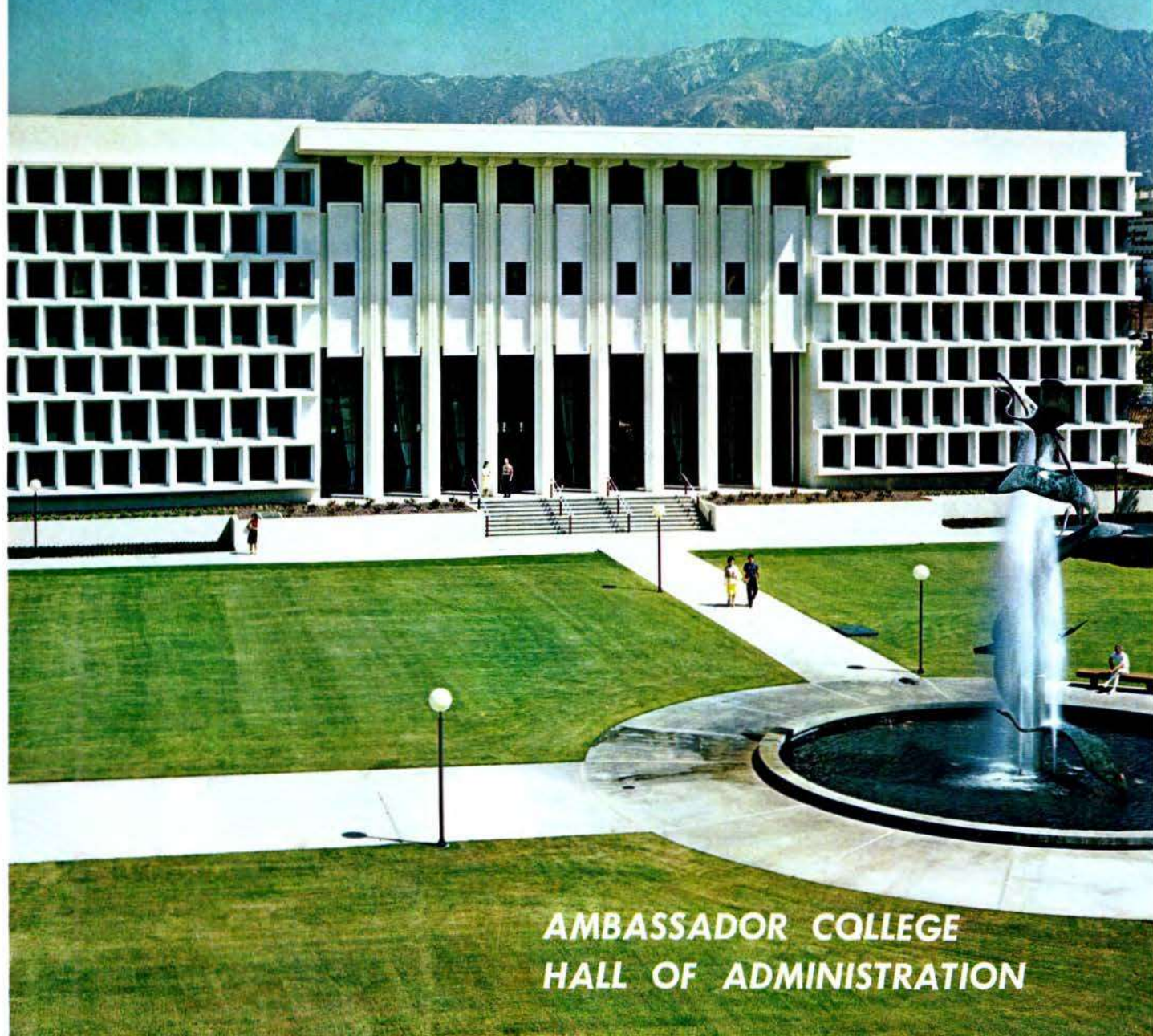


The Good News of
**TOMORROW'S
WORLD**

June 1969



**AMBASSADOR COLLEGE
HALL OF ADMINISTRATION**

Personal from the Editor

A NEW MAGAZINE is born! It comes to fill a most serious need—in *your* life! You live in a world of frustration and despair, whose greatest problem is the very question of SURVIVAL! And now our *new* magazine, TOMORROW'S WORLD, comes to bring hope, assurance and TRUTH.

Our commission is to proclaim to the whole world the GOOD NEWS of the coming WORLD of PEACE. World leaders, however, will not produce it. The search for peace seems to be the number one occupation of governments today. Yet none knows where to find it. None knows THE WAY to peace!

It is like the elderly lady who searched every nook and cranny of her home to find where she had mislaid her glasses. They were nowhere to be found—until she went to wash her face. Then she discovered they had simply been pushed up above her forehead. They were right there all the time—she had simply not known where to look.

But if we were to tell the world about the ONLY PLACE where the way to peace can be found, the world would not listen, for that is a Source the world has rejected. It *refuses* to look there for THE WAY, or to listen if it is read. It simply *does not speak their language*.

Consequently, we get this GOOD NEWS to the world in the world's language. *The PLAIN TRUTH* magazine makes that Truth PLAIN—in a language this world understands, and will accept.

But now comes TOMORROW'S WORLD, for those who accept the one Source where this Truth may be found—those who wish to go *deeper* into this precious gold mine of Truth, IN ITS OWN LANGUAGE!

We have been given, one might say, a dual commission: 1) Our first and principal commission is to proclaim to the whole world, AS A WITNESS, the good news of coming world peace. In Bible language, it is called "Christ's Gospel" (the word gospel *means* good news)—and that Gospel is the Kingdom of

God. The Kingdom of God is the coming WORLD GOVERNMENT that will bring peace. World leaders—both statesmen and scientists—are saying the world's only hope is WORLD GOVERNMENT. So we proclaim it *in their language*—not Bible language. We are commissioned to proclaim it ONLY *as a witness*. Following Christ's example—and Peter's and Paul's—we make no effort to "cram Christ's religion down their throats." Jesus said none *can* come to Him (spiritually—religiously) except the Spirit of God *draws him*. We are humans. We cannot "draw them." That is not our job—it is GOD'S. Jesus never pleaded, "WON'T you accept me?" He never urged or begged any to "be saved." Nor did Peter nor Paul. That is a modern Protestant RELIGIOUS invention and practice.

Our commission TO THE WORLD is to preach the GOOD NEWS *as a witness*. This we do IN THEIR LANGUAGE. This we do as an interesting, dynamic EDUCATIONAL broadcast—NOT as a religious program.

For this, *The PLAIN TRUTH* is our vehicle-in-print, besides free booklets.

But our second commission is to "FEED CHRIST'S SHEEP," to put it in Biblical language. Those whom God, through His Spirit, *has* drawn to Christ—HAS converted—need *deeper spiritual food*. And now TOMORROW'S WORLD becomes our magazine to help in *that* phase of our commission.

World leaders *search* for the way to PEACE. Yet they see nothing ahead but ever-worsening troubles with no solutions. The reason they see no solutions is that they wilfully hide their eyes from the CAUSES. For every wrong result there has to be a CAUSE. To CAUSE the desired results of peace, happiness, prosperity, and abundant well-being, our Creator set in motion invisible and inexorable laws. There is *no other way* to obtain these desired ends.

Yet a rebellious mankind refuses obedience to THAT WAY. It seeks those results by going the opposite way. And *that* is THE WAY that produces every unwanted trouble! There is one root CAUSE for all the

troubles this world is suffering — transgression of our Maker's right WAY OF LIFE — that WAY expressed in principle by the Ten Commandments.

This world, in general, has lost contact with, and therefore knowledge of its Maker — the SOURCE of everything good that man desires.

The living God our Creator RULES over His entire vast, limitless creation. But to fulfill His purpose, He has marked out a duration of 6,000 years to allow man to make his own free choice. Humans have been made free moral agents — creatures of CHOICE. Then there is to *follow* that 6,000 years the direct supernatural intervention of the Great Ruler of the Universe. He will enforce the rule of His Government for 1,000 years. Even the nature that has drawn humanity like a magnet toward false values and into the wrong ways will be changed! TOMORROW'S WORLD will, therefore, be a world of PEACE, PROSPERITY, HAPPINESS, ABUNDANT WELL-BEING!

Our commission is to proclaim to the whole world this GOOD NEWS of the Kingdom of God and of His gift of eternal life; and to prepare the way for the coming of the glorified Messiah. *Very soon*, now, He will come to this earth in supernatural POWER and GLORY! He is coming to RULE all nations — to set up WORLD GOVERNMENT! World statesmen and scientists say WORLD GOVERNMENT is the only hope of world peace. But men could never achieve it. Christ is coming to rule with TOTAL supernatural power and force! He is coming, strange as it may sound, to *force* peace, happiness and abundant well-being on a human race that will not accept, voluntarily, the WAY that will cause it!

Our commission is to get the GOOD NEWS to the world.

But we cannot gain the attention of the world by using religious or Bible-sounding language.

We have to be realistic. The world in general, by nature, is hostile to God's Message — when spoken in religious-sounding language. God explained that through the apostle Paul. He wrote: "The carnal mind is enmity [hostile] against God: for it is not subject to the law of God, neither indeed can be" (Romans 8:7).

If we go to the world with BIBLE LANGUAGE, the world will not listen!

On the other hand, *we know* that the very foundation of ALL knowledge — the very basis of all right EDUCATION — is God's revealed Word — the Holy Bible! But the world does not know that. Nor will

the world, *IF* it knows it is coming from the Bible, accept it.

Actually — think of it — the Bible is the BASIS of right EDUCATION. But the world will not look into the Bible for it. Nor, if you speak in BIBLE LANGUAGE, will it hear or accept it!

To reach the consciousness of the world, therefore, we have to SAY IT IN THE WORLD'S LANGUAGE! Now what *IS* salvation? It is THE PURPOSE for which we were put here on this earth. So, to the world, we don't use the word "salvation." We talk about the fact that one of the very BASICS of knowledge is an awareness of the meaning and the PURPOSE of life — to make life MEANINGFUL. The world will listen to that kind of language.

To gain the attention of the world — to get God's Truth — Christ's Gospel — into the consciousness of the millions in the world — WE HAVE TO SPEAK THE WORLD'S LANGUAGE! Not the spiritual-sounding language of the Bible.

So, in *The PLAIN TRUTH*, and other literature, we do this, even as the apostle Paul did. He set us an example. We speak to unconverted, non-religious people, in *non-religious* language.

Paul said: "I am made all things to all men, that I might by all means save some." He explained: "Unto the Jews I became as a Jew, that I might gain the Jews." *He spoke their language!* "To them that are under the law, as under the law, that I might gain them that are under the law. To them that are without law, as without law. . . . To the weak became I as weak, that I might gain the weak. . . . And this I do for the Gospel's sake. . . ." (I Cor. 9:20-23).

Did you ever stop to think WHY we named the parent magazine "*The PLAIN TRUTH*?" Jesus said, "THY WORD is Truth." God's Word — the BIBLE — is TRUTH. *The PLAIN TRUTH* magazine *makes Bible truth PLAIN!*

But HOW can you do that to a world prejudiced against the Bible — a world whose carnal minds are HOSTILE against GOD — whose minds are prejudiced against reading what they recognize as coming from the Bible?

Do you realize that modern education as a whole — especially high school and university-level education — has literally rejected the Bible? They have adopted the theory of EVOLUTION. That theory becomes their CONCEPT — their APPROACH to all knowledge.

For example, take the textbooks on history. You

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Just what do you mean . . .

The KINGDOM of GOD?

Is it the CHURCH? Is it something "set up in the hearts of men"? Is it the British Empire? Is it "the Good within you"? Is it "the Millennium"? Each of these is widely taught — yet none is right! The shocking TRUTH is here made PLAIN!

by Herbert W. Armstrong

WHY cannot the churches agree on *what* is the GOSPEL? Jesus Christ came preaching the Gospel of the Kingdom of God. Yet *few* preach about the Kingdom of God today, for they have lost all knowledge of what it is!

A prominent evangelist said to a worldwide radio audience that the Gospel of the Kingdom of God is not for us today. Some denominations proclaim a "Gospel of Grace"; some what they call a "Gospel of Salvation"; some a gospel *about* Christ; some a social gospel; some the "Science of Mind" or "Religious Science."

Not One is Right!

Some churches claim either that their particular denomination, or "Christianity" as a whole, constitutes the Kingdom of God.

Not one is right! Could anything seem more incredible? Yes, to the mind reared in this world's concepts, one thing is, indeed, still *more* incredible! And that is the PLAIN TRUTH about what the Kingdom of God really is!

This truth is not merely surprising — it is shocking — staggering! Yet it is truly GOOD NEWS — the most glorious GOOD NEWS ever to enter human consciousness!

CHRIST'S Gospel

What is the one and *only* Gospel of Jesus Christ? THE WORLD DOES NOT KNOW! It has not been preached for 18½ centuries, strange as that may seem. Look into your BIBLE. Look at it from the very beginning!

"The beginning of the gospel of Jesus Christ," you'll read in Mark 1:1. "Now after that John was put in prison, Jesus came into Galilee, preaching the GOSPEL OF THE KINGDOM OF GOD, and saying, the time is fulfilled, and the Kingdom of God is at hand: repent ye, and believe the Gospel" (Mark 1:14-15).

It is necessary to *believe that* GOSPEL to be saved! And how can you *believe* it, unless you know what it is?

Jesus went everywhere preaching the GOOD NEWS of the KINGDOM OF GOD. He taught in parables about the KINGDOM OF GOD. He sent out seventy men preaching, and commanded them to preach THE KINGDOM OF GOD (Luke 10:9). He sent the Apostles, on whom the Church of God was founded, to preach only THE KINGDOM OF GOD (Luke 9:1-2).

Isn't it amazing that the world has LOST the knowledge of what it is?

The apostle Paul preached THE KINGDOM OF GOD (Acts 19:8; 20:25; 28:23, 31). And God Almighty, through Paul, pronounced a *double curse* on man or angel that would DARE preach any other Gospel! (Gal. 1:8-9.)

WHY then, do so *many* DARE to preach so many *other* gospels? The good news of THE KINGDOM OF GOD is something you must *understand*, and BELIEVE, in order to be saved! Jesus Christ said so! YOU had better be finding out *what it is!*

Daniel Knew!

Haven't you heard men speak of the Kingdom of God something like this:

"By Christians everywhere working together to bring about world peace, tolerance and brotherly love, the Kingdom of God may at last be established in the hearts of men."

Because they *rejected* Christ's Gospel 1900 years ago, the world had to supplant something else in its place. They had to invent a *counterfeit!* So we have heard the Kingdom of God spoken of as merely a pretty platitude — a nice sentiment in human hearts — reducing it to an ethereal, unreal NOTHING! Others have misrepresented that the "CHURCH" is the Kingdom. Others confuse it with a "millennium." Still others have, in our century, claimed the British Empire is the Kingdom of God. HOW DECEIVED CAN THIS WORLD GET?

The prophet Daniel, who lived 600 years before Christ, knew that the Kingdom of God was a real kingdom — a *government* ruling over literal PEOPLE on the earth.

Jesus Christ brought additional knowledge about it which the prophet Daniel might not have known. Still, Daniel knew there was going to be a real, literal Kingdom of God on the earth.

Daniel was one of four extraordinary, intelligent and brilliant Jewish lads in the Judean captivity. These four men were stationed in the palace of King Nebuchadnezzar of the Chaldean Empire, in training for special responsibilities in the Babylonian government. Daniel was a prophet who had been given special understanding in visions and dreams (Dan. 1:17).

Nebuchadnezzar was the first real

world ruler. He had conquered a vast Empire, including the nation Judah. This king had a dream so impressive it troubled him — moved him to tremendous concern. He demanded that his magicians, astrologers, and sorcerers tell him both *what* he had dreamed, and what it meant. They could not. They were baffled. Then Daniel was brought before the King.

Daniel disclaimed any more human ability to interpret dreams than the Chaldean magicians, "BUT," he said, "there is a GOD in heaven that revealeth secrets, and maketh known to the king Nebuchadnezzar what shall be in the latter days" (Dan. 2:28).

First, God's purpose was to reveal to this world-ruling human king that there is a GOD in heaven — that GOD IS SUPREME RULER over all nations, governments, and kings — that God RULES THE UNIVERSE! This Chaldean king knew only about the many pagan demon gods. He knew nothing of the true *living* ALMIGHTY God. Like people and rulers, even today, he did not know that GOD is the living, REAL, active RULING and GOVERNING PERSONAGE who actually and literally *governs* not only what is on earth, but the UNIVERSE ENTIRELY!

The whole purpose of this DREAM was to *reveal* GOD'S GOVERNMENT — the *fact* that God RULES — the truth of THE KINGDOM OF GOD — the very thing that is the one and *only* true GOSPEL OF JESUS CHRIST! And, secondly, to reveal — preserved in writing for us TODAY — what is to happen "*in the latter days*" — actually within the next two decades — THIS LAST HALF OF THE 20TH CENTURY!

For US, Today!

This is no dry, dull, dead writing for a people of 2500 years ago. This is LIVING, TREMENDOUS, *BIG NEWS* for *OUR DAY*! It is *advance news* for us, *NOW*. News *before it happens* — of the most colossal event of all earth's history certain to occur *in your lifetime* — during the very next few years!

This is THE TRUE GOSPEL! It is the very Gospel Christ preached! It is intended for you and me TODAY! It is vital that you UNDERSTAND!

Read, in your own Bible, verses 28 through 35. In his dream, this king had seen a vast statue — larger than any image or statue ever built by man — so tremendous it was terrifying, even in a dream. Its head was of fine gold, its breast and arms of silver, the belly and thighs of brass, legs of solid iron, feet a mixture of iron and clay.

There was a time element. Nebuchadnezzar had viewed it *until* a supernatural STONE came from heaven, smashing the statue on its feet. Then the whole of the statue broke into small pieces, and was actually blown away by the wind — it disappeared! Then this STONE expanded miraculously and quickly became a great MOUNTAIN — so great it filled the whole earth!

What did it mean? *Did* it have meaning? Yes, because this was God's doing. Unlike ordinary dreams, this one was caused by God, to convey the message of God's sovereignty to Nebuchadnezzar; and — because it is part of the written Word of God, to us today — to reveal important facts of the TRUE GOSPEL!

"This is the dream," said Daniel (verse 36), "and we will tell the interpretation thereof before the king."

This, then, is GOD'S interpretation. It is decidedly *not* Herbert W. Armstrong's interpretation. Men ought never to *interpret* the Bible. The Bible gives us GOD'S OWN INTERPRETATION! Here it is:

"Thou, O king, art a king of kings:" — he was the first real WORLD RULER over a world empire! "... for the God of heaven hath given thee a kingdom, power, and strength, and glory." God was revealing Himself to this human world dictator as the MOST HIGH Ruler *over all*.

People today, like this Chaldean king, seem not to think of God as a RULER — as the Supreme One who GOVERNS — as the Head of GOVERNMENT. The Eternal was revealing Himself through Daniel to Nebuchadnezzar — and through the Bible *to you and to me* TODAY — as a SOVEREIGN, ALL-POWERFUL, GOVERNING GOD who *is to be obeyed!*

"Thou," continued Daniel to this human emperor, "art this head of gold.

And after thee shall arise another KINGDOM inferior to thee, and another third KINGDOM of brass, which shall bear rule over all the earth" (verses 37-39).

What IS a Kingdom?

Notice! This is speaking of KINGDOMS. It is referring to kingdoms *that bear rule over the people on earth*. It is speaking of GOVERNMENTS! It is not speaking of ethereal sentiments "set up in the hearts of men." It is not speaking of churches. It is speaking of the kind of GOVERNMENTS that bear RULE and AUTHORITY over nations of PEOPLE here on earth. It is literal. It is specific. There is no misunderstanding, here, as to what is meant by the word "KINGDOM."

There is no misunderstanding the interpretation. GOD gives His own interpretation through the prophet Daniel. The great metallic image represented national and international GOVERNMENTS — real, literal KINGDOMS.

It represented a *succession* of world-ruling governments. First was the head of gold. That represented Nebuchadnezzar and his Kingdom, the Chaldean Empire. *After* him — later, in time sequence — was to come a second, then a third KINGDOM "which shall bear RULE over all the earth" — *world Empire!*

Then, verse 40, the legs of iron represent a *fourth* world Empire. It was to be *strong*, even as iron is strong — stronger militarily than its predecessors. Yet, as silver is less valuable than gold, brass than silver, iron than brass, though each metal was harder and stronger, the succession would deteriorate morally and spiritually. The two legs meant the fourth Empire would be divided.

After the Chaldean Empire came the still larger Persian Empire, then the Greco-Macedonian, and fourth, the Roman Empire. It was divided, with capitals at Rome and Constantinople.

Now — verse 44! Read it! Get your Bible. See it with your own eyes in your own Bible. Here, in PLAIN LANGUAGE, is God's explanation of what the KINGDOM OF GOD IS:

"And in the days of these kings..."

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God's power to *intervene* and *act* as this world does. He made a *further* request that God would give him a special sign that he would be healed (verse 8).

God's servant, Isaiah, gave Hezekiah the choice of the sign — the shadow would either go forward ten degrees, or backward ten degrees. Hezekiah said it would be *harder* for the shadow to go backward ten degrees. "And Isaiah the prophet cried unto the Lord: and *he brought the shadow ten degrees backward*" (verse 11).

Because of Hezekiah's faith, obedience, and fervent prayers, God

Almighty not only *healed* him and added *fifteen years* to his life, but *He actually caused the sun to reverse itself in the heavens!*

This was *not* an "optical illusion." God's miracles are *real!* "For with God **NOTHING SHALL BE IMPOSSIBLE**" (Luke 1:37).

If you believe that God's Word is *truth*, this should inspire you to *pray* as never before! Pray for God's *Work*, for God's *servants*, for His people everywhere. Ask in *faith* for you own needs. *Rely* on God in every trouble. He is a God of *power!*

What Are You Waiting For?

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for peace — and is going in the EXACT OPPOSITE direction FROM peace — TOWARD war; toward unhappiness, futility, uselessness, failure!

There IS NOT ANOTHER WORK ON EARTH LIKE THIS ONE!

We, in this Work of God, are not "waiting it out" — resigning ourselves to the "not quites" — the small disappointments. Rather, we're continually INSPIRED, *THRILLED* by new developments; new programs.

Millions listen to my voice over the air, and that is deeply rewarding and satisfying to me, and to all of us! Hundreds of thousands can now WATCH *The World Tomorrow* programs on television.

Our huge, worldwide advertising campaign has brought additional MILLIONS of precious lives into direct contact with this Work!

MILLIONS have read the vital books on the true origin of the American and British peoples, and their IMMEDIATE DESTINY. MILLIONS have read the hard-hitting articles in *The Plain Truth*, and dozens and dozens of thousands have sat down to deeply STUDY their Bibles, the very Word of the LIVING God, through the Correspondence Course.

People in Ghana, India, Vietnam, Eastern Europe, Central and South America, Indonesia, China, Mexico; from Finland to South Africa, and from

Tasmania to British Columbia, are being CHANGED! Their LIVES have been profoundly moved — CHANGED — by the impact of this last-ditch effort of Christ!

They're learning how to LIVE — *how* to make their marriages HAPPY, how to lovingly rear their children, HOW to obey God's LAWS given them for their GOOD. They learn *how* HUMANITY WILL BE SAVED!

And many of them are getting involved! Many of them are getting ALL THE WAY involved with God their Father, and the *Work* of His Christ! But ONLY GOD can accomplish that!

Only *God* can stir a person to REALLY get involved with Him, and in His Work!

Jesus said none CAN come to the Son except the Spirit of the Father draw Him! Of course, it's possible to RESIST the pull of God's Spirit; possible to LOSE OUT on the most precious and rewarding things in life. No one can PUSH some other person toward God's soon-coming world-ruling government. God *will* not, and no one else CAN.

YOU must decide each thing YOU do.

But the time for waiting is long over, now. Those who still "wait" through life will not have long to *wait*, now — because this great Work of God is in its LAST efforts!

EDITORIAL

(Continued from page 4)

find NOTHING in them about the historic creation of Adam and Eve, or the presence of Satan in the garden of Eden. You find NOTHING about any man named Noah and a universal earth-filling deluge. You find NOTHING in accepted history textbooks about Israelites in Egypt, or Pharaoh's armies being drowned in the Red Sea. The modern historic approach is: that if an event is recorded in the Bible it never happened; for modern scholarship *discredits* the Bible as a source of historic TRUTH.

God knew they would. Through the apostle Paul, God says:

"When they knew God, they glorified Him not as God, neither were thankful; but became vain in their imaginations [reasonings], and their foolish heart was darkened. Professing themselves to be wise [intellectual, scholarly, highly educated], THEY BECAME FOOLS. . . . And even as they did not like to retain God in their knowledge, God gave them over to a reprobate mind, to do those things which are not convenient [proper]" (Rom. 1:21-22, 28).

Notice, they did not retain GOD *in their knowledge!* In the knowledge they disseminate, GOD IS NOT IN IT — nor God's revelation of Truth — the BIBLE.

They are hostile against it.

So, how do we get Christ's Gospel Message *past* that barrier of prejudice, and INTO THEIR CONSCIOUSNESS?

If we ran an article in *The Plain Truth* headlined: "REPENT, and TURN FROM YOUR SINS, FOR CHRIST IS COMING SOON," how many of this world's educated do you suppose would read it?

Do you see what I mean? We DO *say it* in *The Plain Truth* — but not in those words! We speak to the world in the world's language!

We are now putting large-space ads in mass-circulation magazines around the world. We offer readers of these magazines an already-paid subscription to *The Plain Truth*. These ads are placed before a worldwide readership of about 150 million people. So HOW do

percent higher death rate from ulcers of the duodenum. There were 51 deaths from stomach ulcers among smokers, but *none* among the nonsmokers.

Other diseases: The death rate of smokers was 93 percent higher than nonsmokers for cirrhosis of the liver; 50 percent higher for cancer of the pancreas; 58 percent higher for cancer of the kidneys; 61 percent higher for cancer of the stomach; 75 percent higher for cancer of the prostate; 117 percent higher for cancer of the bladder; 352 percent higher for cancer of the liver and gall bladder.

But the final BOMBSHELL produced by the Hammond-Horn report was the striking fact that when men stopped smoking, the death rate **DROPPED AMAZINGLY!** Light smokers who had quit the habit for ten years revealed a death rate almost as low as that for nonsmokers. Even heavy smokers who had kicked the habit had a death rate only **HALF** of that of men who continued to smoke!

The truth should be plain. Smoking **IS** hazardous to health — but if a person quits smoking, his chances of

escaping disease rise almost miraculously!

CANCER Country

The television cigarette advertisements feature magnificent country, beautiful lakes and streams, young men and women in the pink of health, strolling, happily smoking some cigarette. But this is not the true cigarette "country."

The real cigarette country is the cancer ward of your local hospital, where smokers have undergone surgery for the removal of their throats, mouths, tongues, jaws, chins, noses, pharynxes . . .

These miserable wretches paid a dear price for their smoking habit. But strangely, many of them continue smoking, faithfully puffing away at Brand X or Brand Y.

This is the real Cigarette Country. If you are a smoker, and want to stop smoking but haven't managed to muster the courage and will power, take off a few hours and visit the local hospital, especially the cancer ward. Perhaps the miserable sight will be all the added spur and prod you need to quit smoking **NOW** — before your turn comes up!

(To be Continued)

KINGDOM of GOD?

(Continued from page 8)

it is here speaking of the ten toes, part of iron and part of brittle clay. This, by connecting the prophecy with Daniel 7, and Revelation 13 and 17, is referring to the new UNITED STATES OF EUROPE which is *now forming*, out of the European Common Market, before your very eyes! Revelation 17:12 makes plain the detail that it shall be a union of **TEN KINGS OR KINGDOMS** which (Rev. 17:8) shall resurrect the old **ROMAN EMPIRE**.

So, mark carefully the *time element!* "In the days of these kings" — in the days of these ten nations or groups of nations that shall, *within a decade, NOW, IN OUR TIME*, resurrect briefly the Roman Empire — notice what shall happen:

"... shall the God of heaven set up a kingdom, which shall never be destroyed . . . but it shall break in pieces and consume all these kingdoms, and it shall stand forever!"

Yes, in OUR TIME!

Now here we have described **FOUR** universal world empires — the *only* four that ever existed! Revelation 13 and 17 show that, after the fall of the original Roman Empire, there would be ten revivals — **SEVEN** of which would be ruled over by a Gentile **CHURCH** — the "daughter" of ancient **BABYLON** — a church claiming to be Christian, but actually named by God "**MYSTERY BABYLON the Great**" — or, more plainly, **BABYLONIAN MYSTERIES!**

Six of those have come and gone. The seventh is now forming — the last, final, *brief* resurrection of the Roman Empire by ten European groups or nations. These are the ten toes of iron and clay mixed.

In their days — and they shall last but a *very* short space, possibly no more than two to three-and-a-half years — shall the **GOD OF HEAVEN SET UP A KINGDOM**.

This, then, shall be **THE KINGDOM OF GOD!**

Compare with Revelation 17. Here is pictured a church. Not a small church



Roswell Park Memorial Institute

Stoma smoker, a pathetic case of cigarette addiction. Rather than quit, this man chooses to continue inhaling smoke through a surgically prepared hole in his throat near the larynx.

— a GREAT church. She rules over “many waters” (verse 1) which are described in verse 15 as different nations speaking different languages. She posed as the Church of GOD — which Scripture says (Eph. 5:23; Rev. 19:7; Matt. 25:1-10; etc.) is the affianced “bride” of CHRIST, to be spiritually MARRIED to Him at His second COMING.

But she has committed fornication. How? By having direct *political* union with HUMAN GOVERNMENTS of THIS WORLD! She “sat on” (Rev. 17:3) all seven of these resurrections of the Roman Empire — called the “Holy Roman Empire.” She RULED OVER the human kingdoms — as a common-law and unmarried “wife” ruling her paramour “husband” — a totally unnatural and ungodly relationship.

She is, therefore, to “sit on” this last “head of the Beast” — this final resurrection of the Roman Empire. It will be a *union* of church and state. It is to endure but a *very* short time. It is to FIGHT AGAINST CHRIST at HIS SECOND COMING! That will be its END.

We see it in process of rising, now. Therefore we are CLOSE to the coming of Christ! We are now *very near* the END of this age!

When Christ comes, He is coming as KING of kings, ruling the whole earth (Rev. 19:11-16); and HIS KINGDOM — *the KINGDOM OF GOD* — said Daniel, is to CONSUME all these worldly kingdoms.

Revelation 11:15 states it in these words: “The kingdoms of this world *are become* THE KINGDOMS OF OUR LORD, AND OF HIS CHRIST; and He shall reign for ever and ever!”

This is THE KINGDOM OF GOD. It is the END of present governments — the governments that rule Russia, China, Japan, Italy, Germany — yes, and even the United States and the British nations. They then shall *become* the kingdoms — the GOVERNMENTS — of the Lord JESUS CHRIST, then KING of kings over the entire earth.

This makes completely PLAIN the fact that the KINGDOM OF GOD is a literal GOVERNMENT. Even as the Chaldean Empire was a KINGDOM — even

as the Roman Empire was a KINGDOM — so the KINGDOM OF GOD is a government. It is to *take over* the GOVERNMENT of the NATIONS of the world.

Jesus Christ was BORN to be a KING — a RULER!

When He stood, on trial for His life, before Pilate, “Pilate therefore said unto Him, Art thou a King then? Jesus answered, Thou sayest that I am a King. To this end was I born, and for this cause came I into the world.” But Jesus also said to Pilate: “My Kingdom is not of this world” — (John 18:36, 37). His Kingdom is of THE WORLD TOMORROW!

Have you not read what the angel proclaimed to Mary, the mother of Jesus, prior to His birth? Jesus told Pilate He was *born* to become a KING. The angel of God said to Mary: “. . . thou shalt conceive in thy womb, and bring forth a son, and shalt call His name JESUS. He shall be great, and shall be called the Son of the Highest: and the Lord God shall give unto Him the THRONE of His father David: and *He shall reign* over the House of Jacob forever; and of His Kingdom there shall be NO END” (Luke 1:31-33).

These Scriptures tell you PLAINLY *that* GOD is supreme RULER. They tell you in plainest language that Jesus was born to be a KING — that He is going to RULE ALL NATIONS OF THE EARTH — that His Kingdom shall rule eternally.

But all this is only *part* of the fantastic, amazing, actually SHOCKING TRUTH about the KINGDOM OF GOD.

The KINGDOM OF GOD will rule *over* the peoples and nations of the earth. Yet these mortal peoples and nations will *NOT* be the Kingdom, not even *in* the Kingdom of God. They shall be merely RULED OVER BY IT!

We still have to learn OF WHAT, or OF WHOM it is composed. Can YOU, as an individual, ever become a *part* of this Kingdom?

Can Be Entered!

In Jesus' day, the religious leaders *knew* He was a Teacher sent from God with GOD'S TRUTH. They branded Him a false prophet, heretic, and sedi-

tionist. Yet *they knew* His was the Voice of GOD!

One of them, a Pharisee named Nicodemus, occupying an office of authority over the Jews, came secretly by night to see Jesus.

“Rabbi,” said this Pharisee, “we know that thou art a teacher come from God” (John 3:2). Yes, *we Pharisees*, he said, *know that!* He did not say “I know it.” He said “*WE know*” — *we Pharisees!* They knew He spoke the TRUTH — yet they not only rejected it, they crucified Him!

But Jesus hewed straight to the line! He told Nicodemus about THE KINGDOM OF GOD. He told him some things you need to UNDERSTAND!

Notice! “Jesus answered and said unto him, Verily, verily, I say unto thee, Except a man be born again, he cannot see the Kingdom of God” (verse 3 — John 3). Yes, notice! The Kingdom of God is something that CAN be seen, but only by those who have been “born again.” It is something others *cannot see!* Read our booklet *Just What Do You Mean — Born Again!*

But what about the CHURCH? Can carnal people who make no claim to having been “born again” SEE a CHURCH? Of course! But they cannot see the Kingdom of God! So SAID JESUS! Then, if you believe Jesus, the CHURCH cannot be the Kingdom of God!

Notice further: “Jesus answered, Verily, verily, I say unto thee, Except a man be born of water and of the Spirit, he cannot enter into the Kingdom of God” (verse 5). The Kingdom of God is something that *can be entered into* — BUT, only those “born of water and of the Spirit” can enter into it!

Notice further! In the resurrection chapter of the Bible, we read: “Now this I say, brethren, that flesh and blood cannot inherit the Kingdom of God; neither doth corruption inherit incorruption” (I Cor. 15:50). The Kingdom of God is something no human, of flesh and blood, can enter or *inherit!*

Now do flesh and blood people enter into the CHURCH? If so, then the Kingdom of God *cannot* be the CHURCH — for the Kingdom of God

is something flesh and blood humans *cannot enter into!*

What do you think the "church" is? Is it the building? Flesh and blood people can and do enter buildings and cathedrals called "churches." Is it the converted PEOPLE? Flesh and blood people can and DO enter into the membership of any group of PEOPLE that may call itself the church. But flesh and blood *cannot* enter the Kingdom of GOD — so the CHURCH *is not the Kingdom of God!*

In Men's Hearts?

Now some think the Kingdom of God is some ethereal sentimental feeling or something set up in men's hearts. If so, then the Kingdom of God enters into mortal man. But these plain Scriptures say plainly that it is men, after they are no longer flesh and blood — but resurrected into spirit-composed bodies — who can *enter into* the Kingdom of God. It does not enter into men. Men enter into it — *after* resurrected in glory — *after* they are no longer "flesh and blood."

Is it the "god within you"? No, it is not something that was born inside of man, or has ever entered into man — it is something man may enter *after* he is "born again."

What about the British Empire? Well, I have been pretty well over the British Isles, Canada and Australia — and all of the multi-thousands I have seen there were flesh-and-blood humans. They *did* enter The British Empire — but they *cannot* enter the Kingdom of God, in their present flesh-and-blood life. So the British Empire *cannot* be the Kingdom of God.

But, someone misunderstanding the Scripture may ask, "Didn't Jesus Himself say that the Kingdom of God is 'within you'?" In the 17th chapter of Luke, verse 21, King James translation, is a MISTRANSLATION which has led some to suppose the Kingdom of God is some thought or feeling or sentiment within man.

In Hearts of Pharisees?

Let's take a good look at this. First realize, if it does say that, it is contradicted by all the other Scriptures I am giving you in this article. If the Bible does contradict itself, you can't

believe it anyway — so then it still would prove nothing.

First, *to whom* is Jesus speaking? Read it!

"And when He was demanded of the Pharisees, when the Kingdom of God should come, He answered them and said, The Kingdom of God cometh not with observation: neither shall they say, Lo here! or, lo there! for, behold, the Kingdom of God is within you" (Luke 17:20-21).

He was speaking to the unconverted, carnal, hypocritical, lying Pharisees. Notice, "He answered *them*, and said—" It was the Pharisees who asked Him the question. Were they in the CHURCH? No, never! If one thinks the Kingdom is the CHURCH — and the Kingdom was "within" the Pharisees — was THE CHURCH *within* the Pharisees? Such an assumption is rather ridiculous, now, isn't it?

Notice again, precisely WHAT JESUS SAID. Remember the CHURCH had not yet been set up. Jesus *did not say* "the Kingdom of God *shall be* set up in your hearts." He said *none* of the things people interpret *into* this verse. He said to the Pharisees "the Kingdom of God *IS*" — present tense *is*, *NOW!* Whatever He was saying the Kingdom of God is, He made it present tense, not future.

But Jesus was speaking in the Hebrew or the Greek language. At any rate, Luke *wrote* these words, originally, in the *Greek* language. He did not write the words "within you." The Greek words he wrote were mistakenly translated into the English words "within you." If you have a Bible with the marginal references, you will notice that this is corrected in your margin to read "*in the midst of you,*" or "*among you.*" If your Bible is a *Moffatt* translation, you will notice that the translation recognized that Jesus was talking of His *reign* or *rule*, at the head of *government*.

This is the *Moffatt* translation of the same verse: "He answered them, 'The Reign of God is not coming as you hope to catch sight of it; no one will say, "Here it is" or "There it is," for the Reign of God is now in your midst.'"

The Revised Standard translation renders it "the Kingdom of God is in

the midst of you." All these translations render it *present tense*.

Jesus was not talking about a Church soon to be organized. He was not talking about sentiments in the mind or heart. He was talking about His REIGN, as the Messiah! The Pharisees were not asking Him about a Church. They knew nothing of any New Testament Church soon to be started. They were not asking about a pretty sentiment. They knew, from the prophecies of Daniel, Isaiah, Jeremiah and others, that their Messiah was to come. They overlooked completely the prophecies of His first appearing as the "Lamb of God," to be slain for the sins of humanity — being born as a babe, growing up, being rejected and despised by them, as recorded in Isaiah 53. They looked only to the prophecies of His *second* coming as the all-conquering and ruling KING.

But they had even these prophecies distorted in their minds. They looked for Him to come as a purely Jewish Messiah, to liberate them from the Romans, and reversing the situation so that the Jews would be masters over the Romans. They looked for a limited *Jewish* Kingdom, located in only a small part of the world, with the Messiah ruling and letting the Jews lord it over the Romans.

This, the Pharisees anticipated as the Kingdom of God. They had an erroneous conception of the Kingdom of God — but at least they did know it was to be a REIGN — a GOVERNMENT.

World-Ruling Government

Jesus set them straight. He explained that it would not be a local, or limited Kingdom for the Jews only. It would not be merely one of many human and visible kingdoms which men could point out or see, and say, "This is it, *here*"; or "that is the Kingdom, over *there*." But He, Himself, was born to be the KING of that Kingdom, as He plainly told Pilate (John 18:36-37). The Bible uses the terms "king" and "kingdom" interchangeably (see Daniel 7:17-18, 23). The KING of the future Kingdom was, then and there, standing *in the midst of them*. And

in the language in which He spoke to them, that is precisely what He said — as the marginal rendering and other translations state.

Jesus went on, in the following verses, to describe His second coming, *when* the Kingdom of God shall rule ALL THE EARTH. In Luke 17:24 He refers to lightning flashing, just as in Matthew 24:27, describing His second coming to RULE the whole world. Verse 26 — as it was in the days of Noah, so shall it be when Christ comes in power and glory as world Ruler. Verse 30 — the day when He is *revealed*.

Plainly, Jesus was not saying that the Kingdom of God was *within* those Christ-hating, hypocritical Pharisees. Nor was He saying that the Church would be the Kingdom.

Now continue with the other Scriptures, and it becomes very PLAIN!

Jesus distinctly said that those Pharisees *would not be in the Kingdom of God*. To them, He said: "There shall be weeping and gnashing of teeth, when ye (you Pharisees) shall see Abraham, and Isaac, and Jacob, and all the prophets, *in the Kingdom of God*, and you yourselves thrust out. And they shall come from the east, and from the west, and from the north, and from the south, and shall sit down *in the Kingdom of God*" (Luke 13:28-29).

The Kingdom of God is something men shall ENTER — at the Resurrection of the just! Yet Abraham is *not there yet* (see Heb. 11:13, 39-40).

Has Not Yet Appeared

But one may ask, did not Jesus Christ say the Kingdom of God was "at hand"? Yes, we quoted this, in the beginning of this article, from Mark 1:15. This naturally led some to mistake what He said, and what He meant, and assume the Kingdom of God was established and set up during Jesus' ministry. Thus some supposed it was the Church.

But Jesus did not say the Kingdom of God had been established. It was now being *preached* (Luke 16:16). He did not say it was already here. Jesus, Himself, corrected this false notion. Will you *read this* IN YOUR OWN BIBLE? Will you then *believe* Jesus

Christ — or will you call Him a liar and believe so-called "Christian" traditions of men? Will you believe YOUR BIBLE?

Notice — read it in your own Bible: Jesus "added and spake a parable . . . because they thought that the Kingdom of God should immediately appear" (Luke 19:11). WHY did Jesus speak this parable? Because some, even then, mistakenly thought the Kingdom *should immediately appear* — because some thought it would be THE CHURCH!

Now continue: "He said, therefore, A certain nobleman went into a far country to receive for himself a Kingdom, and to return" (verse 12). Christ is that "nobleman." He is speaking of His ascension to the throne of God His Father, in heaven. Notice, He went there to be *given* rulership of the Kingdom — to receive the Kingdom. Notice, too, He is to return, when He has received it! *He has not yet returned!* Other scriptures explain this. We will turn to them a little later.

But continue: "And he called his ten servants, and delivered them ten pounds, and said unto them, Occupy till I come. But his citizens hated him, and sent a message after him, saying, We will not have this man to reign over us." The original 12 tribes of Israel had been divided into TWO nations, immediately after the death of King Solomon. The nation Israel rejected Solomon's son, Rehoboam, and set up Jeroboam as their King. They made the city of Samaria their capital. But the tribe of Judah seceded from Israel, in order to retain Rehoboam as King, and Jerusalem as their capital. Then the tribe of Benjamin joined them, and many Levites. The northern Kingdom then became known as the TEN TRIBES.

Now Jesus Christ was born of the tribe of Judah. The promise of the "Sceptre"—or kingly tribe, from which the Messiah was to be born—was divinely given to Judah. Consequently when it is stated that Christ "came unto His own, and His own received Him not," it is speaking of His having come to the Jews of the Kingdom of JUDAH, dwelling then in Palestine, with its capital still at Jerusalem. At that time the TEN TRIBES had migrated

from Assyrian captivity northwest across Europe. They were far away, had lost their identity, were speaking a different language. It was then 700 years after their captivity and removal from northern Palestine.

Not Church Language

And so the nobleman's citizens who rejected him were the Jews at Jerusalem and dwelling in Palestine. And notice, Jesus is here talking about a KINGDOM which is a literal GOVERNMENT. His citizens would not accept Him as KING — they refused to have Him REIGN over them. That is not CHURCH language — that is *civil government language!*

So it becomes plain that the *ten servants* of the parable, to whom He gave the ten pounds, represent the TEN TRIBES, who had become known as the LOST Ten Tribes. After the Jews rejected Christ, He sent His original apostles to the "LOST sheep of the HOUSE OF ISRAEL" — and the term "House of Israel" *always* applies, after the division, to the ten-tribed kingdom — *never* to the Kingdom of Judah — or, as often called, the House of Judah.

Continuing the parable, spoken *because* some thought the Kingdom of God was immediately, then, in the first century, to appear: "And it came to pass, that when he was returned, having received the Kingdom, then he commanded these servants to be called unto him, to whom he had given the money, that he might know how much every man had gained by trading" (verse 15). When Christ returns, we shall all be called before the Judgment Seat of Christ — to give account!

Now notice in verse 17, the one who had gained ten pounds is given authority to RULE CITIES — "have thou authority over ten cities!" To the one who had gained five pounds, he said, "Be thou also over five cities."

This is speaking of the SECOND COMING OF CHRIST — and of His delegating *authority to rule* to saints converted during this Christian era, between Christ's first and second appearances on earth.

This parable, then, was spoken to

make clear to us that the Kingdom of God is a literal GOVERNMENT, to be set up AT CHRIST'S SECOND COMING — *and not before!* The CHURCH, then, *cannot* be the Kingdom of God. But the true Church of God is to be *changed*, by a resurrection and instantaneous change from mortal to immortal, INTO the Kingdom of God. The Church, when all its members have been changed to immortality, shall BECOME the Kingdom of God. But it is not, now, the Kingdom!

Saints to Rule

Now read the description of Christ's actual *receiving* authority to RULE the Kingdom. He is the nobleman who went to heaven to receive this kingship, and to return.

We have already seen how the prophet Daniel recorded the setting up of the Kingdom of God — *at Christ's coming* — to consume all present national governments on earth, and set up the world-ruling Kingdom of God. This was recorded in the second chapter. Notice now chapter seven:

"I saw in the night visions, and, behold, one like the Son of man [Christ] came with the clouds of heaven, and came to the Ancient of days, and they brought him near before him" (verse 13). Jesus continually referred to Himself as the "Son of man" — all through Matthew, Mark, Luke, and John. Christ ascended to heaven in clouds (Acts 1:9). He ascended to the very throne of God in heaven (Mark 16:19). Now continue:

"And there was given him dominion, and glory, and a kingdom, that all people, nations, and languages, should serve him: his dominion is an everlasting dominion, which shall not pass away, and his kingdom that which shall not be destroyed" (verse 14 — Daniel 7).

That is plain! Christ ascended to the throne of God in heaven. God is Sovereign over the entire universe. This vision shows God Almighty, Father of the resurrected living Christ, conferring on Christ dominion. Dominion means sovereign or supreme ruling authority. Also given to Him was "a kingdom." Where is that Kingdom to be? It says

"a kingdom that all people, nations, and languages, should serve him." The people, and the nations speaking different languages, are here on earth. He is given dominion over ALL NATIONS — the whole world!

Important Word "UNTIL"

Now will you read, in your own Bible, Acts 3:21? It says the heavens have received Jesus Christ UNTIL — not permanently, just *until* a certain time. Until *when?* Until the times of RESTITUTION of all things. Restitution means restoration to a former state or condition. It is speaking of restoring God's laws, God's government — of restoring happiness and universal PEACE.

In this 7th chapter of Daniel, the prophet had experienced a dream, and visions. He had seen four wild animals. Notice, verse 16, *the interpretation* begins verse 17. This is GOD's inspired interpretation — not mine: "These great beasts, which are four, are four kings, which shall arise out of the earth. But the saints of the most High shall take the KINGDOM, and possess the Kingdom forever, even for ever and ever" (Dan. 7:17-18).

NOTICE IT! Not *only* is Christ to rule — but the *saints* — that is, converted true Christians — those begotten as sons of God — are to take and possess the Kingdom! They are to rule under, and *with* Christ! In the New Testament it is recorded that converted saints are co-heirs with Christ!

In this same 7th chapter, Daniel explained another power. The fourth beast of his dream — the fourth Empire — the Roman Empire, was pictured as an animal having ten horns — explained here and in Revelation 13 and Revelation 17 as ten revivals or resurrections of the Roman Empire, after its original fall in 476 A.D. But among them — after 476 A.D. — arose another little horn — a religious kingdom, actually ruling over the last seven of the other "horns" or revived Roman kingdoms (verse 20).

Now read about this "little horn" — the religious kingdom — verse 21: "I beheld, and the same horn made war

with the saints, and prevailed against them; UNTIL (*note, another "UNTIL"*) the Ancient of days came, and judgment was given to the saints of the most High; and the time came that the saints possessed the Kingdom."

The saints — then no longer human flesh and blood, but immortal — are to possess the Kingdom, at the second coming of Christ!

Jesus Christ makes that plain. It is Christ who is speaking in Revelation 3:21, and 2:26-27: "To him that overcometh will I grant to sit with me in my throne, even as I also overcame, and am set down with my Father in His throne." The Father's throne is in heaven — where Jesus Christ is *now*; but Christ's throne, in which the saints shall sit with Him, is the throne of David, in Jerusalem (Luke 1:32).

Further: "And he that overcometh and keepeth my works unto the end, to him will I give power over the nations: and he shall rule them with a rod of iron."

Can't Know the TIME

After His resurrection, on the Mount of Olives at the very hour of His ascension to heaven, Jesus was explaining to His disciples how they would receive the inspiring God-begetting POWER of the Holy Spirit on the approaching day of Pentecost.

His disciples wanted to know whether the Kingdom of God was to be set up *at that time!* The CHURCH was established on that imminent day of Pentecost. Was *that* CHURCH, then, to be the setting up of the Kingdom?

"Lord," they asked, "wilt thou *at this time* restore again the Kingdom to Israel?"

Jesus again made plain that the Church is *not* the Kingdom.

"And he said unto them, It is not for you to know the times or the seasons, which the Father hath put in His own power. But ye shall receive power, after that the Holy Spirit is come upon you: and ye shall be witnesses unto me both in Jerusalem, and in all Judaea, and in Samaria, and unto the uttermost part of the earth. And when he had spoken these things, while they beheld, he was taken up;

and a cloud received him out of their sight" (Acts 1:6-9).

The commission He had given the CHURCH was to preach His Gospel to all the world. They were to receive the Holy Spirit, begetting them as saints—as Christians — putting them into God's CHURCH. This would infuse them with the power to carry out the mission of the Church. But it was NOT the setting up of the Kingdom of God. Of that they were not to know the time.

Just what did Jesus mean, "It is not for you to know the times or the seasons"? He explained it another time. It is recorded in Matthew 24:36. There He was speaking of the end of this world, and His second coming:

"But of that day and hour knoweth no man, no, not the angels of heaven, but my Father only." He was speaking of His second coming, and setting up of the Kingdom, the time of which no man knows, but only the Father.

However, though we do not, even now, know the day or the hour, *we do know*, from God's prophecies, *that it is today very near!* Notice this, in Luke 21: 25-32: He had been foretelling the world events, *right now beginning*, leading to "distress of nations" in world troubles and world wars, "with perplexity" — "men's hearts failing them for fear, and for looking after those things which are coming on the earth" — world trouble such as never before experienced. "When ye see these things come to pass, know ye that the Kingdom of God is nigh at hand. Verily I say unto you, this generation shall not pass away, till all be fulfilled."

The Two Fateful Alternatives

This world trouble began in 1914, with World War I. There was a recess from 1918 until 1939. We are in a second recess now — although we are in what we call "COLD WAR." But now at last we have nuclear energy. We have hydrogen bombs stockpiled in such power and volume that they could blast all human life off this planet several times over. There are other destructive weapons today in existence, any of which could erase humanity from the earth.

Today world-famous scientists say

only a super world government can prevent world cosmocide. Yet MEN cannot and *will not* get together to form such a world-ruling government.

It's time we face the hard, cold, realistic FACT: humanity has two alternatives: either there *is* an Almighty, all-powerful GOD who is about to step in and set up THE KINGDOM OF GOD to rule all nations with supernatural and super-national FORCE to bring us PEACE — or else there will not be a human being alive on this earth 20 years from now!

If the deceived religionists who think the CHURCH is the Kingdom of God were right, and there is not going to be any supernatural and all-powerful WORLD GOVERNMENT which is the Kingdom of God, then humanity is utterly without HOPE — there will not

remain a living human in 20 more years!

But notice what Jesus Christ said!

Can you BELIEVE JESUS CHRIST?

Where is your trust — in the Word of God, or in paganized, empty, deceiving teachings falsely labeled "Christianity" — inherited as "Christian tradition" — which says the CHURCH is the Kingdom of God; or, that the Kingdom is merely a meaningless, frothy and ethereal sentiment "set up in our hearts"? It's about time you come to know *who* are the false prophets, and WHO is speaking the true Word of God faithfully!

(A copy of this article is available in booklet form. Address any requests to the Editor. See inside front cover for addresses).

Seven Rules

(Continued from page 18)

it to our decisions. Far too many of us just do not know God's Word *well enough!* Therefore we make wrong decisions on points for which there are *direct examples* in the Word of God.

Your best insurance to guiding your steps through your changing pattern of life is a deep and profound knowledge of God's Word.

"Thy Word is a LAMP unto my feet, and a light unto my path" (Psalm 119:105).

Rule Three: Get all the Pertinent Facts

In most decisions you will have *time* to carefully consider all the factors. Too many times when a decision needs to be made we "leap before we look." This is another universal error most people make — *they don't take enough time to consider all the facts!*

Basic "high-pressure" salesmanship is designed around this human weakness and natural human lust. Ninety percent of *purchases* made are "impulse buying." People go "shopping" without a factual study of the type, quality, price, performance and need factors already clearly defined. Therefore they are prime targets for the fast talking line of the high-pressure salesman — and in HIS backyard — where his glit-

tering gadgets have you spellbound.

Not that we're *specifically* talking about decisions on buying, but it is an excellent thing to remember that the item you are tempted to buy will still be there *tomorrow* or the *next day* or *next week*. Only your *desire* to HAVE IT makes you feel like you must get it NOW. *The salesman knows that too.*

One key which will save you many headaches and pocketbook pains is learning to "wait 24 hours" — especially in reference to impulse buying. Every salesman knows a person is most apt to buy on the spur of the moment after he has been pushed "off balance" by his basic desire to possess plus the strong "pitch" he has just been given. But if you will say, "I'll think it over" — leave the store — go home and wait until tomorrow — most likely many factors will come to you which you were unable to consider under the pressure of the moment.

This key also applies to any choice you have to make. We are always "off balance" until we have carefully weighed ALL the facts.

Whatever time you have before you must decide, use it to weigh carefully all the alternatives that lie before you and the costs or actions they demand.

It is always good to accumulate a *written* list of all the pros and cons. It will serve two purposes. *One:* you