *cessation in death*. The very word "soul" has the *opposite* meaning to eternal life. The expression "immortal soul" is as impossible and self-contradictory as that silly poem circulated some 40 years ago, about the "barefoot boy with shoes on" who "stood sitting in the grass, while the rising sun was setting in the west as it rained all day that night."

The BIBLE says positively, and TWICE: "The soul that sinneth, *it shall DIE*" (Ezek. 18:4, 20).

## Teaching the Teacher

Many do not realize that the idea of going to heaven did not come from the Bible, but from pagan superstitions. Anyway, in the course of the sermon, I offered \$5 to anyone who could show me any place in the Bible where it gives any plain statement or promise that the saved shall go to heaven.

After the service, one of the two teachers of that two-room country school house came to me, and with a tantalizing grin said, "Mr. Armstrong, I'm just mercenary enough to take that \$5 from you. Here, read this."

She had a Bible opened to the Beatitudes in the "sermon on the mount." She pointed to verse 3 of Matthew 5: "Blessed are the poor in spirit: for their's is the kingdom of heaven."

I smiled, too.

"Well," I exclaimed with a glint in my own eye, "now please read verse 5."

She read: "Blessed are the meek: for *they shall inherit the earth.*"

"Now that is a plain statement of what they shall INHERIT—the *earth*," I said. "Doesn't that contradict your idea of going to heaven? How do you explain that?"

"Well, I don't know—unless," she said, suddenly jumping to an explanation, "unless the people who are meek have to stay on earth, but the poor in spirit get to go to heaven."

"Now, come—you know better than that," I smiled. "Are you not one of the teachers in this school?"

"Yes, I am."

"Well now," I persisted, teasing her a little, "do you think you are qualified to be a teacher, when you don't know the difference in meaning between the simple little words of 'in' and 'of'? You have heard about the famous "Bank of Morgan" in New York, haven't you?"

"Oh yes, of course."

"Well, is that bank *inside* of Mr. Morgan?"

"I see what you mean," she smiled. "The word 'of' denotes ownership—it is not the bank *in* Mr. Morgan, but the bank he owns."

"Right! And the Kingdom of heaven is not referring to a kingdom that is *in* heaven, but one that is to be on earth and OWNED or RULED by heaven. Now turn to Luke's account of the same saying: 'Blessed be ye poor: for yours is *the kingdom of God.*' Here the expression is 'Kingdom of GOD.' It is not speaking of a kingdom inside of God's person—but the earthly kingdom GOD RULES and POSSESSES!"

Then I explained how Matthew consistently employs the phrase "Kingdom of Heaven," where Mark, Luke and John, often quoting the same words of Jesus, always use the expression "Kingdom of God." Both expressions mean

*(Please continue on page 9)*



# RADIO LOG

"The WORLD TOMORROW"

## TO THE U.S. & CANADA

WINS—New York—1010 kc.—9:30 p.m. Sun.; 11:00 p.m. Sat.  
 WNTA—Newark, N.J.—970 on dial—9:00 a.m. Sun.—8:00 p.m. Mon. thru Fri.—9:00 p.m. Sat.  
 WIBG—Philadelphia—990 on dial—12:30 p.m. Sundays.  
 WEAW—Chicago—1330 on dial—10:00 a.m., Sun. (AM & FM), 7:00 a.m., Mon. thru Sat.  
 WWVA—Wheeling, W. Va.—1170 on dial—10:30 a.m.; 11:15 p.m., Sun., E.S.T.; 10:00 p.m., Mon. thru Fri.  
 WCKY—Cincinnati, Ohio—1530 on dial—9:30 p.m. Sun., 5:30 a.m., Mon. thru Sat., E.S.T.  
 WSPD—Toledo, Ohio—1370 on dial—9:05 p.m. every night.  
 WIBC—Indianapolis, Ind.—1070 on dial—10:30 p.m., Sunday.  
 WSM—Nashville, Tenn.—650 on dial—12 midnight Mon. thru Fri.; 9:00 p.m. Sun., C.S.T.  
 WLAC—Nashville, Tenn.—1510 on dial—7:00 p.m., daily; 5:00 a.m. Mon. thru Sat., C.S.T.; 10:30 a.m. Sun.  
 WPIT—Pittsburgh, Pa.—730 on dial—3:30 p.m., Mon. thru Sat.  
 WCAE—Pittsburgh, Pa.—1250 on dial—6:30 p.m., Sun., 8:30 p.m., Sat.  
 WKYR—Keyser, W. Va.—1270 on dial—5:30 a.m., daily.  
 WGUN—Atlanta, Ga.—1010 on dial—Mon. thru Sat. 11:00 a.m., Sun. 4:00 p.m.  
 WMIE—Miami, Fla.—1140 on dial—8:30 a.m. Sun.; 11:30 a.m. Mon. thru Sat.  
 WGBS—Miami, Fla.—710 on dial—10:30 a.m. Sun.  
 WNOE—New Orleans, La.—1060 on dial—9:30 a.m. Sundays.  
 XERF—Del Rio, Tex.—1570 on dial—10:00 p.m., Mon. thru Sat.; 11:00 p.m., Sun.  
 XELO—800 on dial—every night, 8:00 p.m., M.S.T., 9:00 p.m. C.S.T.  
 XEG—1050 on dial—every night, 8:30 p.m. C.S.T.  
 WFAA—Dallas, Tex.—570 on dial—6:00 a.m. Mon. thru Sat. At 820 on dial—9:30 a.m. & 8:30 p.m. Sun.; 11:00 a.m. Sat.  
 KCUL—Dallas, Tex.—1540 on dial—7:00 a.m., Mon. thru Sat.; 1:00 p.m., Sun.  
 KTRH—Houston, Tex.—740 on dial—8:00 p.m. Sun.; 9:30 p.m. Mon. thru Sat.  
 KENS—San Antonio, Tex.—680 on dial—10:30 p.m. every night.  
 KFMJ—Tulsa, Okla.—1050 on dial—12:30 p.m., every day.  
 KRMG—Tulsa, Okla.—740 on dial—10:30 p.m. Mon. thru Sat.; 7:30 p.m. Sun.  
 KBYE—Okla. City, Okla.—890 on dial—10:30 a.m., Sun.; 12:30 p.m., Mon. thru Sat.  
 WKYB—Paducah, Ky.—570 on dial—12:00 noon, Sun. thru Sat.

KCMO—Kansas City, Mo.—810 on dial—10:05 p.m. Mon. thru Sat.; 7:30 p.m. Sun.; and 5:00 a.m. every morning.  
 KWTO—Springfield, Mo.—560 on dial—7:30 p.m. daily.  
 KXEN—St. Louis, Mo.—1010 on dial—7:00 a.m., Mon. thru Fri., 10:30 a.m., Sundays.  
 KWOC—Poplar Bluff, Mo.—930 on dial—6:15 p.m., Mon. thru Fri., 7:00 p.m., Sat.  
 KFH—Wichita, Kansas—1330 on dial—8:30 p.m., Mon. thru Sat.; 9:30 a.m. Sun.  
 KRVN—Lexington, Nebr.—1010 on dial—10:30 a.m. every day.  
 WOW—Omaha, Nebr.—590 on dial—9:30 p.m. Sun.; 5:00 a.m. Mon. thru Fri.; 10:30 p.m. Mon. thru Sat.  
 WJBK—Detroit, Mich.—1500 on dial—9:30 a.m., Sun.  
 KXEL—Waterloo, Iowa—1540 on dial—9:30 p.m. every night.  
 KLZ—Denver, Colo.—560 on dial—10:45 p.m. Sun. thru Fri.; 10:30 a.m., Sat.  
 KCPX—Salt Lake City, Utah—1320 on dial—7:00 p.m. every night.  
 KIDO—Boise, Idaho—630 on dial—9:05 p.m., daily.  
 KFYR—Bismarck, N. Dak.—550 on dial—7:00 p.m. every night.  
 WNAX—Yankton, S. Dak.—570 on dial—8:30 p.m. nightly.  
 KPHO—Phoenix, Ariz.—910 on dial—6:30 p.m. every day.  
 CKLW—Windsor, Ontario—800 on dial—7:00 p.m. Sundays.  
 CFQC—Saskatoon, Saskatchewan—600 on dial—10:30 p.m., Sun. thru Sat.  
 In French—  
 CKJL—St. Jerome, Quebec—900 kc.—10:30 a.m. Sunday.

## HEARD ON PACIFIC COAST, ALASKA AND HAWAII

KGO—San Francisco—810 on dial—9:30 p.m. Mon. thru Sat.—10:00 p.m. Sun.  
 KSAY—San Francisco, Calif.—1010 kc.—7:00 a.m. every day.  
 KRAK—Sacramento, Calif.—1140 on dial—10:30 p.m. every night.  
 KHJ—Los Angeles—930 on dial—7:30 p.m., Sunday.  
 KRKD—Los Angeles—1150 on dial—7:00 p.m., Mon. thru Fri.; 6:30 p.m. Sat. and Sun.; 9:30 a.m. Sun.  
 KGBS—Los Angeles, Calif.—1020 on dial—10:00 p.m. Sun.  
 KBLA—Burbank—1490 on dial—7:30 a.m. & 12:30 p.m. daily.  
 XERB—1090 on dial—7:00 p.m. every night.  
 XEAK—San Diego, Cal.—690 on dial—8:00 p.m., Mon. thru Sat., 7:30 p.m., Sunday.  
 KITO—San Bernardino—1290 on dial—7:00 p.m. daily.  
 KIRO—Seattle, Wash.—710 on dial—9:30 p.m., Mon. thru Sat.  
 KNBX—Seattle—1050 on dial—12:00 noon every day.

KHQ—Spokane, Wash.—590 on dial—9:00 p.m. every night.  
 KWJJ—Portland—1080 on dial—10:00 p.m., Sundays; 9:00 p.m., Mon. thru Sat.  
 KUGN—Eugene—590 on dial—7:00 p.m. Sun. thru Fri.; 7:30 p.m. Sat.  
 KFQD—Anchorage, Alaska—730 on dial—9:00 p.m., nightly.  
 KGMB—Honolulu—590 on dial—2:30 p.m., Sundays; 6:45 p.m., Mon. thru Sat.  
 KHBC—Hilo—970 on dial—2:30 p.m., Sundays; 6:45 p.m., Mon. thru Sat.

In Spanish—

KALI—Los Angeles, Calif.—1430 on dial—6:00 p.m. Sun.

## TO EUROPE

In English—

RADIO LUXEMBOURG—208 metres (1439 kc.)—Mondays and Tuesdays: 23:30 G.M.T.  
 RADIO MONTE CARLO—1466 kc., 6035 and 7140 kc.—Fri. 6:00 a.m. M.E.T.

In French—

RADIO LUXEMBOURG—1293 metres—5:40 a.m. Mon.

In German—

RADIO LUXEMBOURG—49 metres (6090 kc.) and 208 metres (1439 kc.)—Sun., 6:05 a.m.; Wed., 7:00 a.m., M.E.T.

In Russian—

RADIO MONTE CARLO—1466 kc., 6035 and 7140 kc.—Saturdays, 6:00 a.m., M.E.T.

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RADIO ELIZABETHVILLE (The Congo)—OQ2AD—7150 kc., 10:00 p.m., Sun. thru Fri.

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RADIO BANGKOK—HSIJS—651 kc., Monday 10:35-11:05 p.m.

RADIO TAIWAN (FORMOSA) "The 3rd Network, B.C.C."—960 kcs. Taichung—1220 kcs. Kaohsiung—1460 kcs. Chia-Yia—18:00 T.D.T., Wed. and Fri.

RADIO OKINAWA—KSBK—880 kc. Sundays: 12:06 noon.

ALTO BROADCASTING SYSTEM—PHILIPPINE ISLANDS:

DZAQ, Manila—630 kc.—9:00 p.m. Sunday.

DZRI, Dagupan City—1040 kc.—9:00 p.m. Sunday.

DZRB, Naga City—1060 kc.—9:00 p.m. Sunday.

DXAW, Davao City—1180 kc.—9:00 p.m. Sunday.

## RADIO LOG

(Continued)

### TO AUSTRALIA

- 2KY—Sydney, NSW—10:15 p.m.  
Mon. thru Thurs.; 10:45 p.m.  
Fri. and Sat.
- 2AY—Albury, NSW—10:30 p.m.  
Mon. thru Fri.; 10:00 p.m.  
Sun.
- 2GF—Grafton, NSW—10:30 p.m.  
Mon. thru Sat.
- 2GN—Goulburn, NSW—10:00 p.m.  
Mon. thru Sat.
- 2HD—Newcastle, NSW—10:00 p.m.  
Mon. thru Fri. and Sun.
- 2KA—Katoomba, NSW—10:00 p.m.  
Mon. thru Sat.
- 2KM—Kempsey, NSW—10:30 p.m.  
Mon. thru Sat.
- 3AW—Melbourne, Vic.—10:30 p.m.  
Sun.
- 3BO—Bendigo, Vic.—10:30 p.m.  
Mon.-Fri.; 4:15 p.m. Thurs.
- 3KZ—Melbourne, Vic.—10:45 p.m.  
Mon. thru Thurs.; 10:15 p.m.  
Fri.; 11:00 p.m. Sunday.
- 4AK—Oakley, Qld.—10:15 p.m.  
Mon. thru Thurs.; 10:30 p.m.  
Fri.; 9:30 p.m. Sun.
- 4BK—Brisbane, Qld.—10:15 p.m.  
Mon. thru Thurs.; 10:30 p.m.  
Fri.; 9:30 p.m. Sun.
- 4CA—Cairns, Qld.—10:00 p.m. Sun.  
thru Fri.
- 4TO—Townsville, Qld.—10:15 p.m.  
Mon. thru Sat.
- 4KQ—Brisbane, Qld.—10:30 p.m.  
Sun.
- 4WK—Warwick, Qld.—10:00 p.m.  
Mon. thru Sat.
- 6GE—Geraldton, WA—10:00 p.m.  
Mon. thru Fri.; 9:30 p.m. Sun.
- 6KG—Kalgoorlie, WA—10:00 p.m.  
Mon. thru Sat.
- 6PM—Perth, WA—10:15 p.m. Mon.  
thru Fri.; 10:00 p.m. Sun.
- 6AM—Northam, WA—10:15 p.m.  
Mon. thru Fri.; 10:00 p.m. Sun.

### TO LATIN AMERICA

In English—

- RADIO SWAN—Swan Island—1160  
kc.—6:00 p.m., Sundays.
- RADIO AMERICA—Lima, Peru—  
1010 kc.—6:00 p.m. Saturdays.
- HOC21, Panama City—1115 kc.—  
7:00 p.m., Sundays.
- HP5A, Panama City—11170 kc.—  
7:00 p.m., Sundays.
- HOK, Colon, Panama—640 kc.—  
7:00 p.m., Sundays.
- HP5K, Colon, Panama—6005 kc.—  
7:00 p.m., Sundays.

In Spanish—

- RADIO SWAN—Swan Island—1160  
kc.—9:00 p.m., Sat. and Sun.
- RADIO LA CRONICA—Lima, Peru  
—1010 kc.—7:00-7:15 p.m.,  
Sundays.
- RADIO COMUNEROS — Asuncion,  
Paraguay—970 kc.—8:30-8:45  
p.m. Thursdays.
- RADIO SPORT — CXA19 — Monte-  
video, Uruguay—11835 kc.—  
4:00-4:15 p.m., Sundays.
- RADIO CARVE—CX16, 850 kc.,  
and CXA13, 6156 kc.—  
Montevideo, Uruguay — 3:30  
p.m., Saturdays.

## Autobiography

(Continued from page 7)

the same.

"Now do you still think I should give you the \$5?" I asked.

"No," she replied, "thanks for the free lesson."

As always in the evangelistic meetings I held through those years, we reaped a "harvest." There were conversions. The little group was formed into a small local church—but there was no pastor to leave there to "feed the little flock."

The details of what followed that campaign are very dim in my memory now. A general mimeographed letter to Co-Workers dated March 30, 1936, shows I had been continuing to spend some little time visiting converts and interested people in that vicinity.

But it was the same experience as other evangelistic efforts. There were results—converts baptized—but without a local minister, the "flock" was soon devoured by the world, the flesh or the devil. Few seem able to endure without a minister to feed them spiritually, counsel with them in their problems, and keep the "wolves" away. So far as I know, just one of that group who attended the Eldreage school meetings continues to endure today!

Still, this voice of experience did not sink into my consciousness sufficiently to produce the solution until ten years later. It was in 1946 that the Eternal God finally got through to me the fact that He intended to use me in founding His own college, out of which was to come forth the ministers and pastors so direly needed for the growth of God's Work!

This same general letter also records the fact that there had been no issue of *The PLAIN TRUTH* for several months—since starting these meetings. Still, I find in this mimeographed letter the statement: "As you know, I have never begged for money over the air." And, "For more than two years we have conducted this Radio Church on SHEER FAITH."

The latter part of May or early June Mrs. Armstrong and I drove our ageing second-hand car to Hawthorne, Califor-

nia—a Los Angeles suburb—to pick up a tent which the "Sardis" people in Oregon had purchased the year before. We towed it back on a trailer. I set it up in a good location on the edge of the downtown district in Springfield: Springfield adjoins Eugene to the east—a somewhat smaller city.

Of course we had a good radio following in Springfield. The tent seated around 400. We had a nightly attendance that must have averaged 150 to over 200. However, just as interest was increasing, at the end of two weeks, the "Sardis" people needed the tent. One of their men was going to hold meetings in the little town of Stayton. They had a small tent, maximum seating capacity fifty people, which they brought me to replace the bigger one.

For the remainder of the Springfield meetings we were forced to raise the side flaps straight out, with 50 people seated inside, and 100 or more having to sit outside—except the night it rained. Then only the first 50 obtained seats. The others had to return home. Meanwhile, it was privately reported to me that most nights over at Stayton there was no attendance whatever—one night two people came, and another night there were four, who had a full sermon preached to them. This was just another of the many experiences trying to co-operate with these people.

### A Tough Lesson in Faith

In the 34th installment, March number, I quoted pencilled notations from an old now-yellowed sheet showing that \$6.50 per month was pledged by eight Co-Workers to start off the radio broadcasting. Actually, the original pledges were only \$5.50. Three others, totalling \$1 per month were added a little later.

When the first opportunity came to go on the air regularly, the owner of station KORE, Eugene, Oregon, offered me a Sunday morning half hour at the astonishing low rate of \$2.50 per half hour. During a four-Sunday month that totalled \$10, and in a five-Sunday month, \$12.50. Actually, before starting, only \$5.50 per month was guaranteed by pledges. That is, roughly, only *half* the required amount. But,



Pledges for Radio		For Bulletin	
Mrs. G. Fisher - \$1.00	per mo.	Mrs. Gemmill - 1.00	
Mrs. C.A. Crofford - 2.00	" "	Sister Boyd - 1.25	
Z. P. Madill - 1.00	" "	Friend - 1.00	
John Davison family - .50	" "		\$3.25
Edgar W. Smith - 1.00	" "	Mrs. Johnson - 1.00	
Mrs. J.W. Snyder - .25	" "		4.25
Mrs. Gemmill - .25	" "	Spent for Bulletin -	
<u>\$6.00</u>		Station - 1.75	
		Home paper - 1.30	
		Bus - 1.25	
		Home - 1.25	
		<u>4.50</u>	
		Home - 1.50	
		<u>6.00</u>	

Rec'd		On hand	
W.P. Weyche - 1.00		#10.50	
Edgar W. Smith - 1.00		No add from our table - 1.25	
Ora M. Harber - 5.00		<u>11.75</u>	
John Davison - .50		Rec'd. book	
Z. P. Madill - 1.00		Home - 2.00	
Mrs. C.A. Crofford - 2.00		Sr. Crofford - 2.00	
Mrs. Gemmill - .25		<u>4.00</u>	
Ernest Fisher - 1.00		Spent bus fare - 1.10	
Sister Williams - 11.75		" " - 2.00	
		Home - 1.50	
		<u>4.60</u>	

The yellow sheet here reproduced, found in old files, contains pencilled notation of the pledges that came back to support the broadcast, a month's offerings for printing the Bulletin; expenditures for Bulletin—\$6 against receipts of \$4.25; the "Rec'd" amounts probably were tithes—our sole income for the month—\$11.75, plus "received besides—\$4"—and "spent, bus-fare and home, \$4.60."

in active faith, I did walk right on through the radio door Jesus Christ had opened.

And I have explained how, in those bottom-depression days, this took real living faith! When 25¢, 50¢, and \$1 per month was all that people felt they could afford to pledge, you may realize how big the unpledged balance appeared.

At that time Jesus Christ opened the door! I walked through it. I trusted Him to keep the balance coming. HE KEPT IT COMING! Sometimes the necessary \$2.50 was not on hand up to 30 minutes before broadcast time. Then a man would appear at our front door who just happened (?) to be leaving some tithe money, or an offering, at that psychological minute!

Never once did Christ fail to provide. Never did we have to miss a broadcast! Real faith requires the courage of believing, and acting on it! This, let me explain, was not like going in

debt for something consumed and unpaid for. We didn't go into debt. We trusted Christ to send the money to pay before each program, in advance.

But I had not yet fully learned this lesson of active faith.

By December that first year of broadcasting—1934—Christ OPENED A SECOND DOOR. His time had come for the broadcast to leap to Portland, with ten times the potential listeners. In fact, a hook-up was opened to us for two additional stations, KXL, Portland, and KSLM, Salem—both at that time only 100-watt stations. The cost was to be \$50 per month.

But I had grown more cautious, apparently. I wanted more than Christ's assurances—I wanted tangible pledges in black and white that I could see! In the preceding installment I quoted from the letter sent out December 20, 1934, asking for those pledges. Not enough was pledged. I let the opportunity slip. Then it was too late!

On September 3rd, 1936, after almost three years of broadcasting, I sent out a letter to Co-Workers. One paragraph said: "Do you realize that KORE, our present radio station, is only a small local station of 100 watts? That it reaches only 50 to 75 miles from Eugene? Did you realize that people north of Salem, south of Roseburg, east of the Cascades, are never able to hear the message being broadcast? Yet, over this local station, in this small territory, we have established a regular weekly audience of around TEN THOUSAND people."

Did God reject me because I had not yet learned that lesson in faith? No, I had exercised faith in other ways many times, and answers had been miraculous. But He let me pay for this mistake! I had to wait two more whole years before Christ again opened the door to Portland! Here we were, September, 1936, and still on only that one little local station!

Yet, on the other hand, I had worked hard and remained faithful. I had held repeated evangelistic campaigns. I had kept up the publishing work, with Mrs. Armstrong's full-time help. Scores had been converted and baptized. I had preached God's TRUTH fearlessly.

From another paragraph in this general letter of September 3, 1936, I quote: "Nero fiddled while Rome burned! Many churches and religious broadcasts are today giving the people a sleeping potion in the form of nice, soothing, pleasing, comforting programs—lulling the people to sleep—while the JUDGMENTS OF GOD ARE FAST COMING UPON THEM! Why, in Jesus' name, do they not wake up and fearlessly SHOUT THE WARNING? This is no time for soft and smooth platitudes. It is time to AWAKEN people! It is time to WARN THEM!"

And that is precisely what this program was doing then—and is doing on many thousands of times greater power, TODAY! Even then, in that little section of one state, it was like a voice in the wilderness—the ONLY voice on the air fearlessly proclaiming CHRIST'S OWN GOSPEL MESSAGE!

No, God did not reject us. But He did try us. He did let us suffer to learn (Please continue on page 29)



# WHY MORE GIRLS ARE IN COLLEGE TODAY

(Continued from page 3)

treme is good. And so it is in this "new freedom" supposedly enjoyed by women.

But there is a proper BALANCE that truly is good!

Today the modern girl *ought* to realize that she has a PURPOSE in life, the same as man. She, too, *needs* preparation. She, too, has a MIND! Her mind, as much as that of the male, needs development, training. She, too, needs to develop right character!

If a girl is later to marry, she cannot be the help, the companion, the partner her husband will need unless her mind keeps pace with his—and today more men are being college-educated than ever before. A wife needs the social and cultural training to match her husband's.

If she is not to marry, she will need, as much as any man, an educated mind and cultured personality for whatever career, profession, or sphere of life she enters.

## But Something's Wrong

And so in this modern age of science, complexity, and increasing diffusion of education, we find not only a rapidly increasing ratio of men acquiring college educations, but women as well.

But something else has been happening to education.

Every girl, as well as every young man, ought to realize that just *any* college education is not good. There is *mental poison* being inoculated as well as medical. You need to realize that diabolical evils have been creeping steadily into the fields of higher learning.

Atheistic German rationalism is a recent injection. The trend of recent decades is a dangerous drift into materialism. These are the new ingredients added to an already paganized education.

I have explained, in a previous article, how pagan secular schools on the academic model of Plato dotted the Roman Empire prior to the 6th century. Print-

ing had not been invented, and textbooks were scarce. The only education available during the first six centuries after Christ was pagan education. Pagan philosophies, concepts and customs were implanted in the minds and lives of children and youths. What true Christian teaching there was could not dam up or stem the tide of pagan dissemination.

When these schools were destroyed, the only textbooks available in the cathedral schools and monastic schools were the pagan textbooks. This same paganized background was the soil in which the modern universities sprouted. And, still today, the philosophies of Plato, Socrates, and Aristotle constitute the philosophic phase of education.

Then came the additives of evolution as a basic concept for explaining ex-

istence, origins, and conditions; German rationalism; the more specialized technological, scientific and professional courses—all adding new and more deadly educational poisons.

These have infused the so-called "scientific approach." They have banished knowledge of the TRUE VALUES of life. They have robbed the living generation of peace of mind, and of happy, full, abundant living.

The modern psychology, of course, says much about "peace of mind." It's like the politicians who are shouting "PEACE!" when there is no peace. Or the drug manufacturers who advertise: "No need to suffer upset stomach. Go right ahead—break nature's laws—eat and drink all the harmful things you like, then let our alkalizers prevent the punishment." But of course you keep right on having an upset stomach until finally you develop ulcers. Then the surgeon will promise to cut them out—and probably half your stomach as well—for a fat fee!

In like manner, modern education



The Ambassador Octet provides cultural training for both young men and women.

stuffs into plastic minds diabolical lies, distortions of truth, false philosophies which produce neurotic and upset minds—it's almost one in ten, today!—while the new cult of mind doctors, calling themselves psychiatrists, say to you: "No need to suffer mental ills; go right ahead, drink in all this poisonous education, then come to us—we'll give you 'peace of mind.'"

### A Fatal Destiny?

It would be far better to *remove the cause* than try to treat the effect. Stop the *violations*, instead of trying to prevent the punishments!

What is the result of this modern educational trend? Men have been discovering secrets of nature, learning how to smash the atom and produce awesome and frightful forces and powers. They have been learning how to produce machines and weapons of terrifying destructive power. At the same time they have been deteriorating in moral and spiritual values and in ability to guide these new forces into constructive and beneficial channels. This new technical knowledge now *promises* to erase all life and leave this earth a dead planet—*unless* God Almighty intervenes!

Modern education has *lost* the knowledge of the inexorable spiritual laws that govern man's relationships with material forces, with fellow-man, and with God! It has lost all sense of the TRUE VALUES!

Man has been traveling, at constantly accelerating speed, the false road of illusory progress leading directly toward the extinction of the human race! Truly, modern education is *progressive!* It is *progressing* faster and faster toward *mental sickness* (fast approaching one in ten), physical diseases because proper food knowledge has been lost, discontent, empty lives, broken homes, rising crime rate, increasing international tensions, wars and chaos!

But this is not TRUE progress! It is intellectual retrogression. Could there be a greater need in the world than a *new* kind of college where one may *recapture the TRUE values?* Where one may learn how to avoid the *causes* of mental, physical and spiritual break-

downs instead of wasting time and money on worthless antedotes? Where one may be directed onto the true highway that leads to peace, happiness, security, and abundant living? THAT is the mission of the AMBASSADOR colleges!

### The False Way

The more highly educated one becomes in the false education of today, the more IGNORANT he becomes of the TRUE VALUES! And the more he has to UNlearn before he can know the PURPOSE of life, and *the way to* peace of mind, interesting and abundant joyful living.

Modern education teaches, in brief, these things:

Modern psychology says its ultimate goal is to discover and administer the correct, scientific *way of life*. It looks for the PURPOSE of man's existence, and sees NONE! But, it teaches, since man is an organism and does have a chemical existence, life should be made as pleasant as possible. And how does modern "scientific" teaching say this pleasing life and happiness comes?

*Economics* teaches that it comes from gratifying one's desires and acquiring one's economic wants. But I have known scores of the world's "successful" who gratified their desires and acquired their economic wants—and they were *never satisfied!* They were not happy. Their bank accounts were full—but their lives were EMPTY.

*Sociology* teaches that happiness comes through idleness and ease. Shorter hours, more pay. Give less, take more. Produce less, consume more. Leisure, this "science" assures us, means time for higher, more lofty pursuits. But in practice it never does, and leads to more discontent.

*Psychology* teaches that happiness comes from adjustment to environment. In other words, *conform to the ways, customs, beliefs*, of the world around you. But this, too, has led only to unhappiness. And this is the way your Bible condemns (Romans 12:2).

### A NEW Kind of College

Mankind is not going to be allowed to commit cosmocide. God Almighty

*is going to intervene!* God's intervention already *has begun!* It has begun in this very magazine, *The PLAIN TRUTH!* Its circulation is growing and multiplying, world-wide, now in three international editions, published in Los Angeles, London, and Melbourne. It has begun in The WORLD TOMORROW program, reaching 15 million people every week in every inhabited continent on earth!

And it has begun in the TWO institutions, each named AMBASSADOR COLLEGE—the one in Pasadena, California, the other in Bricket Wood near St Albans, Hertfordshire, England.

Here, in these two institutions, is a NEW KIND of college for our day. Here are two institutions where students are recapturing the TRUE VALUES! Here are two colleges where the students will tell you they live in the happiest place on earth today!

Each has *beautiful*, magnificently landscaped grounds. Each enjoys opportunity of residence and study in fine, imposing, ornate, cultural buildings. In each, the entire atmosphere is one that breathes culture, refinement, the best in equipment within its field, beauty. In each the students lead jam-packed, busy lives with a proper balance of study, useful work, invigorating play and recreation, extra-curricular activities of

### HOW YOUR PLAIN TRUTH SUBSCRIPTION HAS BEEN PAID

So many ask: "HOW does it happen that I find my subscription price for The PLAIN TRUTH has already *been paid?* HOW can you publish such a high class magazine without advertising revenue?" The answer is as simple as it is astonishing! It is a paradox. Christ's Gospel cannot be sold like merchandise. You cannot buy salvation. Yet it does cost money to publish Christ's TRUTH and mail it to all continents on earth. It does have to be *paid for!* This is Christ's work. We solve this problem Christ's WAY!

Jesus said, "This Gospel of the Kingdom shall be preached (and published—Mark 13:10) in all the world for a witness unto all nations" (Mat. 24:14) *at this time*, just before the end of this age. A PRICE *must be paid* for the magazine, the broadcast, the Correspondence Course, or other literature. But HOW? Christ forbids us to *sell* it to those who receive it: "Freely ye have received," said Jesus to His disciples who He was sending to proclaim His Gospel, "freely GIVE!" "It is *more blessed,*" He said, "to GIVE than to receive."

God's WAY is the way of LOVE—and that is the way of *giving*. God expects every child of His to *give* free-will offerings and to tithe, as His means of paying the costs of carrying His Gospel to *others*. We, therefore, simply trust our Lord Jesus Christ to lay it on the minds and hearts of His followers to give generously, thus paying the cost of putting the precious Gospel TRUTH in the hands of *others*. Yet it must go *only* to those who *ask for it for themselves!* Each must, for himself, *subscribe*—and his subscription has thus already *been paid*.

Thus the living dynamic Christ Himself enables us to broadcast, world-wide, without ever asking for contributions over the air; to enroll many thousands in the Ambassador College Bible Correspondence Course with full tuition cost *already paid*; to send your PLAIN TRUTH on an *already paid* basis. God's way is GOOD!



absorbing interest, and satisfying accomplishment.

Girls find a right emphasis on home economics (domestic science in England), music, tennis and other recreations, the women's clubs, beside other courses of study.

Take, for example, preparation for home and family life. The unit of civilization is the family in the home. Today most homes are unhappy or broken up—because this world's education failed to teach young men and women *how to live*. It is not generally known, because the true facts are concealed, but divorce lawyers and judges know that about 90% of unhappy homes and broken families are caused by ignorance and false attitudes about sex.

### Ignorance vs. True Knowledge

From the days of ancient Egypt and Greece until the past four decades there has been a conspiracy to keep people—especially girls and wives—in ignorance on this subject. Everywhere the false and unbiblical attitude of duality was instilled—by churches, schools and society. That is the attitude that God made a mistake in creating sex—that sex is shameful and evil. The prevailing practise was to keep children—especially girls—innocent and pure by ignorance until marriage, supposing that then instinct would teach them all they needed to know. But humans are not equipped with instinct, and so instinct failed to teach them anything. This dualism resulted in a double standard of morals, in unhappy marriages and broken homes.

Today "modern science," especially through biology, psychiatry, medicine and other so-called sciences, aided and abetted by the moral toboggan-slide, has swung the public attitude and the practise among juveniles to the opposite extreme. Today TIME magazine reports a "New Religion" in Europe from Paris—a religion of "emancipation" for women—a "religion" of unbridled immorality. Today a London newspaper in two feature articles exposes the "new freedom" in Sweden. A mother is quoted as saying she finally became a little dissatisfied finding a strange girl frequently in her kitchen in a bathrobe on arising of a morning; and, since her 20-year-old



Tennis courts provide ample opportunity for physical exercise and social entertainment for Ambassador students.

son loved and respected his mother, he was now taking his girl friends elsewhere for the night. Today this sort of thing is reported to be more or less customary in "modern" Sweden. But, the articles reported, the Swedish people have FORGOTTEN HOW TO LOVE! The "emancipated" girls were found to be cynical, unhappy.

This world has LOST THE TRUE VALUES. It has forgotten HOW TO LIVE!

At Ambassador, students are taught GOD'S PURPOSE in sex, in marriage, in the family and the home. They are taught, for example, the difference between lust and LOVE—between fornication or adultery and TRUE FIDELITY, FAITHFULNESS, AND EVER-GROWING AND COMPLETELY SATISFYING LOVE! At Ambassador, girls, as well as men, are taught GOD'S TRUTH about sex—God's PURPOSES, full and frank biological knowledge, combined with the TRUE VALUES as God intended for human happiness, without any pseudo-sanctimoniousness or prudery, yet in a right and godly and commonsense manner.

Ambassador students learn that there

IS a PURPOSE IN LIFE—what is, and what is THE WAY OF LIFE that leads to real peace of mind, GOOD HEALTH, HAPPINESS, JOYFUL, ABUNDANT LIVING.

They live in a healthful, invigorating, satisfying, beautiful and cultural atmosphere.

Young men and women who would like full details are invited to write to The Registrar, Ambassador College, Box 111, Pasadena, California, for the 1961-1962 catalog; or, to The Registrar, Ambassador College, Bricket Wood, Herts., England, for the 1961-1962 prospectus.

### LE BAPTEME

Si vous voulez connaître la vérité sur le baptême, demandez-nous de vous envoyer notre ouvrage français qui vient de paraître.

Prière de s'adresser à:

LE MONDE A VENIR

Box 111

Pasadena, California

U.S.A.

# The SEVEN LAWS of SUCCESS

(Continued from page 2)

their lives were empty. They went through life, enjoying momentary thrills of achievement, enjoying pleasures, luxuries, hobbies for the passing moment. Yet they were restless, discontented, and, with each passing pleasure or thrill leaving them flat, they suffered with an inner hunger for the elusive *something* that would really *satisfy*—permanently!

What they amassed they left behind them when they died. And their fame and recognition as important men in the passing parade of civilization soon faded; they were forgotten by the succeeding generations.

So was this, after all, SUCCESS?

## Ignorance Was Not Bliss

Then we went over to the other side of the tracks. We looked at a class that has vanished today—the southern negroes of fifty years ago, just a generation out of slavery. Education was then being given their children, but it had not come to the middle-age and older generations.

Of all classes I have ever known, they *appeared* to be the happiest. They bore no burdens of responsibility. They could neither read nor write. They were ignorant, irresponsible, poverty-ridden. But they were happy-go-lucky. Most of the time, like the Carnation Milk Company's cows, they were contented.

But we found that cows are contented because they don't know enough to be otherwise. And these happy-go-lucky, shiftless people of a vanished generation never knew the deep-down satisfaction of achievement, accomplishment, or SUCCESS.

Then we looked at the middle classes. We found them always striving, too—but discontented because next-door had a little more or a little better than they.

## The First Law

All right, let's get right to these seven laws of success!

The very FIRST law of success, in time sequence, is this:

*Fix the RIGHT GOAL!*

Do you know that most people go on through life without any GOAL at all?

In fact, most people, as I've said before, do not know, and do not apply, a *SINGLE ONE* of these seven laws of success!

Most people just never seem to think of having any PURPOSE in life. They simply are not *going anywhere*, in particular.

If you have saved up money for a trip to Paris, or Rome, or London for your vacation or holiday, you spend a lot of time in excited anticipation PLANNING your trip—but you DO have a definite DESTINATION—and all plans are laid to take you to that particular destination—that GOAL. You *know where* you are planning to go. Otherwise, how would you expect ever to *arrive* there?

As I said once before, most people have no aim—they are merely the victims of CIRCUMSTANCE. They never *planned, purposefully*, to be in the job or occupation in which they find themselves today. They do not LIVE where they do by CHOICE—that is, because they PLANNED it that way. They have merely been buffeted around by CIRCUMSTANCE! They have allowed themselves to drift. They have made no effort to master and control circumstances.

If you are planning a trip abroad for next summer, you'll do a great deal of advance PLANNING—of preparation.

## The Vital Second Law

And so, likewise, if you are to arrive at SUCCESS in LIFE, you must first set your goal, and then comes the PREPARATION to achieve that goal.

So, the SECOND law of success, in time-sequence, is EDUCATION, or PREPARATION.

How can one expect to accomplish his purpose unless he has the know-how?

One thing we need to know about life—and many do not—is that humans do not come equipped with instinct.

To this extent, the dumb animals have a certain advantage over us. They do not have to learn. They never need weary their brains with book learning.

The new-born calf does not have to be taught how to walk. It starts immediately to get up on its somewhat infirm and uncertain legs. It may fall down on the first or second attempt, but in a matter of a few moments it

stands, even if a little unsteady at first. It does not require a year or two—not even an hour or two—the little calf starts walking in a few minutes! It does not need to reason out any goals. It requires no text-books, nor teaching. It instinctively *knows* its goal—*dinner!* And it knows, also instinctively, the way. On its own four feet it proceeds immediately to the first meal!

I have repeated so many times: birds build nests—by instinct. No one teaches them how. Five generations of weaver birds, isolated from nests or nest-building materials, never saw a nest. When nest-building materials were made accessible, the sixth generation, without any instruction, proceeded to build nests! They were not crows' nests or eagles' nests. They were the same kind of nests weaver birds have built since creation. They had no *minds* to think out, imagine, design, and construct a different kind of nest.

Of course dogs, horses, elephants, and some other animals can be taught and trained to do certain tricks. But they cannot reason, imagine, think, plan, design and construct new and different things. They do not acquire knowledge, perceive truth from error, make decisions, and employ WILL to exercise self-discipline according to their own reasoned wisdom and decisions. THEY CANNOT DEVELOP MORAL AND SPIRITUAL CHARACTER.

But humans have it not quite so easy. Humans have to learn, or be taught. Humans have to *learn* to walk, to talk, to eat or drink.

We don't come to these basic accomplishments instinctively and immediately like the dumb animals. It may take a little more time. It may come a little harder. But we can go on to *learn* reading, writing, and arithmetic!

Then we can go further, and learn to appreciate literature, music, art. We can learn to think and reason, to conceive a new idea, to plan, design, construct.

We can investigate, experiment, invent telescopes and learn something about outer space and far-off planets, stars, and galaxies. We invent microscopes and learn about infinitesimal particles of matter.

We learn about electricity, laws of



physics and chemistry. We learn to use the wheel, construct highways, and roll over ground faster than any animal. We learn to fly farther and faster than any bird. We learn how to take nature apart and make it work for us. We discover and utilize nuclear energy.

But we have to LEARN—to STUDY—to be EDUCATED—to be PREPARED for what we propose to do.

One of the first things we need to learn is—*that we need to learn!*

Once you have learned enough to CHOOSE A GOAL, the *second step* toward successfully accomplishing that goal is to LEARN THE WAY—to acquire the additional education, training, experience, to give you the know-how to achieve your goal.

Most people fail to set any definite goals. Having no specific aims, they neglect the specialized EDUCATION to make possible the attainment of their purpose.

Now all these men whose case-histories I have recounted had goals. They had the over-all purpose of acquiring possessions, becoming important, and enjoying the passing moments. As a means to this objective, they had the *specialized* goals of succeeding in banking, industry, politics, acting, writing, or whatever. They all EDUCATED THEMSELVES for their particular profession or calling. They were broad enough to realize that education included not only book learning, but personality-development, leadership, experience, knowledge from contacts and associations, and from observation.

Yet these "successful" people were not really successful. They not only chose an over-all goal that led them in the very *opposite direction* from the permanent happiness they sought, they also failed to equip themselves with the RIGHT education to make possible that REAL success.

There is, then, a right and a false education. And this world is disseminating false education that has come on down to us from the thinking, philosophizing, yet misguided pagans lacking in a knowledge of the true values and purposes of life! The true history of education is an eye-opening story in itself! It has been separately treated in *The Plain Truth*.

### The Basic Third Law

The all-important law coming next in time-order is GOOD HEALTH.

We are physical beings. The mind and the body form the most wonderful physical mechanism we know—the human being. But man is made of matter. He is 16 elements of organic, chemically-functioning existence.

He lives by the breath of air—which is the breath of LIFE itself. If the bellows we call lungs do not keep sucking in and blowing out the oxygen-containing air, man won't live to achieve any goal. You are only one breath away from death! As the lungs pump air in and out, so the heart pumps blood through an intricate system of veins and arteries. These must be supported by food, and by water.

And so man IS just *what he eats*. Some of the most famous physicians and surgeons have said that 90% to 95% of all sickness and disease comes from faulty diet!

Most people are in utter ignorance of the fact that it *does* make a difference what we eat! Most people, and the customs of society, have followed a regimen of eating whatever tastes good to the palate.

People are babies grown up. Observe a nine-month-old baby. Everything that comes into his hands goes to his mouth!

Just last night my wife and I happened to see Art Linkletter's television program, *People are Funny*. A nine-month-old baby was placed on a rug. Before it was placed a silver cup, a partially-inflated paper bag, and a rag doll. If the mother could pick in advance the item the baby would be holding in her hand at the end of two minutes, she would win \$2,000, with a prize of \$1,000 for second-choice guess.

The mother guessed first the paper bag, and second, the cup. The infant crawled directly to the shiny silver cup. And what did the baby do with the cup? Of course! The cup went straight to the baby's mouth, and at the end of two minutes she was still trying to chew on it!

My youngest brother may not like to read this in print, but I remember when he was about nine months old, and had managed to creep into the coal-bin. We

found him trying to eat little chunks of coal—his mouth and face well blackened!

You may laugh at babies trying to eat silver cups and chunks of coal. Would you laugh at Red Chinese, dipping small mice into a sauce, and, holding them by their tails, dropping them as a delicious delicacy into their mouths?

If you do, the Chinese will laugh back at you. They will tell you that mice eat clean grain and clean foods, while you dip slimy slithery oysters and other scavenger sea-foods into cocktail sauces, and consider them a delicacy!

You think adults have actually LEARNED any better than nine-month-old babies? Go to your fancy grocers and you'll find on his shelves canned eel and canned rattlesnake.

WHY? As I said, humans know nothing at birth! We have to *learn!* But most of us do not know that! And, again, what we don't know, we don't *know* that we don't know! And somehow, ever since babyhood, most humans seem to have grown up putting everything into the mouth. Most have grown up eating just whatever seemed to taste good—and whatever they saw others eating. There has been little education or even study about WHAT we ought to eat.

Most degenerative diseases are *modern* diseases—penalties for eating foods that have been demineralized in food factories—usually an excess of starch, sugar (the carbohydrates) and fats. Others are caused by a type of malnutrition—lack of needed minerals and vitamins in foods. Then people try to put the "vitamins" back into their systems by buying pills at the drugstore!

Of course there are other laws of health—sufficient sleep, exercise, plenty of fresh air, cleanliness and proper elimination, right thinking, clean living.

The average person has never stopped to realize that it is *not natural* to be sick. Sickness and disease come only from *violation of nature's laws* of body and mind—the physical LAWS of health. Most people *have not learned* that there are any such laws! They suppose that occasional illness or disease is natural in the course of life. Nothing could be

farther from the truth.

Sickness should not be taken for granted. Some authorities go so far as to say that we do not *catch* a cold—we *eat* our colds and fevers! They explain that a cold or fever is merely the unnatural and rapid elimination of toxins and poisons stored up in the glands, resulting from improper diet.

Now what about the great and the near-great of the world? They usually do not know all there is to know about the laws of good, vigorous health with clear, active, alert minds. But, compared to the *average* of the population, they know a great deal. They have, as a rule, enjoyed, shall we say, *comparatively* good health!

As an example, the President of the United States always has a White House physician who is constantly watchful over the President's physical condition. A President is virtually required to get in certain exercise. President Eisenhower played golf frequently. President Kennedy takes a daily swim. President Taft had a physical trainer who watched the over-weight President daily.

Yet, there are many things that even these important people do not know about the causes of sickness, disease, debility.

One factor I think has worked universally in favor of such men. Mental attitude *does* have considerable influence on physical condition. Most "successful" men—as the world evaluates success—do think constructively, positively, in a mental attitude of confidence. They do not allow themselves to think negatively or assume an attitude of fear, worry, or discouragement. They do not allow themselves to get into uncontrolled moods of griping, complaining. And, mindful of the responsibilities on their shoulders, they probably put more restraint on dissipation than most people.

Without health one is direly handicapped, if not totally cut off from achievement. The fourth Law of Success is largely *dependent* on good health.

#### The All-Important Fourth Law

A person may have chosen his *goal*. Having it may have aroused tremendous ambition to achieve it. He may have

started out *educating* and training himself for its accomplishment, and he may even have *good health* and still make little or no progress toward its realization.

After all, success *is* accomplishment. They say any old dead fish can float down-stream, but it takes a live one to swim up. An inactive person will not accomplish. Accomplishment is *DOING*.

Now comes an all-important law.

The fourth success-law, then, is *DRIVE!*

Half-hearted effort might carry one a little way toward his goal, but it will never get him far enough to reach it.

You will always find that the executive *head* of any growing, successful organization employs *drive!* He puts a constant *prod* on himself. He not only drives himself, he drives those under him, else they might lag, let down and stagnate.

He may feel drowsy, and hate to awaken and get up in the morning. But he refuses to give in to this impulse.

I remember the struggle I once had with this situation. It was during one of my "Idea-Man" tours as a magazine editorial representative at age 22. I was having quite a struggle with drowsiness at wake-up time. I left calls at hotel desks. Yet I acquired the habit of sleepily answering the morning telephone call and promptly going back to bed and to sleep. Then I bought an alarm clock which I carried with me. But I found myself arising to turn it off, then plunging back in bed. I was too drowsy to realize what I was doing. I was not sufficiently awake to employ will power and force myself to stay up, get under the shower and become fully awake and alerted. It had become habit.

I had to break the habit. I had to put a prod on myself. I needed an alarm clock that couldn't be turned off until I was sufficiently awake to realize what I was doing, and get going for the day.

So one night in Chattanooga, Tennessee, I called a bell-boy to my room. In those days the customary tip was a dime. A half dollar then had about the same effect that a \$5 bill would have today. I laid a silver half-dollar on the dresser.

"Do you see that half-dollar, boy?" I asked.

"*Yas SUH!*" he answered, eyes sparkling in anticipation.

After ascertaining that he would be still on duty at 6:30 next morning, I said, "If you will pound on that door in the morning at 6:30, until I let you in, and then stay in this room and prevent me from getting back in bed until I am dressed, then you may have that half-dollar."

I found those bell-boys would, for a half-dollar tip, even wrestle or fight with me to prevent my crawling back into bed. Thus I put a prod on myself that broke the morning snooze habit, and *got me up and going!*

Many workmen never rise above whatever job they may have because they have no *drive*. They slow down, work slowly, poke around, sit down and rest as much as they can. In other words, they must have a boss over them to *drive* them, or they would probably starve. They would never become successful farmers—for a farmer, to succeed, must get up early and work late, and drive himself. That is one reason so many must work for others. They cannot rely on themselves—they must be driven by one of more energy and purpose.

When I interviewed John R. Lee, then head of the Sociological Department of the Ford Motor Company, back in the days when his department put into action the then-famous Ford "\$5-a-day wage plan," I supposed Ford employees were by far the highest paid in the automobile industry.

"Oh, no," assured Mr. Lee. "Our men are actually the lowest paid."

Yet their pay was \$5 per day, and the average union scale elsewhere was \$3.50 or \$3.75. Mr. Lee explained that they had achieved a mass-production status at Ford which enabled them to adopt the assembly-line system. Of course all major motor companies use the assembly-line system today. Under this system the car starts being put together at one end, and is kept moving mechanically, as on a conveyor belt, at a steady rate of movement. As each car being assembled comes past a workman, he adds his part. The pace is set automatically. Each workman must get his part of the job done within the allotted space, before each partially-



made car passes him. This system simply set the speed at which each man was forced to work.

Mr. Lee explained that by this system Ford was getting twice as much work accomplished for \$5 a day as competitors were getting for \$3.50 per day. In relation to what was produced, they were the *lowest-paid!* Of course the introduction of *machinery* began giving great increase in actual production per man. Today United States industry is so highly mechanized that perhaps the country as a whole produces ten or fifteen times as much per man as it did fifty years ago!

Without *energy, drive, constant propulsion*, a person need never expect to become truly successful.

#### Law #5—for Emergencies

One might suppose that if he had a goal—and with it the ambition to achieve his purpose—if he then became trained, educated, and experienced in pursuing it, kept in good health, and constantly drove himself relentlessly toward his objective, that he would be bound to accomplish it.

Important as these four laws are, they are not enough.

Life constantly encounters hazards, obstacles, unexpected problems or setbacks. You may be proceeding along right on schedule, when *BANG!*—out of nowhere comes an unexpected complication. Some sudden circumstance arises which seems to stop you completely, or at least set you back.

So, to meet these constantly-arising problems, you must have:

*The Emergency Law #5 — RESOURCEFULNESS!*

When complications, obstacles, unexpected circumstances appear to block your path, you must be equipped with *RESOURCEFULNESS* to solve the problem, overcome the obstacle, and continue on your course.

The old *Slow Train Through Arkansas* (I read the book years ago) encountered a cow lying across the tracks ahead. The train could not proceed toward its destination until that obstacle was removed.

When we drove the old Model "T"  
(Please continue on page 31)

# Should You Be Baptized?

(Continued from page 12)

the truth He has been showing you through His chosen servants in this age. Remember God's admonition through the Apostle Paul: "For not the hearers of the law are just before God, *but the DOERS of the law shall be justified*" (Rom. 2:13).

If God has shown you by the "fruits" that *this is the WORK of His Church*, then you should *FEAR* to turn aside from the *truth!* Where *else* would you go?

*Thousands* of you have come to realize that you are getting the *truth* and *message* of God through this work—The *WORLD TOMORROW* broadcast and The *PLAIN TRUTH* magazine. You are beginning to realize that this is the true Church of God.

But you have never thought of actually *DOING* very much about it!

If we are the servants of the *MOST HIGH GOD*, then you ought to *follow* and *obey* our teaching and example as you see it is according to the Bible. You ought to apply such articles as this more *LITERALLY* and *personally* in your own private life!

The Apostle Paul was inspired to write: "Be ye *followers* of me, even as I also am of Christ" (I Cor. 11:1). The Greek word here literally means to "imitate." You need to *imitate* the example of God's ministers—and of Jesus Christ. Frankly, most of you have probably never been counseled with by one of God's true ministers about *real conversion* and *baptism*. You may never have realized the tremendous *IMPORTANCE* of this subject before.

Yet Jesus Christ sent His ministers out with this command: "Go ye into all the world, and preach the gospel to every creature. He that believeth *AND IS BAPTIZED* shall be saved! But he that believeth not shall be damned" (Mark 16:15-16).

Just as the New Testament Church began, the Apostle Peter was inspired to command: "*REPENT*, and *BE BAPTIZED* every one of you in the name of Jesus Christ for the remission of sins, and ye shall receive the gift of the Holy Spirit"

(Acts 2:38).

So here, from His *inspired Word*, is a ringing *COMMAND* from your Maker and your God to *BE BAPTIZED!* Are you really *positive* that you have properly fulfilled this command *AFTER real repentance?*

You need to realize the *importance* of *personal contact* with the true ministers of Jesus Christ who are actually *DOING* His work of preaching the message of the Kingdom of God as a last witness to this earth! To make possible this *personal contact* with the true servants of Jesus Christ—taught and schooled at Ambassador College and personally representing Mr. Armstrong—we are sending out a number of nation-wide *baptizing tours* beginning this coming June, 1961. This will enable *thousands of you* who feel that you are ready to truly *REPENT* and be properly *baptized* to have the personal counsel and advice of God's ministers in this most important matter!

These men will call *only* on those who have personally requested it. They are *NOT* being sent out to "talk you into being saved"! They are only being sent to *serve YOU*—and to see *WHETHER* you have come to the place of full repentance and are fully ready to be baptized. They are being sent out in the *spirit* and *POWER* of the living Christ to represent His work on this earth today!

If you feel that you have come to the place of *full repentance* and wish to *be baptized* or to be counseled with about this subject, then write us *immediately* and we will put your name on the list of those to be visited this summer. These tours have to be planned weeks in advance, so send your letter *air mail* to Mr. Armstrong, Box 111, Pasadena, California. Or, send your letter to our overseas offices in London, England, or in North Sydney, Australia.

If you really *mean business* in your desire to serve the living God, you'd better counsel with the true ministers of God who are being used as instruments to preach His message to this dying

pinness, good health and success. Some of them are difficult to obey at times. But if God knows we want to keep them, He helps us do so. Sticking to those rules gradually changes our lives. We become stronger and stronger in character—in the ability to obey God. We overcome, one by one, the ways of living that aren't good for us.

God shows us, through His Ten Commandments, the way of life we are to follow. And if we follow it to the very end of our lives, we have the great hope that we will one day be changed into ever-living spirit beings. (Mat. 10:22.)

When we stop to consider that most of the churches of this so-called Christian world teach the exact opposite of many things God teaches through the Bible, we begin to realize how careful we must be to see if the Bible actually says what many self-styled spiritual leaders have to say.

This matter of "kindling fires," though it may not seem very important at first reading, is just one example of how those who dislike God's laws vainly try to talk away the Ten Commandments. They just do not see the spiritual intent of God's law.

Having warned the people of the importance of observing the Sabbath, Moses outlined to them God's wonderful plan for a tabernacle in which He could be with the Israelites as they moved toward Canaan.

"Even though we have greatly sinned," Moses told the people, reminding them of their shameful conduct before the golden calf idol, "our God has promised to stay in our midst."

*(To be continued next issue)*

## AUTOBIOGRAPHY

*(Continued from page 10)*

lessons. He did let us go along on that one low-powered station, unable to leap out into greater fields, for two additional years!

### At Last—Into PORTLAND!

This same letter of September 3, 1936, told Co-Workers of how I planned now to get on Portland's most powerful station. Actually, CHRIST had not opened that door. Herbert W. Armstrong *tried* to open it. Here is another excerpt from that letter:

"Consequently, the Lord willing, we plan now to extend the Radio broadcasting to a powerful Portland station—if possible the most powerful station in Oregon. This station has FIFTY TIMES the power of KORE. After sundown

this station reaches out all over Oregon, Washington, Idaho. After 6 P.M. the cost is just *double*, but if we are able to secure a 30-minute period between 5 and 6 P.M., Sunday evenings, which will be after sundown in the months just ahead, we can send the program out over this large territory at a cost of only \$110 per month."

But *again* the pledges fell short—less than half!

Christ had not opened that door. I had to learn to wait until He did, and then to walk on through the doors HE opens!

But, by November 8, another letter to our Co-Workers shows that Christ finally *had* opened the door once again in Portland. Not the door of the biggest, most powerful station in Oregon. *The same identical door* HE had opened two years before—the *smallest* power

of only 100 watts, as it was then, KXL!

Here are portions from the letter dated November 8, 1936, which tell the story:

"I was in Portland this week, and learned that, beginning November 1st, KEX (the station I had wanted) "goes off the air on a silent period at 4:45 in the afternoon, before dark. We cannot afford to pay their high rate for a day-time broadcast. We now have subscriptions for only about \$40 per month, and it began to look like we would have to give up the whole program.

"And so I am sure you will rejoice with me to know that *the Lord has opened to us* a BETTER broadcast than would now be available on station KEX, and at half the cost. The owner of another smaller station, KXL, who also owns the Salem station, KSLM, made me a proposition for hooking up by



wire hook-up with both these stations, at our regular Sunday morning time, 10 A.M., over KORE, at Eugene, at a reduction of one-third from the regular rate. These three stations form the Oregon Network, and are connected by wire hook-up. . . . It is not as big a

program as we had hoped for, but it is what the Lord has provided, and will multiply the number of listeners to between seven and ten times the number we now reach. . . . It is a *stepping stone*. Often the Lord does not let us progress as rapidly as we would

like, and HE KNOWS BEST. I believe that this will soon lead to other larger stations, so that soon we shall be covering the entire Coast, and later the entire nation. . . . We now hope to start off this extended program by next Sunday."

Address Box 111, Eugene, Ore.  
December 19th, 1936

MAILING LIST  
The BULLETIN  
of the CHURCHES OF GOD in Oregon

Dear Brethren in the Lord:  
Greetings in Jesus' name. I know you will rejoice with me that the extended broadcast of the RADIO CHURCH OF GOD over the net-work is already bearing fruit.  
We are now into the second month of this broadcast, and are receiving letters from listeners every day.  
I should have written you two weeks ago to remind you to send in your subscription for December, but have been so rushed with work I have not been able to get around to it. Some of you have already sent in your subscription for this month, but I shall send this letter to all, for I want you all to know of the progress of this great work.

I have just returned from Portland, with good news that I know will cause you to rejoice as it did me. The way is now open, as soon as finances permit, to extend the broadcast still further, into Washington. In nearly all hook-ups the regular telephone lines are used between stations. This is very expensive. In our case it would be prohibitive---the line charges would cost more than station time. We have been very fortunate in securing a net-work connection on the three stations we now use---KORE, Eugene, KXL, Portland, and KSLM, Salem, that is very inexpensive. We use the Postal Telegraph wire, and it is costing us only a fraction of the usual telephone line connections. Otherwise we never could have gone on the present net-work. Now this same line connection has been extended

- ~~Buck - 96 Vermont St., Portland,~~
- ~~6 Bond - 540 Logus St., Oregon City~~
- ~~Schoth - 956 Molalla Ave., "~~
- ~~Seity, R.3, D.10-A - "~~
- ~~Johnson, Molalla Ave., "~~
- ~~Beard, 1004 Molalla Ave., "~~
- Hobbs - 937 Molalla Ave., "
- 5 Mrs. Mary Tompkins, Palm Lake Motor Route
- 6 O. J. Runcom, 1054 Highland Ave.,
- 7 J. S. Madill, R.2 - Salem, O
- x J. Z. Rhodes - Salem
- 8 J. M. McGill - R.2, Albany,
- 9 M. C. Helms, " " "

These three stations form the Oregon Net-work, and are connected by wire hook-up. We will continue to broadcast, as heretofore, from the Eugene studios of KORE, but now our program will go out simultaneously over these other stations, connected with our station by telephone wire. The time will continue to be 10 to 10:30 Sunday mornings. This will cover the area that contains 80% of the population in Oregon, and Southwestern Washington besides, but will not reach out into other states further than this. It is not as big a program as we had hoped for, but it is what the Lord has provided, and will multiply our number of listeners to between seven and ten times the number we now reach. We now have about ten thousand regular listeners over our small local station. The new hook-up will carry the TRUE MESSAGE we all love to between 70,000 and 100,000 people. It is a STEPPING-STONE. Often the Lord does not let us progress as rapidly as we would like, and HE KNOWS BEST. I believe that this will soon lead to the possibility of adding other larger stations so that soon we shall be covering the entire coast and later the entire nation. The entire cost for these three stations, including the wire charge, will average about \$37.65 per month. We now have about \$40 subscribed, and I am sure the balance will be subscribed within a few days, so that I am hoping we may start on the other two

Reproduced here are parts of two mimeographed letters dated Nov. 8, 1936, right, announcing we were starting on KXL---almost three years after first going on the air, and another of Dec. 19, above, telling results after one month on KXL and KSLM. Notice underscored parts.

The mailing list started from this old handwritten BULLETIN list. As requests came in for The PLAIN TRUTH from the broadcast, they were added to this list. At the start the mailing list was written in pen and ink on sheets of paper. Mrs. Armstrong usually addressed all magazines by hand. Today The PLAIN TRUTH is addressed on new IBM equipment, the same type equipment used by all mass-circulation magazines, such as LIFE, Look, Saturday Evening Post, Ladies' Home Journal. The PLAIN TRUTH circulation was 108 then, 300,000 today!

The next Co-Worker general mimeographed letter in my files is dated December 9, 1936. It tells its own story:

"GREETINGS in Jesus' name! I know you will rejoice with me that the extended broadcast over the Network is already bearing fruit!

"We are now in the second month of this broadcast, and are receiving letters from listeners every day.

"I have just returned from Portland, with good news that I know will cause you to rejoice as it did me. The way is now open, as soon as finances permit, to extend the broadcast still further, into Washington."

Once we broke out of Eugene, and learned to follow through where CHRIST leads in HIS work, we were allowed to begin expanding with increasing momentum.

Some thrilling occurrences in connection with expanding onto a Seattle station, and the further growth of the work, will follow in next month's installment.

## The SEVEN LAWS of SUCCESS

(Continued from page 23)

from Iowa to Oregon in 18 days back in 1924, we met repeated emergencies of motor troubles, flat tires or blow-outs. We had to solve the difficulties by patching tires, putting "boots" in the casings, or doing our own repair-work by the road-side when the motor stalled.

I learned a lesson in determination and resourcefulness on my first visit to Niagara Falls. It was on December 25th, with a silver thaw. I strolled out on Goat Island, which divides the river just above the falls. At one point there was a huge rock. It appeared as an impassable barrier to that rapid-flowing river, racing to its destination, down over the falls, into the rapids below and on to Lake Erie.

I watched, intrigued. Did the rushing waters stop, quit, give up? Not on your life! I was thrilled as I watched the water swirl around the huge boulder—splash on over it, even find a hole *through* it, dashing, crashing, roaring on toward its goal!

The IBM people have put out a famous card, found in many offices, which says "THINK!"—and sometimes they deliberately spell it "THIMK!"

When sudden emergencies arise, then of all times you need a clear mind, calm nerves, rapid *thinking*, sound reasoning!

You need RESOURCEFULNESS!

You need a cool head, to quickly get all the *facts* and make a wise decision.

Do you keep calm in emergencies, or lose your head and go to pieces? Do you think rapidly, yet clearly and logically, or do you freeze up and go dead?

To succeed, you need to cultivate the ability, and the *habit*, of remaining unexcited, yet leaping to action on high tension, reaching the right decision, then *acting on it!*

And now one would most *certainly* think that these *five* resources should be all that is required to guarantee ultimate success. And yet nine out of every ten who have all these five still fail.

### Importance of #6

Among the case-histories recounted in the first installment was that of the president of a major automobile manufacturing corporation. He had utilized the first five of these laws—that is, except he had the usual goal that leads in the wrong direction. Yet in the flash depression of 1920, when he lost his personal fortune (and possibly his job), he committed suicide.

This man had reached the point where he was, to all appearances, *through!* During life he had resourcefully solved emergencies and problems that arose. But now, suddenly, it seemed that *everything* had been swept out from under his feet. Everything he had worked for. Everything he had accumulated. Everything he had set his heart on! There was NOTHING left! He was washed up—finished! So it seemed to him. There might have been a marital smash-up at the same time—I never knew his private life.

He gave up! He committed suicide.

So near success, yet so far!

Yes, nine in ten, at least once or twice in a life-time, come to the place where they appear to be totally *defeated!* All is *lost!*—apparently, that is. They give up and quit, when just a little more determined hanging on, just a

little more faith and *perseverance*—just a little more STICK-TO-IT-IVENESS would have turned apparent certain failure into glorious success.

Law #6, then is PERSEVERENCE—STICK-TO-IT-IVENESS!

I know! I have reached that point more than once! I, too, had everything swept out from under me in that flash-depression of 1920. I had been making an income, still in my twenties, equivalent to \$25,000 or more per year on today's dollar-value. But some 90% of it came from five or six big mid-western corporations. Most of these great corporations "went under"—that is, they went into "receivers'" hands—but they were refinanced by new capital, and, in most cases under new management, they continued under the same corporation name.

Later, in 1926, an advertising business I had started on the west coast was wiped out from under me by an association decision made in the east. A million-dollar project was dashed to oblivion by the stock-market crash and depression of 1929. But I did not quit or give up living. THAT was when my life-GOAL was changed!

Even the first two years of the operation of Ambassador College stared constant defeat in the face. Nearly everybody thought we were *through*—we had failed! WHY, they wondered, didn't I realize it and QUIT? In those days I had to listen to associates around me talking constantly about "when this college folds up."

But it *didn't fold up!* By the year 1949 we got over our first financial hump. Later, the second. Today, I think we may be justified in saying that the college is, indeed, a *glorious SUCCESS!* And now a *second* Ambassador College is growing in England!

### Still We Need Law #7!

Well *now*, it would *certainly* seem that if one follows these SIX laws of success, nothing more should be required!

But still, these "successful" men I have described followed these six principles. They gained their goals. They made money. They became important. They enjoyed the passing pleasures.

*Still* their lives were empty—they



were never satisfied—they were discontented, they never found lasting, permanent, enduring *happiness*—they did not take their acquisitions with them when they died, and their fame died with them!

## THE BIBLE ANSWERS

# Short Questions

## FROM OUR READERS

*For years I have gone to a psychiatrist, but have received no help. Besides this, my money is almost gone. To whom can I go for help?*

In only very recent years the psychiatric profession has gained great influence in society and is considered the authority and the only hope for many major national problems. Though psychiatry claims to be able to solve many of man's problems and to bring him happiness, the paradox is that in numerous cases, *psychiatry has not been able to render any help*, even after years of work. Much more than one half of all released mental patients must later return to the hospital and are never permanently cured.

All one needs to do is look at how psychiatry works to discover why it is not successful in these cases.

Psychiatry works on the principle that fears, frustrations and worries are derived from some type of *complex* which has been developed in the past. The psychiatrist attempts to help the patient to "understand" the problem and then to readjust his *outlook*. Supposedly, it will not bother him from then on. But here is the catch! Simply changing *your* outlook on the problem does not solve the problem itself!

What then, is the answer?

Notice first the basic difference between psychiatry and God's way. Psychiatry seeks to change your "outlook" and to have you hide your guilt from yourself. God says to *repent* of *sin* which is the transgression of His law (I John 3:4). Psychiatrists do not even know what sin is! To repent means not only to feel sorry for past sins, but to admit your past to God and to *change* your way of living—to begin living accord-

What they lacked—what ALL lack who fail of REAL success, was application of Success Law #7—the most important law of all!

In the concluding installment this greatest law will be explained.

ing to the law of God. Mental problems can only be solved by *stopping what is causing the problem*—sin—not by leaving the problem—sin—there and only changing one's outlook on sin!

The real solution has been available to man for centuries. Many people have read it, but the problem is that almost no one has been willing to try it.

How does one receive a sound mind?

The answer is found in II Timothy 1:7.

"For God hath not given us the spirit of fear; but of *power*, and of *love*, and of a *SOUND MIND*."

Spiritual soundmindedness is not something that any psychiatrist can give. It is a supernatural gift from God through the Holy Spirit.

And how do we receive such a needed gift?

"Then Peter said unto them, *Repent*, and be baptized every one of you in the name of Jesus Christ for the remission of sins, and ye shall receive the gift of the Holy Spirit" (Acts 2:38). Read the article on baptism in this issue and see for yourself what soundmindedness is!

The results of "changing one's outlook" are only too evident in this God-defying world about us today. Crime, broken homes and insanity itself are increasing as never before.

On the other hand, notice the result of God's solution of changing and receiving the Holy Spirit—*power*, *love*, *soundmindedness*. These are direct promises to you!

"But the fruit of the Spirit is *love*, *joy*, *peace*, *longsuffering*, *gentleness*, *goodness*, *faith*, *meekness*, *temperance*: against such there is no law" (Galatians 5:22-23).

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MR. THEODORE EFIMOV  
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