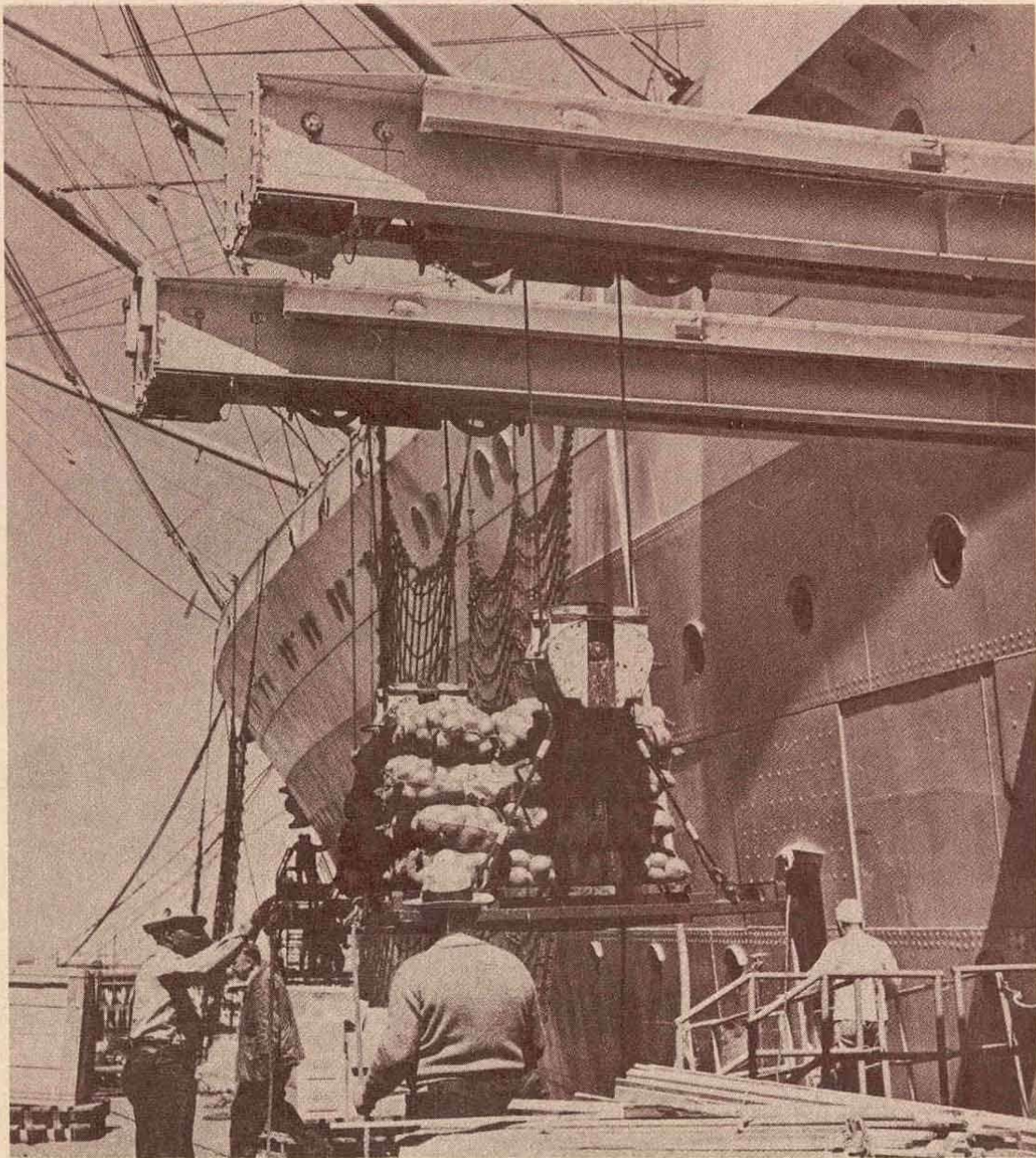


the
PLAIN TRUTH
a magazine of understanding

VOLUME XXVII, NUMBER 6

JUNE, 1962



Wide World Photo

PRESIDENT KENNEDY warns that America must "trade or fade." The U.S. was told it must embark upon a frantic effort to export more if it is to keep up with the rising economic might of Euromart, Japan and other powers. Read in this issue what's prophesied to happen.

What our READERS SAY

A Marine Thinks

"Dear Mr. Armstrong:

"For some time I have been studying religions and searching for one that really made some sense. Then one day a friend of mine told me about your program and I tried you out. At present I have been listening for almost 2 months and I do not know whether to fully believe you or to take what you say with a grain of salt. I must admit that what you say is quite logical but at the same time I am afraid that what you say might really prove to be true. Last night I sat down with the March PLAIN TRUTH and I spent almost 3 hours trying to prove what you said was false but at the end of that time I found that I could not tear down one single sentence out of any article. Instead I found more truth in it than I had at first."

Man from Camp Lejeune, N. C.

Warned Not to Read PLAIN TRUTH

"Dear Mr. Armstrong:

"I have just finished reading the article, 'Did Christ Die of a Broken Heart?' It certainly made a lot of sense. I have shown two of your magazines to a couple of my Christian friends and they warned me not to read The PLAIN TRUTH, but somehow or other, when I get to reading it, I can't seem to put it down. Everything I have read so far has been very plain and true, because as I read, I also checked in my Bible."

Woman from Columbus, Ohio.

Checks Up and Gets Shock

"Since listening to your broadcasts, I have begun to study my Bible as much as I can. Although I had never read or studied it before, I began to do as you said, and checked up on what you and other ministers are saying. It was really a shock to see many of the things I had always taken for granted as 'Scriptural Doctrine' completely refuted in the Bible."

Man from Portland, Oregon.

PLAIN TRUTH Has Ring of Authority

"I really look forward to getting The PLAIN TRUTH each month as you certainly don't mince words and your articles have a ring of authority that others lack. Keep up the good work."

Shepparton, Victoria, Australia

"Dear Mr. Armstrong:

"The PLAIN TRUTH is a re-educational magazine. One marvels at the accuracy, the intensiveness of study and research. You and your dedicated staff have so devotedly uncovered and laid bare the false concepts we have 'ignorantly' gone along with. Here is one striving to clear out the cobwebs."

Woman from Milwaukie, Oregon.

Half-dozen People Share One Copy

"For some months I have been receiving, and thoroughly enjoying, The PLAIN TRUTH. I should be unhappy to miss a single issue. Frankly, you have more than a million readers, for there are at least a half dozen people who regularly share my issue."

Man from Detroit Lakes, Minn.

- Why not have each reader subscribe for his or her own copy?

"Most Educational"

"Dear Mr. Armstrong:

"Today my PLAIN TRUTH was waiting when I came home from work. There is no magazine published that I ever look forward to as I do yours. Your articles thrill me from month to month. Your magazine is absolutely the most educational I have ever found."

Man from St. Louis, Missouri.

Minister Now Certain We Preach True Gospel

"For some time now I have been listening to you over WADC, Akron. Being in the ministry myself I am nat-

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a magazine of understanding

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Personal from the Editor

HERE I am again, with my monthly *personal* talk with our readers. This time I am writing from my study in *The Lodge*, which is the "guest cottage" on the Ambassador College grounds in England. I do not know when *The Lodge* was first built—probably more than a hundred years ago.

It occupies one corner of the beautiful college grounds, beside one of the two entrances, on the lane which encircles the approximately 180 acres of land surrounding the main college buildings. Directly across this narrow country lane—just outside the college grounds—is a large, rambling brick house that is more than 400 years old.

I remember the first time I visited St. Augustine, Florida, and was taken by a guide through the "oldest house in America." I do not remember, at the moment, its age—Florida readers will know—but it seems to me it was probably not more than 250 years old. It was a thrilling experience, then, to visit a house that old!

But now, as I write, I look out the window of my study on the well-kept front lawn of a house more than 400 years old! And such houses are not at all uncommon here in England. I have been in several buildings—cathedrals, castles, and such—that are 700 to 1,000 or more years old. And, in Rome, a restaurant room in part of the old Roman Forum, about 2,000 years old. In Nazareth Mrs. Armstrong and I have been in the synagogue, excavated from 15 feet under the present ground surface, in which Jesus stood up and read to those present, from the Book of the prophet Isaiah.

When we purchased the college property in England, in 1959, we found *The Lodge* in dilapidated and unlivable condition. However, a rebuilding job has converted it into a very comfortable cottage for Mrs. Armstrong and me,

or Garner Ted Armstrong and family, whenever we are here.

I came to my typewriter to talk with you about something else—but since this is a *personal* talk, I thought you might be interested in this bit about the home God has provided for us in England.

The thought I wanted to talk to you about is this: I had just happened to pick up one of the large-circulation American women's magazines from a coffee-table in our living room. I scanned over the various articles. It was the April, 1962, number of *Ladies' Home Journal*.

Usually I *think* about what I see or observe. I hope you do. The nature and subject-matter of the various articles started a train of thought. Then I began to think about the popular men's magazines, and the general magazines edited for both men and women, such as *Reader's Digest*.

I suppose most of you read some such magazine more or less frequently, or perhaps a farm paper. I could not help contrasting the nature of the reading material in all these magazines with that in *The Plain Truth*. This impressed on my mind all the more how utterly DIFFERENT *The Plain Truth* is from any other publication on earth. Of course, there are many "religious" publications, too, but *The Plain Truth* is about as different from any of them as it is from the popular secular magazines.

But let's take this issue of the *Ladies' Home Journal* as a typical example. Beside the cover picture of a teen-age girl, six leading articles are featured, in good-sized type, on the front cover.

First is "INSIDE THE EXCITING WORLD OF FASHION." Actually, on turning to it, I noticed that this article was merely an autobiography of the former editor of

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OUR COVER

Perishable freight consigned to Honolulu and the Orient is being loaded aboard the President Cleveland on the San Francisco waterfront. This photograph was taken shortly after a Government injunction had halted a nationwide maritime strike.

Personal from the Editor

(Continued from page 3)

Harper's Bazaar. She had died in 1961. A subhead said: "The world of fashion was the world of Carmel Snow, Harper's Bazaar editor." So this article was not a pictorial description of the latest exciting fashions. Yet such an article does usually appear in the popular women's magazines.

Now what's wrong with that? That depends. In many instances, if not all, an article in a women's magazine on fashion is primarily an appeal to vanity. Is vanity wrong? The world doesn't think so. The world doesn't think human nature is wrong. The very basis of human nature is VANITY. Vanity is SELF, and expresses itself in self-glorification, and in greed, selfishness, jealousy, envy, malice, hatred.

The world exalts vanity. Its educators teach the psychology of *self-confidence*, and, in child-rearing, of permissiveness. The idea is that human nature is essentially GOOD, and the impulses and desires of a growing child are always good—and therefore the child should be allowed to follow whatever whim or passion or desire pops into his mind.

But God Almighty, the Creator, says differently: "The heart is deceitful above all things, and desperately wicked" (Jer. 17:9). The Bible uses "puffing up"—self-exaltation—as a description of SIN.

With your new automobile, refrigerator, or television set the maker will send along an instruction book. The Maker of us all teaches, in HIS instruction book, that THE WAY to operate this human mechanism for satisfactory results is the opposite psychology of FAITH IN GOD—or *God-confidence* instead of *self-confidence*—and, in child rearing, to train up a child in the way he *ought* to go, and if you spare the rod, you'll spoil the child.

Did you ever notice that all commercial secular magazines appeal to vanity, and to your own selfishness? Their subject matter is altogether along physical and MATERIAL lines of thought

and interest. Their reasoning, philosophy, and opinion is carnal. Their appeal is to self-interest, your pleasure-seeking, your self-glorification, or material acquisition. They thus lead your mind into CARNAL channels, *away from GOD!*

I do not mean to say that all in worldly magazines is bad. Nor that you should never read them. I read them—but I am careful *what* I read in them, and *how* I read their material. We live in a material world. Christ did not teach us to go away from the world. He has not called us to get away from it by coming up to His Heaven. We must live *in* it—but should not be *of* it.

Much among the informative or thought-provoking articles in popular magazines contains information, factual knowledge, even ideas that we need to know. So it is, for the true Christian, a matter of *what* and *how* you read. It is so easy to simply let your mind be carried along in the mood of the article. If your approach—your attitude as you read—is carnal, completely sympathetic and in tune with what you are reading, it will lead you into carnally becoming more and more a part of this world, thinking its thoughts, participating in its ways. But if your approach is *spiritual*—tuned to the MIND OF CHRIST, which He says ought to be *in you* (Phil. 2:5)—looking on the world, and worldly conditions, facts, philosophies, arguments, opinions, as GOD looks at them—comparing them with the true spiritual values and truths, then you may grow spiritually even through such carefully selected reading.

And besides, all that is in these magazines is neither bad, nor false, nor necessarily contrary to Biblical teaching.

As an example, in this same number of the magazine I am discussing, is an article captioned: "*You're Never Too Old to Look Young.*" Now this article could be used to greatly inflate the ego of some women, but it could be used very beneficially by others. I haven't read it, except the headings, sub-headings, and the descriptive captions under the pictures. They show, in photographs, a "before and after" of a certain woman. As she looked before, her hair was unbecomingly combed tightly back on her head; she wore unattractive spectacles which detracted from her appearance;

she had on what appeared to be a dull-colored plaid dress that tied up tightly around her neck, with plain long sleeves and of course with no pleasing style in design.

The "before" picture might have been some sanctimonious pseudo-religious woman who construed the Biblical teaching about modest dress to mean that women should make "eye-sores" of themselves. God Himself designed the beauty of the lily. He says that even Solomon in all his glory was not arrayed as beautifully as a lily. The number one interior decorator of the United States used to speak often against "gilding the lily,"—that is, over-doing ornamentation in decorating a home or building, or in personal attire. A lily is modest, plain, simple—not overly ornamented. It has plain, simple lines—but it is BEAUTIFUL!

True, the Bible teaches that women adorn themselves in modest apparel. But this passage does not say women must "cover themselves with ugly, ill-fitting, unbecoming clothes." It says they are to *adorn themselves*—and the word means "decorate" and implies *pleasing* appearance—in *modest* apparel. Now God Himself *adorned* the beautiful lily! The lily is surely *modest* in design—plain, simple, MODEST, YES!—but it is indeed a thing of BEAUTY, and a work of ART, such as only a SUPER-Master craftsman such as God Himself could design and create! What is said in this Biblical passage about "broided hair" actually refers to over-done plaits women of the world used in Biblical days—comparable to a ridiculously over-done Hollywood actress of today.

Of course this issue of this women's magazine has an article on sex—as all popular magazines seem to have these days—"How to Help Adolescents Understand Sex." I have not read it. Such articles usually are "clean" enough, and biologically instructive. But, lacking the Biblical FOUNDATIONAL knowledge of sex, its God-designed purposes (the word is in the plural) and God's laws regulating it, such articles in popular magazines never supply fully what readers need to know. I am hoping to start a series of articles making plain GOD'S MEANING about sex, in *The Plain*

(Please continue on page 21)

Khrushchev LOSING OUT in East Germany?

Khrushchev is worried! Usually tough, swaggering, he's been relatively subdued this year—so far. Why? What's gone wrong? What is Khrushchev's trouble? The shocking answer has just been disclosed in a secret report.

by Herbert W. Armstrong

Dusseldorf, Germany
Special bulletin by cable:

EAST GERMANY is in serious economic difficulties! Instead of showing the world a success story, East German Communism has failed. The serious economic JAM in East Germany has Khrushchev really fearful!

A special, top-secret directive, just leaked to the West, reveals what's happened—reveals why Khrushchev is really fearful.

Ulbricht Regime Floundered

Khrushchev's present worries over Communist failure in East Germany go back to 1959. In that year a seven-year plan was begun to prove to the world how Communism, under the Ulbricht leadership in East Germany, could match or surpass western production. It was to make East Germany a truly productive and powerful ally to Russia.

What really happened is something far different!

Instead of *success*, Communist Ulbricht's puppet government found itself in a veritable MESS. East Germany's economy floundered. Ulbricht tried to cover up by false statistics. When Khrushchev found out what happened, Ulbricht was called on the carpet—all the way to Moscow!

Nikita Khrushchev laid down the law in a secret February meeting. Produce or else! The "or else"—now disclosed in a news leak to West Berlin—will be Ulbricht's finish—and complete control of East Germany from Moscow! Khrushchev is taking no chances.

Khrushchev's REAL WORRY

Already, Khrushchev has given stern orders that **TOP PRIORITY** is to be given delivery of exports to **RUSSIA!** *Low*

priority is to be given the East German consumer demand. Instead, higher production of vital materials for *Russia* has been demanded—especially automation equipment, electronics, specialized machine tools and optics.

RUSSIAN experts have been sent to East Berlin to **REFORM** the economic situation, enforce production and export commitments to Russia and report directly to **MOSCOW!** It means **TROUBLE** is ahead with an increasingly **DISSATISFIED EAST GERMAN POPULACE!**

But **HERE'S THE REALLY BIG QUESTION!**

Are the East Germans DELIBERATELY stalling production—are they deliberately holding down exports to Russia, and giving priority to their own consumers?

Is the real problem in East Berlin only with the mismanagement of a sincere Communist government, **TRYING** to meet its commitments to Soviet Communism? Or is it deliberate slowing of production and planned wrecking of the Communist East German economy—as the first step toward revolt to join the Fatherland and the United States of Europe now forming?

This is **KHRUSHCHEV'S** big question!

The *answer* to it has him really concerned.

Actually, Khrushchev knows *Fascism* is still lying just under the surface in East Germany! He remembers the Hungarian revolt—and the East Berlin revolt. And he's worried—**SCARED!** He's worried the **SAME THING**, *with far more serious results*, might happen in all **EAST GERMANY!** Yet this is only one of Khrushchev's present troubles. His many headaches have forced him to tone down his normally *violent* reaction to the resumption of U.S. nuclear tests. Russian reaction was more routine, calmer.



Wide World Photo

Walter Ulbricht, East German Communist boss, who was recently summoned to Moscow to explain East German economic floundering.

Khrushchev has had to tone down his campaign to keep fanning the fires hotter and hotter over Berlin. He has had to let opportunities for applying pressure slide by! The really **BIG WORRY** Mr. K. faces is what will happen in East Germany!

What PROPHECY Says!

Here in West Germany again, I see West Germans **BOOMING BIGGER THAN EVER!** They are simply **LEAPING** ahead! From all sides come admissions that a revitalized West **GERMANY** is the leading nation in Europe. She is the **BIGGEST** military power among the European members of **NATO**. She is the really *big-*

(Please continue on page 23)

literally grown 2,200 times faster last year than it did. Everyone could then have been able to hear and understand the laws that regulate our financial and spiritual well-being. Private and national debt would soon have been wiped out! God would fight our battles and cause the communist menace threatening the free world to perish at its own hands. All the nations would see our prosperity and *tremble at our feet for help*. Today, because we have failed to pay God His tithe, we seek Gentile nations as partners and *we tremble* before them whenever they slap us in the face for meddling in their internal affairs.

Why can't we learn what a Friend God is? Notice what God says of the tithe-payer Abraham: "And he—Abraham—believed God, . . . and he was called *God's friend*" (James 2:23). Abraham believed God meant what He said. God said the first tenth is His. Therefore Abraham "gave Him"—God's high priest Melchizedek—"a TENTH of all" (Genesis 14:20). Abraham paid God's tithe to God's representative. God was Abraham's partner. Abraham was blessed.

It Pays to be God's Friend

"Fear not, Abram," God said, "I am thy shield, thy *reward* shall be exceeding great" (Gen. 15:1). There is a REWARD that comes of tithing. God prospers the tither and delivers him out of debt. Do you believe God can do for you what He did for Abraham? Or are you a *doubter*? or a robber of God's treasury? Do you want His blessings or His curses? Notice Malachi 3:9-12: "Ye are cursed with a curse, Yet ye rob Me, even this whole nation. Bring ye the whole tithe into the storehouse," says God. "Try Me now herewith, saith the Eternal of hosts, if I will not open you the windows of heaven, and pour you out a blessing, that there shall be more than sufficiency . . . And all nations shall call you happy; for ye shall be a delightsome land, saith the Eternal of hosts."

That is God's promise—and God cannot lie. Isn't it about time you take God up on His promise? Here is what happened to some of our readers who did:

"A good few weeks ago I stopped tithing. What happened? I've been in

financial difficulties ever since, which caused me no end of worry. Especially this week I can't afford to send and will be broke when I send them BUT I am sending them because I realize I have been literally robbing God and even if I have to starve this week it will serve me right as I don't deserve to get the chance I'm getting from God."

That is from London, England. Another writes from Jackson, Ohio:

"I didn't think I could spare \$50 tithe, but later I decided to pay it. Three days later I received a check from my son for \$50. I am sure it pays."

Another man from Chicago, Illinois put God to the test:

"I am now experiencing material prosperity that I have NEVER known before as a result of paying tithes. I have good health and strength. I have a good job. I have just purchased some income property (something I thought I would NEVER be able to do this early in life.) The investment is small, but good and sound. All of these blessings (they are a lot to me) because I tithed and do my BEST TO LIVE BY EVERY WORD OF GOD."

This Work Must Grow Hundreds of Times LARGER

This work of God, carrying God's message to the nations, must grow hundreds of times bigger before our job in this age is completed. It cannot do that job unless hundreds and thousands of people like you begin to *pay your debt to God* and ask for God's mercy to be shown to the rest of the nation before it is too late. Time is fast running out! God holds you financially responsible for doing your part in bringing His Message to this tottering world!

As a financial partner, God is not interested in money for money's sake. He is interested in *your welfare*—"that in all things you *prosper* and be in health" (III John 1). Whatever you owe God as a past debt, HE IS WILLING TO FORGIVE AND CANCEL OUT. But what God does expect is *your obedience from here on*. When the knowledge of God's ways reaches your mind, He holds you accountable.

Anyone who refuses to obey God will have to pay Him every debt, material and spiritually, by eternal death. But for those who REPENT of transgressing

God's spiritual and physical laws, there is forgiveness through the death of Christ, and the promise of material and spiritual blessings without end.

What are you going to do about it?

Personal from the Editor

(Continued from page 4)

Truth, in the near future.

It is right and proper that we read a certain number of these popular, large-circulation magazines—especially the NEWS magazines, and those with thought-provoking articles. But it is IMPORTANT that we THINK about what we read while we are reading it, from GOD'S viewpoint, and with discrimination about WHAT we read.

Even so, the main point I wanted to get across to our readers is this: You'll find, if you are not careful and very selective in your reading of such magazines, that if you devote too much time to them, they do leave you EMPTY! You'll feel you have fed your mind on a lot of chaff, with just a few kernels of wheat. And, if you let your mind drift along with the article, absorbing without question the ideas and theories expressed by the writer, you can be really "brain-washed" into accepting, and coming to BELIEVE many errors, fables and lies.

But when you read *The Plain Truth* you are reading the very Word of God *made plain*, or informative facts about world conditions fulfilling prophecy—news Christ commanded us to watch for, or challenging, thought-provoking, eye-opening articles correcting many false assumptions and delusions that have deceived this misguided, empty world.

Nevertheless, even in reading *The Plain Truth*, I say—as I say on the air—"DON'T BELIEVE ME—or our writers, BELIEVE WHAT YOU SEE IN YOUR BIBLE." You'll find *The Plain Truth* interesting, stimulating, and the more so if you really THINK about what you read while you are reading it. And, when you have read it, you won't have the feeling that you've wasted your time! You'll feel rewarded!

The Autobiography of Herbert W. Armstrong

Mr. Armstrong talks to businessmen; "wolves" enter and devour flock—but the amazing growth of God's Work continues.

INSTALLMENT 45

IN THE preceding installment we had come to the year 1943. By the spring of that year we were broadcasting on eight radio stations. A year before we had been on only three—covering only the Pacific Northwest. But now Christ's own Message was going out, although only once a week, on two stations in Southern California, and on two Midwest super-power 50,000-watt stations, each of which had listeners in every state in the U.S.A.

Beside this, during that 12-month period, we had moved up from 500-watt KWJJ in Portland to 10,000-watt KXL, and now during 1943 had added 5,000-watt KVI in Seattle, increasing the number of stations to nine.

First Meetings in Texas

About February 1, 1943, *The World Tomorrow* program started on the powerful WOAI in San Antonio. Later that year, after we had been on the station a few months, I went again to San Antonio to put the program on the station "live." It must have been the next night, Monday, that I held my first meeting in Texas.

This was announced on the air over WOAI on Sunday night. I had engaged a banquet or lecture-hall on the ground floor of the St. Anthony Hotel. Every seat was filled. Several businessmen and their wives came.

On another occasion Mrs. Armstrong and I traveled to San Antonio, and on the Sunday night broadcast I announced we would be holding "Open House" through the following afternoon and evening in our hotel suite. It was encouraging and inspiring to receive a continuous stream of new Texas friends—some coming just to meet us—others with problems for counselling.

As mentioned in the preceding installment, I was invited to speak before

the Businessmen's Bible Class of San Antonio. It was nondenominational, and met in a club room of a leading hotel for coffee and a short service before the Sunday School hour. Those who were members of various denominations proceeded on to their own Sunday Schools or Church services after this earlier Bible Class.

As I wrote the above paragraph, I supposed this talk to the Businessmen's Bible Class was a little later that same year—1943. But I remembered that I have with me the abbreviated notes from which I spoke to that class of businessmen. I am a little surprised to find it dated Sunday morning, November 9, 1944, toward the close of the

war. So I am now getting ahead of myself by more than a year.

However, I felt our readers might like to read, now, a very brief summary of what I said to these businessmen on that occasion. Remember, this was only about a half year before the end of the war.

Talk to Businessmen

First I read from verse 1 of the 127th Psalm: "Except the ETERNAL build the house, they labor in vain that build it." "That," I said to that class, "is a basic truth that applies to human activities generally—building a house for a home, building a city, a nation, or a business. We are prone to take things for grant-

It was near the beginning of summer, 1944, that the Allied landing in Normandy occurred. Many broadcasts were made on those momentous events.

Wide World Photo



ed—even this WAR, as well as the economic system in which we find ourselves. We've been in the war about three years now—we've gotten used to it. You've been in this system of business quite a while—and naturally take it for granted.

"But there is *tremendous significance* to world events right now! They are fraught with meaning far deeper than realized. Let's look at it from the standpoint of BUSINESS. Basic and far-reaching changes are occurring in the industrial, distribution, and commercial structure as a direct result of the war—and changes have been shaping during the past forty years unrealized by most businessmen.

"Back in the years 1912-1915 I was making surveys of business conditions for a national magazine, which brought these changes into bold relief. This country was founded on the basis of decentralization. Today there is a rapid shift toward centralization in all fields—not only business, but government. But even in those years the little man in business was being squeezed out.

"The big headache then, in retail circles, was the encroachments of the giant mail-order houses; and chain stores were beginning rapid development. World War I put impetus to the centralization trend. As an aftermath of that war the flash depression of 1920 shook America, economic collapse rumbled through forty other nations, finally producing our Great Depression of 1929-1936. All this time the MACHINE AGE was developing rapidly in America, making possible three to thirty times the output per man-hour as compared to hand labor. There was sufficient raw material in the ground to have provided luxury for all the people.

"Yet no economic utopia came. Instead, we've had troubles, wars, depressions. WHY? Unequal division of the proceeds of production is the reason. The profit system has been *selfishly exercised!*

Capital and Labor

"First, capital and management, being greedy, retained *most* of the increased wealth of mass machine production. Labor was not given its rightful share. Read the prophecy of this, in James

5:1-5: Come now, you rich men, weep and shriek over your impending miseries! You have been storing up treasure in the very last days . . . See, the wages of which you have defrauded the workmen who mowed your fields (or worked in your factories) call out. . . . Verses 2 and 3 show the final fate yet to come on businessmen guilty of this unfair practice.

"But, second, organizers appeared and began to organize labor, with the equally wrong philosophy that capital and management is the enemy of labor, and that by organization LABOR ought to exact more than its fair share.

"Meanwhile, World War I spawned the Soviet power dedicated to overthrowing every other nation, government, and economic system and ruling the world with atheistic Communism. Now we are fighting to stop the Nazi onslaught to conquer and rule the world with *National Socialism*. It all adds up to WORLD REVOLUTION—CHAOS—DESTRUCTION! They are producing the robot bomb and the rocket bomb—and working on constantly more powerful *destructive* forces. *Mankind cannot stop!* Mankind has now gone *past* the point of NO RETURN! Man will plunge on fanatically toward DESTRUCTION, unless God Almighty intervenes—which He PROMISES TO DO!

"WHAT'S WRONG?

"*God did not build this world's house!* Therefore they labor in VAIN that struggle to build it. They are reaping DESTRUCTION. This world is *not* of God's making. It is *basically* WRONG! It is built on principles diametrically opposite to those RIGHT principles and laws set in motion by the living GOD.

"The basis of GOD'S LAW is LOVE. It is love *toward* God, and love *toward* neighbor. This is the principle of "GIVE" and "SERVE," not of "GET" and "BE SERVED." This world's business is based on the foundation of competition. The competitive system is the relentless effort to *take from* competitors—to get the best of a deal.

"Also, the SYSTEM underlying the world's whole civilization is based on concentration in CITIES. We are now beginning to see the *destruction of cities*. They are not built on God's pattern. God says He will destroy them—tear them down! (Micah 5:14 and Isaiah

14:16-17 were quoted and expounded as prophecies, among many others, foretelling this.)

"God set apart 6,000 years to *allow mankind* to make his own choice—go his own way—to write in human EXPERIENCE the lesson that only GOD'S WAYS can bring us the happiness, prosperity and joy we all want." I then explained a little of God's economic laws, and gave a glimpse into the *World Tomorrow* when Christ puts down this world's systems, and establishes the WORLD RULE of the KINGDOM OF GOD. There my talk ended.

The talk seemed to be well received, and I was presented with a card which I have before me now, conferring honorary life membership of the Businessmen's Bible Class of San Antonio.

Also I notice, on the back of the paper on which my notes were written, the following, which I remember one of the men of the class wrote there for me: "*A city is an artificial development of an imperfect distribution system.*"

The Work Grows

By late August, 1943, our year's contract with station WHO was completed. We had then had 6½ months of broadcasting on WOAI, in addition to WHO. By this time most of our regular WHO listeners knew that *The World Tomorrow* could be heard on WOAI, so that going off WHO gave us no noticeable setback or loss of audience.

Station WOAI had not brought as much mail from listeners as WHO, but that did not mean, necessarily, that its actual number of listeners was correspondingly less. Merely that its programming was different, and was not designed to stimulate habitual mail-response.

However, at the time we went off WHO, or just before, I decided to put the program on one of the two leading local stations in Des Moines. Station KRNT had opened a 45-minute earlier time, at 10:15 P.M. Sunday nights. This was a 5,000-watt station.

Also, station KMA, a 5,000-watt station at Shenandoah, Iowa, had gained a reputation for having a very wide and responsive audience. This station cleared the same time—10:15 Sunday nights.

About this time, a smaller station,

KNET, in Palestine, Texas, solicited the program. It was so unusual to have a radio station actually *come to us* with an offer of time, that I took it—at 9:30 Sunday mornings.

And so it was that the November-December issue of *The Plain Truth*, for 1943, listed a log of ten stations.

However, the three smaller stations, KRNT, KMA, and KNET, gave local coverage only, and we were not big enough yet to carry them long enough to make them voluntary self-supporting. Remember, we never solicited contributions from the public—either over the air, or in any of our literature which was always all FREE. After one or two years, these stations were dropped.

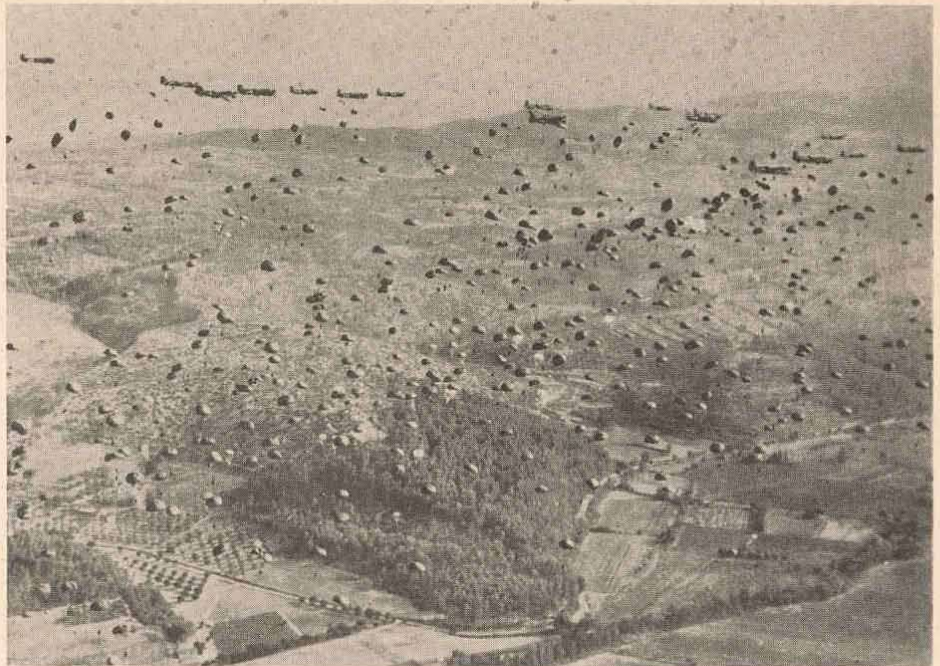
Coming into the year of 1944, Bulletins in old files show that mail response and other methods of checking indicated the radio audience had grown to between a half and three-quarters of a million in the war years. That was a big jump from our small and humble start ten years before.

The circulation of *The Plain Truth* had climbed to 35,000 copies, now reaching every state and province in English-speaking North America.

From the approximately \$5 cost of printing the first issue of *The Plain Truth*, the first page of which we reproduced in the February number from the only copy we still have, the printing cost in ten years had mounted to \$1,000 per issue.

A short decade before, just starting in 1934, our cost of radio time was \$2.50 per week. In early 1944 it had soared to one hundred times the original cost—an expenditure of \$250 per week. That seemed like a huge mountain of obligation to be constantly met. But it was a tiny ant hill compared to the still-mounting expenditures for reaching some 20 million people *daily*—a cumulative weekly audience of some 140 million people, world-wide, today!

The growth of this Work of God has continued to soar at the rate of 30% a year—doubling in scope and power every 2 years, 7½ months. Today the cost of printing one issue of *The Plain Truth*, Los Angeles edition alone, is many thousands of dollars—to say nothing of the editions printed in London and in Melbourne—a world circulation,



Wide World Photo

Hundreds of paratroopers fill the air during the Riviera Invasion in late summer of 1944. Hitler's defeat made possible the present opportunity for preaching the gospel around the world.

now, of about 400,000! And still climbing! And, more—*The Plain Truth* in 1944, published only every two months, was a mere 12 pages, whereas today's monthly publication is 48 pages in two colors. Today's world-wide broadcasting costs many thousands of dollars weekly.

In my talk to the businessmen at San Antonio, I read the Scripture that unless GOD builds the house, it is a vain effort. *This work* is the building of GOD'S OWN HOUSE—His own Work. He is its Builder! *That* is why it grows—and GROWS—and GROWS!

When it started, in 1934, we were using 100 watts of radio power per week. A decade later, early 1944, we were using 91,000 watts a week. Radio power was multiplied more than 900 times in ten years. Today it is more than 22 million watts of radio power weekly, or 240 times as much as 1944, less than two additional decades later.

Fierce Wolves Enter

It was during these years—1943 and 1944—that we encountered another experience to teach us that the Apostle Paul was prophetically inspired of GOD when he warned the elders and ministers of the Church of God at Ephesus: "Take heed therefore unto yourselves, and to all the flock, over which the Holy Spirit hath made you overseers, to feed

the Church of God, which He hath purchased with His own blood. For I know this, that after my departing shall grievous wolves enter in among you, not sparing the flock. Also of your own selves shall men arise, speaking perverse things, to draw away disciples after them. Therefore, watch . . ." (Acts 20:28-31). The Moffatt translation renders it "fierce wolves."

During those years I made occasional visits to Hollywood to resume *daily broadcasting* for a period of two to six weeks each time, on station KMTR. Also, when there, I continued holding Sunday afternoon services frequently at the Biltmore theatre or other large halls in Los Angeles. A former minister frequently called at the studio. He continually assured me that he certainly did fully accept and agree with everything I was preaching. As time went on, we became well acquainted.

I shall not mention this man's name. I do not wish to say anything that might reflect against any person—even though entirely true. This man has been dead several years now, anyway. As a result of the broadcasting, *The Plain Truth*, and the personal meetings, a number of people were baptized in Los Angeles, and I formed them into a small local church. There were 23 at the start. I made this former preacher pastor of the

tiny flock. This, I believe, was in the autumn of 1943.

Also our work paid his expenses up to Eugene, Oregon, and return, to assist me in an annual fall Festival of meetings we were holding in our little church building in Eugene. This man had good personality, was friendly, flattered parents about their babies and children, and seemed well liked.

A year later I found the little "church" I had gathered together and turned over to his shepherding had disintegrated—except for one young woman who, I found, was no longer living a Christian life. I tried to follow up some of the people, but those I was able to contact had formed an extreme dislike for this "pastor" and refused to attend his services. Nevertheless, he came once again in the fall of 1944 to Eugene for our fall Festival.

I have mentioned before that the Sunday night evangelistic services held beginning late 1941 in Seattle and Everett, and personal work Mrs. Armstrong and I did in that area, had raised up a small church group, which met in Everett. They purchased a fairly old small church building there. These Seattle and Everett people seemed to like the minister from Los Angeles, and during the 1944 Festival, attended by this entire group as well as our local Oregon people, he succeeded in worming his way into their affections.

We had learned that this man was physically lazy. His wife, we learned just prior to this Festival, had been supporting him. She told Mrs. Armstrong that he *would* condescend to water the lawn with the hose, *provided* he could SIT while holding the hose! Apparently she had given him an ultimatum to get a job preaching and support her, or she was going to refuse to support him longer. She had been professionally employed at rather good salary. So this man went on up to Everett, Washington, to become the Pastor of this little flock.

No sooner had he ingratiated himself in the affections of the "sheep" than he began "devouring" them. It began appearing he did not believe very much of the BIBLE truths I had been preaching, after all. One thing he had firmly believed—before going to Everett—was the Biblical teaching on tithing. This Everett group were all tithers. They

averaged considerably better incomes than the others who were Co-Workers with me, supporting God's Work. In fact, about 25% of the entire income of the work was being supplied by them.

But, once established in Everett as their local Pastor, this man did a reverse-twist in his doctrinal beliefs. Suddenly he did not believe in tithing any more. The proportionately big lump of income that kept God's Work alive suddenly stopped. By now, of course, I only received news from there indirectly, perhaps not 100% accurately, but the indication was that the new "Pastor" did another reverse-twist, and did once again revive the tithing system among these people—only this time it all went to him.

Soon weird and fanatical beliefs and practices, it was reported, were being embraced among this group of people. The "wolf" had been real hungry, and had devoured the sheep.

... But God's Work Marches On

But when this large portion of the financial support for the nation-wide work was cut off, we suffered no pangs of consternation or fear. We did pray and commit the problem to the HEAD of our work, the *living* Jesus Christ. And, somehow, the income for God's Work did not drop. It kept right on climbing—just as if we had never lost the Everett income.

This experience did cause Mrs. Armstrong and me real sorrow to see those we had come to love so dearly—among whom we had labored diligently for approximately three years—fall by the wayside—cutting themselves off from GOD'S PRECIOUS WORK and thus from His true Church, which is His instrument carrying on GOD'S WORK.

GOD has been building *THIS* structure which thunders His Message over every continent. Jesus Christ said: "Every plant, which my heavenly Father hath not planted, shall be rooted up." But HE began this great Work, and of it we read: "Thou wilt not drop the work thou hast begun." Jesus Christ has never left nor forsaken us—He never will!

I ought to add, in connection with this Everett episode, that it has come to our attention that there are some—

not necessarily connected with those here referred to, in the Seattle area, who have claimed to be connected with this work, but who are not.

We do have a minister in that area—a competent and fully ordained minister, a graduate of Ambassador College—who is there to minister personally to any who desire counseling or Biblical explanation—but he is properly identified, and contact can be made through our Pasadena World Headquarters.

I might also mention, in this connection, that we are gradually establishing fully consecrated, called, trained and ordained ministers—Ambassador College trained—in most areas of the United States, Canada, Britain and Australia.

But always BE SURE they are really representatives of *THIS WORK*, for truly many false prophets are gone out into the world—and it is the *MANY* who are deceived. If any reader desires to have a true Minister of Jesus Christ to call, write to me, at any of the addresses for your part of the world listed on page 2, bottom right-hand column.

Next installment, you will read of how *The World Tomorrow* finally went on a DAILY broadcasting basis, nation-wide; also of the end of World War II, and our attending the historic San Francisco Conference, as an accredited Press representative, with credentials from the State Department. Soon we shall be coming to the establishment of Ambassador College—and then we reach some truly thrilling experiences. However, such experiences as the one just related, the disintegration of the little church in Los Angeles, and others previously, *because there were no other shepherds* to feed and protect the flocks, were heavily instrumental in forcing the decision to found the college. We still had many lessons to learn, and we learned rapidly from 1945 on.

All in FUN!

(Continued from page 26)

ful attitudes are developed.

What ARE The Real Differences?

There really *are* differences, of course! But those differences are purely *PHYSI-*