

the
PLAIN TRUTH
a magazine of understanding

VOLUME XXIII, NUMBER 4

APRIL, 1958



CAIRO—capital of the newly formed United Arab Republic. From this decaying city—the heart of the Moslem World—President Nasser hopes to spread his absolute authority over the whole Moslem World from West Africa to Southeast Asia! Is Nasser becoming a tool of Communists? Read the surprising answer in this issue's lead article.

—Wide World Photo

The **PLAIN TRUTH**

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VOL. XXIII

NO. 4

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NOTICE: Be sure to notify us immediately of any change in your address. Please inclose both old and new addresses. IMPORTANT!

LETTERS TO THE EDITOR

"What Denomination Do We Represent?"

"We belong to a prominent denomination, but are going 'crazy' trying to figure out what church denomination you represent. Are you Assembly of God? Pentecostal Holiness? Seventh Day Adventist? Jehovah's Witness? Free Methodist? Southern Baptist? or what?

"Whatever it is you are, you do seem to be reaching people who are so disturbed and perturbed in these times. So many engulfed in a veritable 'sea of unrest' these days have such a dread of the uncertain 'World Tomorrow' and don't know where to turn. Ironical enough, the churches today have apparently failed the people, just when they are needed most."

Man from Denver, Colorado

Editor's comment:

Daily we receive letters asking, "Who are you? What denomination do you represent?" No one seems able to guess. And no wonder.

For we are *not denominational!* "The WORLD TOMORROW" radio program and "The PLAIN TRUTH" magazine are NON-sectarian (I Cor. 1:12-13).

What denomination did JESUS join? Few ever stopped to think of it in that way. The religious sects of His day were the Pharisees, the Sadducees, the Essenes, the Samaritans. Jesus joined none of them. On the contrary, He called His disciples *out of them*—out of all organizations of men. The Greek word "ecclesia"—translated "Church" in English—has the meaning of "called-out ones." From these "called-out ones" Jesus built His Church, the one true Church of God. Scores of sects and denominations falsely claim to be God's Church, but only those who have come out of this confused world, *who have quit attending this world's churches*, who "live by every word of God" are actually part of that Church which Jesus built!

Christ's own Church is utterly independent of denominations, sects, or organizations of any kind—wholly DEPENDENT upon our heavenly Father for guidance, for funds—for EVERYTHING.

God's Church is not Adventist, not Mormon, not Pentecostal, not any of those mentioned in the letter—nor any other human-founded organization of men. These denominations all have some truth, but their teachings are mixed with error.

Marriage Saved

"I can't express my gratitude for all you have helped spiritually. I was in a state of confusion when I first wrote to you about the Bible and I was thinking about getting a divorce. I wrote and asked you to send me the booklet, 'Divorce and Remarriage,' and it showed me that I could not get one. There are so many preachers that marry divorced people. *Just to please the people* they marry them regardless how many times they have been married or divorced. It's a shame how they mislead the people."

Woman from Dos Palos, California

"My Church Was Stirred!"

"After hearing your broadcast one night while driving down the highway I ordered your books: 'The United

States and the British Commonwealth in Prophecy' and '1975 in Prophecy.'

"These books have certainly caused me to study and think. . . . Many thanks for the books. *My Church was stirred* yesterday as I revealed to them the contents of '1975 in Prophecy.'

"We certainly need more preaching of this type in this hour."

Man from Pelzer, South Carolina

Brought to True Repentance

"I received your wonderful book, '1975 in Prophecy.' Thanks. I want you to know the good you have accomplished in this family of mine.

"You have brought me to my knees in true repentance.

"I was a member of a . . . church and I thought I was doing right, but thank God, I at last have seen the light. I have had an entirely new outlook on life.

"I never in all my life enjoyed studying the Bible as I do now, thru these long winter evenings."

Woman from Atlanta, Missouri

Material Blessings from Tithing

"Enclosed is our tithe money. The day that we came to the conclusion that we should tithe we began to receive material blessings. That evening the news came out that the yard where my husband works was to receive a pay raise. It is the biggest one that they have gotten since he has worked there.

"Last night the manager of the shop told my husband that he had been advanced, which of course means an additional raise in wages.

"We are very thankful for these and the many other blessings that we have received. May God continue to bless all of you."

A woman from Bremerton, Washington

Tithing Works!

"Yes, tithing does work! Two days after I tithed money I obtained some temporary post office work and a few other jobs . . . I then received a position as a bookkeeper. The position doesn't pay too much, but I am living at home and so have few expenses. This job comes in handy while I am waiting for a Civil Service appointment.

"Enclosed you will find a tithe for my first three and one half days' wages."

A man from Lafayette, Indiana
(Please continue on page 24)

How Arab World Could Trigger H - BOMB WAR!

Here is a firsthand report on the startling cloak-and-dagger alliances now transforming the backward Arab World into a political powder-keg that could start World War III!

by Herman L. Hoeh

UNDERCOVER a mighty struggle is now occurring for control of the Arab World. Whoever controls the Arab Middle East can control the world!

Will communism succeed in gaining a foothold in the Eastern Mediterranean? Will Britain's lifeline—Suez—be seized by the Reds?

Will an Arab-Jew conflict spark a third World War?

Last year Dr. Meredith and I spent six arduous weeks in Egypt, the Sudan, Syria, Jordan, Lebanon, Iraq and Turkey uncovering the facts behind today's surprising, fast-moving headlines. We saw events taking shape which are destined to shock the world! The recent openly reported alliances between Egypt and Syria and between Iraq and Jordan are but the prelude to *secretly* developing catastrophic events *destined to trigger H-bomb warfare!*

Here is what has been happening.

What You Haven't Been Told

You have been told that the Middle East is the newest battleground in the struggle between communism and democracy.

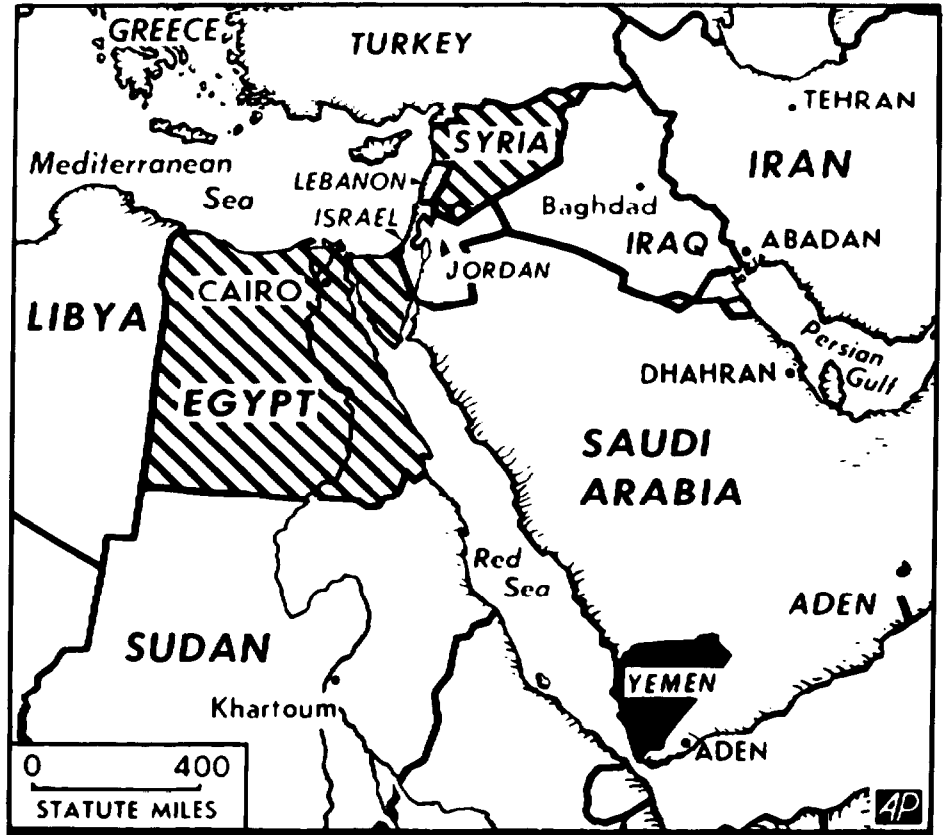
But that is not the whole truth!

There is a **SECRET FOUR-WAY STRUGGLE** for control of the Arab World now occurring that would *terrify* you if you understood where it is leading. Treachery is afoot. Secret plans are being laid to betray the English-speaking world!

What shocked us most in our six-weeks' trip is the fact that most news analysts and foreign observers refused to believe these facts when they saw them!

The Major Contending Powers

America and Britain are the first and



Map of Arab World. Egypt and Syria form the new Arab Union. Yemen is federated with it. Opposing the Union are Iraq and Jordan who have formed a counter union. Arab World is more divided than ever!

most important power-bloc struggling to dominate the Middle East. Our leaders are out to maintain control of Arab oil fields and to keep the Suez Canal open. If we would only come to see that our two nations are determined to *force* western ways on the Arab nations, then we could better understand that other nations, too, are equally determined to dominate the Arabs for their selfish interests.

The second power contending for domination over the Arab world is **COMMUNISM!**

Communism is a sworn enemy of America and Britain. We saw communist publishing houses in Cairo, and communist influence in Syria. But what most news analysts do not understand is that *Russia is not yet ready to take over the Arab World*. Russia has openly declared that it wants to control the Far East *first*—China, Indonesia, Japan, India. Later, communists plan to conquer all the Arab World. In the meantime they are content to ship arms and stir up political trouble wherever possible among Arabs.



—Wide World Photo

Crown Prince of Yemen, Seif el Islam el Badr, journeyed to Cairo to work out plans for federating his country with Egypt and Syria. Yemen is strategically located at south end of Red Sea.

Communists are shrewd enough to know that Islam—the Moslem Religion—is strongly opposed to Russian atheism. Virtually all Arabs are Moslem. A few Christians are, however, scattered through the Arab World. Russia cannot make fast headway among peoples so strongly opposed to atheism.

When we were in Lebanon, we saw how quickly Arab Governments react to communist infiltration. We had entered Lebanon from Syria. Border formalities were few. But when Lebanon got wind of communist influence in the Syrian army, the border was quickly tightened. Faces of the border patrol hardened. Feelings were tense. In Jordan, too, we found that heavily armed soldiers patrolled roadblocks often less than five miles apart. Our passports were continually checked. The Jordanian Government was fearful of communist influence from Syria.

Egypt Refuses to Be Dominated

But communism is *not the only enemy* we have in the Middle East!

Arab nationalism is a mighty third force in Middle Eastern affairs. Arab nationalism is surging.

Since World War II, Iraq, Jordan, Syria, Lebanon, Egypt, Libya, Tunisia have gained full independence from the West. Egypt has seized the Suez Canal.

Egypt regards France and especially Britain as deadly enemies. There is some distrust of America because we have played one side against the other.

Egypt and Syria—the most vocal of the Arab bloc—have recently united their two countries politically. It was a clever move. It has, Nasser hopes, limited communist influence in Syria. *Egypt has suppressed the communist party at home* and by uniting with Syria, Egypt hopes she can check Red influence there!

But Nasser may be walking into a Communist trap!

Neither Egypt nor Syria are powerful nations alone. But if united in foreign policy they hope to dictate to others on their own terms. They can strangle Europe economically. Syria sits astride the oil pipelines that stretch from Arabia to Mediterranean ports. Syria can shut them off or blow them up on a moment's notice. Egypt can close the

Suez Canal. With Yemen joined with them, the three nations *control the life-line of the British Commonwealth* and of Europe.

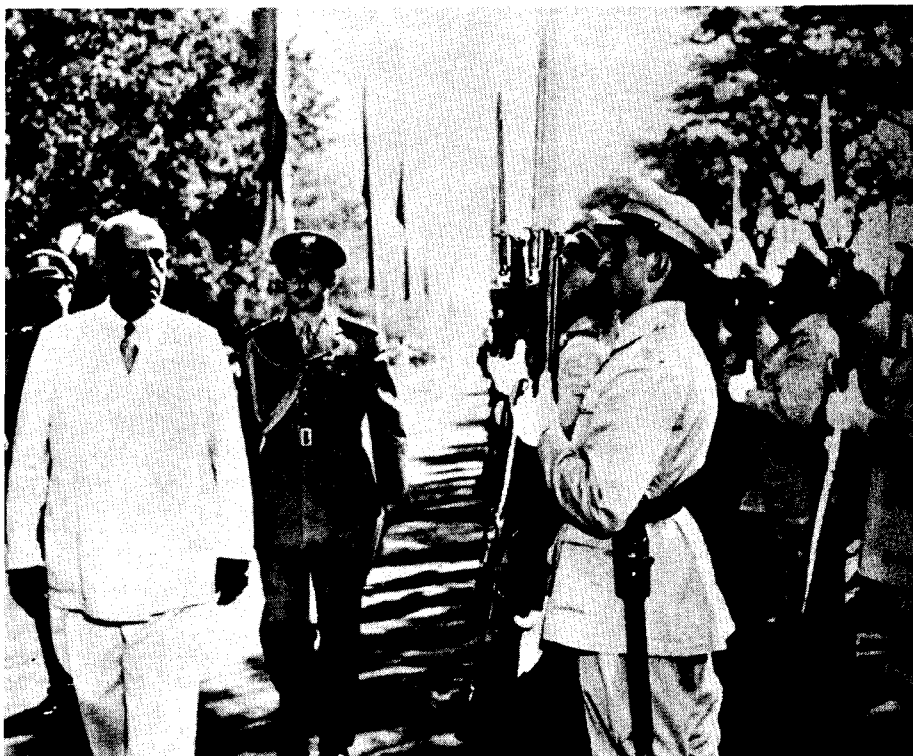
Arab leaders are virtual dictators. They oppose democratic as well as communist ideas. They rule with a strong hand. Their religion is an enemy of Christianity. Throughout North Africa we found that the Moslem religion is making rapid progress among pagan Negroes. A divided Christianity is rapidly losing ground there. Europeans expressed great fears to us about a Moslem takeover in all North Africa. In Africa, Moslems are viewed by Europeans as a greater threat than communists to the ultimate progress of the Negro.

Behind this Arab religious fanaticism and nationalism is President Nasser of Egypt. Nasser pictures himself as a modern prophet of a new Arab Revival. Like Hitler, whom he secretly admires, he has written a book entitled *Egypt's Liberation—The Philosophy of the Revolution*. I have this book before me now.

In it, Nasser pictures Egypt as the only Arab nation qualified to direct the whole Arab World. He calls the Arab
(Continued on page 11)

President Shukri Kuwatly of Syria, in white suit, reviews guard of honor at Damascus. His government was heavily infiltrated by communist sympathisers before Egyptian take-over.

—Wide World Photo



Does EASTER Commemorate the Resurrection?

Christ did not rise on Easter Sunday! Here is an article explaining what Christ did command His Church to observe!

by Herbert W. Armstrong

HAVE you ever stopped to consider *why* you believe the things you believe?

Where did you learn the custom of observing Easter?

"I learned it from childhood," you reply. Of course you learned it from childhood! But where did the custom *really* originate?

You have *supposed* it was part of the true Christian religion to observe Easter, "Good Friday," Lent and "Holy Week"; to have colored Easter eggs, to dress up and go to Church Easter Sunday. Yes, you have *supposed* the Bible taught these customs.

But *where* did God ever command you to keep any of them?

The Meaning of Easter

From a child you have been led to believe that "Easter" signified the resurrection of Christ. For 1600 years the western world has been taught that Jesus rose from the dead on Sunday morning.

These are merely some of the *fables* that the apostle Paul never taught. Christ did not rise Easter Sunday. He said He would be in the grave "*three days and three nights*." How can you figure 72 hours between so-called "Good Friday" at Sunset and "Easter morning?"

You will want to know *when* Jesus *did* rise from the dead, so write immediately for the astonishing proof in our free booklet, "The Resurrection Was NOT on Sunday."

The name "Easter" is merely a slightly changed English spelling of the name of the ancient Assyrian goddess *Ishtar*. As Hislop says in *The Two Babylons*, Easter "bears its Chaldean origin on its very forehead. Easter is nothing else than *Astarte*, one of the titles of Beltis, the 'queen of heaven,' whose name, as pronounced by the people of Nineveh, was evidently identical with that now in

common use in this country."

Easter, according to Webster's dictionary, comes "from the name of the old Teuton goddess of spring." You probably never were taught that, were you?

But if Easter came from a pagan origin, where did we get Lent?

Not from the true Church! For Cassianus, who wrote in the fifth century, says, "It *ought* to be known that the observance of the forty days (Lent) had no existence, so long as the perfection of that primitive Church remained inviolate."

Jesus never observed Lent, nor did the apostles.

"The forty days' abstinence of Lent was directly borrowed from the worshippers of the Babylonish goddess. Such a Lent of forty days, 'in the spring of the year,' is still observed by the Yezidis of pagan Devil-worshippers of Koordistan, who have inherited it from their early masters, the Babylonians" (From Hislop's *The Two Babylons*, pp. 104, 105).

Lent came from the ancient heathen sun-worship, not from Jesus Christ. The same is true of the use of hot cross buns, of dyed eggs and the Easter *sunrise* services. You will want to learn many more facts about these pagan customs that can't be included in this short article.

Write for the free booklet, "Easter is Pagan," which explains these and many more facts you surely need to know.

Apostles Observed Passover

Instead of observing the customs of the Churches of our day, the original, *inspired* Church of God, under the guidance of the Apostles observed the Passover as Jesus commanded on the eve before His death. Even the writers of the *Encyclopaedia Britannica*, 11th edition, realized that when writing their article, "Easter":

"There is no indication of the observ-

ance of the Easter festival in the New Testament, or in the writings of the Apostolic Fathers. . . . The first Christians continued the observance of the Jewish [that is, God's] festivals, though in a new spirit, *as commemorations of events* which those festivals had foreshadowed."

Yes, the true, original Church kept the Passover annually when God commanded.

It was years later, after the death of the Apostles, after many Gentiles had made a profession of faith, that we find the observance of Easter beginning. The Gentiles began observing the day on Sunday, rather than on the eve of the 14th day of God's first month, when Jesus always kept the Passover, setting us an example. A controversy then arose between these Gentiles, who were bringing pagan customs into the Western Churches, beginning at Rome, and those who still remained faithful to the instructions of Jesus and the Apostles.

Here is a brief sketch showing how the "Easter" that you have been taught from childhood crept into the churches:

"Polycarp, the disciple of John the Evangelist, and bishop of Smyrna, visited Rome in 159 to confer with Anicetus, the bishop of that see, on the subject, and urged the tradition *which he had received from the apostle* of observing the 14th day. . . . A final settlement of the dispute was one among the other reasons which led Constantine to summon the council of Nicaea in 325. . . . The decision of the council was unanimous that Easter was to be kept on Sunday, and on the same Sunday throughout the world, and that 'none hereafter should follow the blindness of the Jews'" (From the 11th edition, article "Easter," *Ency. Brit.*).

That, in plain language, is how the apostate Church decreed that none

should follow the ways of Christ—the ways of the TRUE Christian Church! That's where the universal custom of observing Easter in the Churches began.

It Was Prophesied

This astonishing account of the injection of Easter into the Church, which will be much more thoroughly documented in our free booklet, "Easter is Pagan," was prophesied by Jesus and the Apostles. They did not tell of a widespread, popular growth of the true New Testament Church, but of A FALLING AWAY FROM THE TRUTH on the part of the great majority.

Prophesying of this universal FALLING AWAY from the faith which Jesus delivered for you and me to keep, Paul wrote the Thessalonians: "The *mystery of iniquity* doth already work—" only some 30 years after the Church began! He referred to the very "Chaldean Mysteries," of which Easter and Christmas were the two chief festivals!

In another place, Paul wrote Timothy: "Many shall follow their pernicious ways." So today, it's the *many*, not the *few*, who are going the wrong way. It is the *many* who are keeping Easter, which God never once commanded; but it is only the *few* who are observing the ordinance which God, through Christ, commanded.

Remember, the broad way leads to destruction. Let's quit these pagan customs and return to the faith once delivered.

What God Did Command

The communion, often misnamed the "Lord's Supper," is actually the Passover—as the ordinance should properly be called. On observing the Passover, as on every practice, Jude exhorts "that ye should contend earnestly for the faith which was once delivered to the saints."

Now that we know the *pagan* origin of the Easter celebration, let's clear away the web of error that covers the truth about keeping the Passover, the memorial of Christ's death.

Let's examine the way Jesus observed this ordinance, because we can't be wrong if we follow His example. In Luke 22:14-20, we read, "And when *the hour was come*, Jesus sat down. . . . And He took bread, and gave thanks,

and break it, and gave unto them, saying, This is my body which is given for you: *this do in remembrance* of me. Likewise also the cup after supper, saying, This cup is the new testament in my blood, which is shed for you."

Notice, it was "when the hour was come," that Jesus introduced the unleavened bread and the wine. There was a DEFINITE TIME—a definite hour—when He held this ordinance *as an example for us*.

Notice, too, He commanded them to observe it—"THIS DO!" And why? "In remembrance of me," said Jesus. He instituted this New Testament way of keeping the Passover, on that tragic night, the very eve of His death.

In Matthew's account, the Bible shows that this ordinance was at the very time of the passover, "as they were eating" (Matt. 26:2, 26). Jesus knew that His time had come. He was our passover, (Please continue on page 10)

RADIO LOG

"The WORLD TOMORROW"

Herbert W. Armstrong analyzes today's news, with the prophecies of The WORLD TOMORROW!

TO THE U.S. & CANADA

WLAC—Nashville, Tenn.—1510 on dial—7:00 P.M., Mon. thru Sat.

WABC—New York—770 on dial—11:30 P.M., Mon. thru Fri.; 9:30 A.M., Sun., Eastern Standard time.

WLS—Chicago—890 on dial—10:30 P.M., Mon. thru Fri.; 11:00 A.M. & 8:30 P.M. Sun.

WWVA—Wheeling, W. Va.—1170 on dial—10:30 A.M.; 11:15 P.M., Sun., Eastern Std. time. 10:00 P.M., Mon. thru Fri.

CKLW—Windsor, Ontario—800 on dial—6:00 P.M. Sundays.

KVOD—Denver, Colo.—630 on dial—9:30 P.M. every night.

XELO—800 on dial, every night, 9:00 P.M. Central Standard time. (8:00 P.M. Mountain Standard time.)

XEG—1050 on dial—every night, 8:30 P.M. Central Std. time.

WCAE—Pittsburgh, Pa.—1250 on dial—6:30 P.M. Sundays.

KSTL—St. Louis, Mo.—690 on dial—7:00 A.M. Mon. thru Fri.

WFW—E. St. Louis, Mo.—770 on dial—4:30 P.M., Sat. and Sun.

WKYB—Paducah, Ky.—570 on dial—12:00 noon, Sat. and Sun.

KCTN—Berryville, Ark.—1:15 P.M. daily.

HEARD ON PACIFIC COAST

XERB—1090 on dial—7:00 P.M. every night.

KRKD—Los Angeles—1150 on dial—10:00 A.M. Mon. thru Fri.; 1:30 P.M., Sundays.

KARM—Fresno—1430 on dial—9:00 P.M. daily.

KBLA—Burbank—1490 on dial—7:30 A.M. and 12:30 P.M. every day.

KPDQ—Portland—800 on dial—8:30 A.M. daily.

KUGN—Eugene—590 on dial—7:00 P.M. Sun. thru Fri.

KVI—Seattle-Tacoma—570, first on dial—10:30 P.M. every night.

TO ALL OF EUROPE

RADIO LUXEMBOURG—208 metres. Mondays and Tuesdays: 23:30 Greenwich time.

TO EUROPE AND NORTH AFRICA

RADIO TANGIER INTERNATIONAL—1232 kc. & S. W. Saturdays: 22:00 Greenwich time.

TO SOUTH AFRICA

RADIO LOURENCO MARQUES, MOZAMBIQUE 10:00 P.M., Mondays and Saturdays; 10:30 P.M., Tuesdays.
RADIO ELIZABETHVILLE (Belgian Congo)—OQ2AD—7150 k.c., 9:30 P.M. Fridays.

TO ASIA

RADIO GOA—60 metre band, 9:30 P.M. Mondays; 9:00 P.M., Fridays.

RADIO BANGKOK—HSIJS—4878 k.c. Monday thru Friday: 10:35-11:05 P.M.

RADIO TAIWAN (FORMOSA) Sundays: 7:00 P.M.; Wednesdays: 5:50-6:20 P.M.

RADIO OKINAWA—KSBK—880 k.c. Sundays: 12:00 noon.

ALTO BROADCASTING SYSTEM—PHILIPPINE ISLANDS 9:00 P.M. Sundays—DZAQ, Manila—630 k.c.; DZRI, Dagupan City—1040 k.c.; DZRB, Naga City—1060 k.c.; DXMC, Davao City—900 k.c.

TO AUSTRALIA

2AY—Albury—Sun., 10:00 P.M.
2CH—Sydney—Sat., 10:15 P.M.
2GF—Grafton—Sun., 9:30 P.M.
2GN—Goulburn—Sun., 10:00 P.M.
3AW—Melbourne—Sun., 10:30 P.M.
3BO—Bendigo—Thurs., 4:15 P.M.
4BQ—Brisbane—Sun., 10:30 P.M.
4CA—Cairns—Sun., 10:00 P.M.
4TO—Townsville—Fri., 10:15 P.M.
4WK—Warwick—Tues., 9:30 P.M.
6BY—Bridgetown—Sun., 10:30 P.M.
6IX—Perth—Sun., 10:00 P.M.
6MD—Merredin—Sun., 10:30 P.M.
6WB—Katanning—Sun., 10:30 P.M.
7HT—Hobart—Wed., 10:25 P.M.

The ANSWER to America's Divorce Problem!

Here is the vital answer to a problem affecting nearly every third home in America. You need to know the real CAUSE of this problem—and the permanent CURE!

by Roderick C. Meredith

AMERICA IS the most divorced nation in the world today. More than *one in four* Americans have been involved in divorce!

The divorce problem is *growing* in nearly every "civilized" nation on earth today. This trend is viewed with concern by ministers and officials everywhere. *But the problem continues to grow!*

The tragic *results* of divorce soon make themselves known. In California, Superior Judge Lewis Drucker states: "The by-products (of divorce) find refuge in our State mental hospitals, prisons and alcoholic wards."

It is estimated here that *two-thirds* of the persons appearing in psychiatric court come from broken or divorced homes. *Seventy-five per cent* of juvenile delinquents come from such homes! And a large number of unwed mothers are themselves the product of broken homes.

For the couple involved—and most of all for the *children*—the *results* of divorce are nothing short of TRAGIC!

But the question remains — WHY divorce, what are its causes, and what can be done about the problem?

Why Divorce?

Although *many* factors enter in, two *basic problems* are at the bottom of nearly every divorce. The first of these is the misunderstanding and misuse of *love* and *sex*. The second—which is directly related to the first—is ignorance of or disregard for the proper *organization* and *purpose* of the home and family.

Bear these two factors in mind—for nearly EVERY conceivable problem in marriage falls into one of these two categories!

Now let us consider the first of these

basic problems. Actually, the misunderstanding of love and sex can place a marriage in jeopardy before the vows are even spoken. A marriage entered into because of *lust* or through *fear* of the results of premarital sex has a poor chance of success from the start. Yet how many *thousands* of such marriages take place every year?

Two generations ago, a major problem among prospective marriage partners was the lack of technical knowledge about the various aspects of the sex function. But today, the situation has changed radically.

Modern young people are bombarded with information about the purely *technical* aspects of sex from almost every quarter. In America particularly, society has become almost OBSESSED with sex as a form of *amusement* and *self gratification*. This selfish, perverted sex appetite is constantly stimulated by its emphasis on the television and movie screen, in newspaper and magazine advertisements and illustrations, in widely read novels and short stories. In lurid detail, it is splashed on the covers of paper-backed books and through the pages of comic magazines.

Young people today are exposed to sex in its rawest forms before they have the faintest idea of its *total* meaning in life. By adult example, they are taught that sex is something to "take," to "get" from others in order to satisfy the *self*.

The *selfless* expression of LOVE in sex is completely ignored or misunderstood. Thus, one of the very things which should help bring *happiness* in marriage is very often a basic cause of *divorce*.

The Right Attitude Toward Love and Sex

There is a great difference between

the selfish, infantile emotion so many young people think of as "love" and the mature Christian love which every happily married couple should understand and experience. One of the problems encountered by young couples whose marriage is based upon infantile love is that each is expecting to *receive* all and give *nothing*. Each is so concerned with his own wants and desires that he is scarcely capable of recognizing the needs of his mate, or of fulfilling them.

On the other hand, mature love is based upon the Bible principle: "It is more blessed to GIVE than to receive." It seeks not primarily its own satisfaction, but wants to serve the beloved, to contribute to the fullest happiness and good of the other. And it is willing to work and to sacrifice to achieve this goal.

Mature love does not make of sex an end in itself. Rather, our attitude toward sex should be based upon the understanding that it was GOD who made us male and female—it was God who *created* sex. Sex is as God-given and worthy as speech, sight or hearing and like these should be used properly—as the Creator intended.

In marriage, sex should be the highest expression of physical LOVE. As the apostle Paul commands, husband and wife should each regard his or her body as the property of the other (I Cor. 7:1-5). Their relation should be based on an outgoing *love* and *concern* for the beloved's happiness and welfare. Their attitude should be one of *giving* and *serving*.

Every young couple should know and *understand* the two great PURPOSES of sex. First, that it is to propagate the race—"be fruitful and multiply" (Gen. 1:28). Secondly, as indicated by the pas-

sage in I Corinthians 7, it is to be that complete *sharing* of two personalities in which each considers that he belongs to the other—a relationship and a sharing designed to *protect* and to *increase* the love of husband and wife for each other.

Any other reason for sex either in or outside of marriage is SIN—and will ultimately bring sorrow, retribution and shame upon the parties involved!

If young people in dating, courtship and marriage would *understand* and *abide by* these two great purposes of sex, their behavior would alter radically. First, there would be no more of the kind of "necking" that all too often leads to premarital sex. And, realizing the true meaning of love and sex, young couples would marry out of LOVE—not *lust* or the various desires to please the *self*.

A knowledge of the technical functions of sex in the human family is important to every young couple. Once this is mastered, understanding and PRACTICING the "giving" and "sharing" principle in love and sex will practically guarantee continued happiness in this vital phase of married life.

Organization and Purpose of the Home and Family

It has wisely been said that the very *foundation* of all decent civilization is the *home* and *family*. The continuing disintegration of modern family life is cause for deep concern the world over.

In their desire for sexual satisfaction, and their insatiable thirst for "hired" entertainment in the form of nightclubs, movies and TV, today's young married people seem to give very little thought to the building of a permanent, stable, happy home and the begetting, feeding, clothing, training and teaching of children. For the most part, they are in ignorance of the *purpose* and proper *organization* of the home and family.

Again, people forget that it is *God* who created the sexes, and that GOD ordained marriage and the family! At least *two* of the ten great spiritual laws of life summarized in the Ten Commandments relate *directly* to marriage and the family.

One command—the one against *adultery*—protects the family from outside invasion, so to speak. The command to *honor one's parents* has to do with the

teaching, training and conduct inside the family.

From the very first chapters of the Bible, we find the proper organization of the family definitely indicated. When God first made man and knew that he should not be alone, He said: "I will make an *HELP* meet (suitable) for him" (Gen. 2:18).

From the very beginning, woman was intended to be man's partner and help—not *his boss* or *his competitor*.

This may sound trite or old fashioned to some who apparently think they have "progressed" far beyond the wisdom of their Creator. But the application of this one principle would save thousands of homes from the state of WRETCHEDNESS in which they now exist!

Who Is the Head of the House?

A nation divided against itself CAN NOT stand! In like manner, a home that is *divided*—a home without a *head*, will NOT endure!

In our modern homes, one of several things takes place. In many instances *both* parents simply submit to their rebellious children and let their whims and fancies dictate family policy. In a prophecy which in a dual sense refers to our English-speaking peoples *today*, God said: "And I will give *children* to be their princes and *babes* shall rule over them . . . the *child* shall behave himself proudly against the ancient . . . *children* are their oppressors and *women* rule over them" (Isaiah 3:4-5, 12).

We can SEE this prophecy taking place all about us today!

As the prophecy indicates, when parents let the children have a free hand it usually involves *mother* doing any other ruling that she thinks necessary. And, of course, another widespread practice is for the wife to just take over and act as the head of the family herself. In this case, the husband is usually squelched and humbled like a whipped dog, and the children are usually rowdy and impudent because of this topsy-turvy state of affairs.

Any of these situations is sure to bring *unhappiness* and TROUBLE because they are in *direct defiance* of the *Divinely ordained pattern of authority which God set in the home*.

It is *God* who made us male and fe-

male. It is GOD who instituted the home and family.

Whether it appeals to human reason and desires or not, here is what *God* says about who is to be the head of the house: "Wives, SUBMIT yourselves unto your own husbands, as unto the Lord. For *the husband is the HEAD* of the wife, even as Christ is the head of the church: and he is the saviour of the body" (Eph. 5:22-23).

Speaking of the qualifications for ministers, the apostle Paul said that such a man must be: "One that RULETH well his own house, having his children in subjection with all gravity" (I Timothy 3:4).

If he will only use it, man has been given the potential of *wisdom, understanding, determination, self-control, physical strength* and many other qualities which best fit him to act as the provider, the protector, the leader and the HEAD of the family.

The Right Estimation of Wifehood

Although many women won't admit it because of their own VANITY and because of the perverted teachings of modern psychology, every normal woman secretly *wants* her husband to rule her, *in love*, and to take his rightful place as the head of the house. She can find her greatest HAPPINESS only as a wife and mother who can rely on the protective leadership of a loving husband who is STRONG in *character* and in *purpose*.

If marriages are ever going to be successful, young women need to be TAUGHT and *schooled* in these God-given principles of marriage. Instead of learning to *compete* with men in business, industry and society, they need to train to become a real *HELP* to their future husbands, and an efficient *mother* to their children.

Discussing the *reasons* for the terrible divorce problem, a prominent jurist recently declared that American women just don't know how to be wives.

"Why do so many American GIs marry German and Japanese girls?" he asks. Then answers, "Because these women are *taught to be wives*. They perform the historic function of a wife. And they don't try to wear the pants!"

Most modern women have an entirely FALSE concept of what constitutes a

"success" in life for a woman. By training and example, they are either taught to become a "career woman" and *compete with men* in the business world, or else they are encouraged to become "dominating" wives who argue loud and long that marriage is a "50-50 proposition," but who in actual fact always end up in *bossing* their husbands. And women of this group nearly always have many "outside interests" — women's clubs, bridge clubs and innumerable contacts with other women like themselves—partly to smooth over the inevitable doubts and frustrations that arise as a result of this unnatural situation.

In either case, the woman is taken *outside the home* a good deal of the time. The husband has only a "part time" wife who wants to wear the pants. And the children end up with a part time mother who undermines the father's authority in front of their very eyes and who *cannot*—by her very nature—replace him as the strong, wise guiding hand which every home *MUST* have to be completely happy and successful.

Instead of the *false* modern concept, God **COMMANDS** older Christian women: "That they may teach the young women to be sober, to *love their husbands*, to *love their children*, to be discreet, chaste, **KEEPERS AT HOME**, good, **OBEDIENT to their own husbands**, that the word of God be not blasphemed" (Titus 2:4-5).

Is that **CLEAR**? That is **GOD** speaking! The only question is—are we going to argue and "reason," or are we going to **OBEY**?

The Right Balance

But there is another side to this coin. Husbands should not only understand but **RESPECT** the high calling of their wives. They should give God *thanks* for their help, and for their co-operation and obedience.

Every man should *drive himself* to provide a decent living for his wife and children—and should then keep his wife *at home*, where God says she belongs. And he should pray for *love, wisdom, and self control* in leading and guiding his family, and in being the kind of father that his wife and children can look up to with the right kind of pride.

Every husband must use his "back-

bone" and *will power* to take his rightful place as the head of his house. But to have a happy and successful home, he must do this *in the right attitude*. He must not be swelled up with pride and begin to "lord it over" his wife and children as a tyrant or dictator. Rather, he must strive to *give* and to **SERVE** his family as its leader and provider. In humility, he should realize that he is *best qualified* to do this, and that he is held **RESPONSIBLE** for *doing it properly*.

God *commands*: "Husbands, **LOVE** your wives, even as *Christ also loved the church*, and gave himself for it" (Eph. 5:25).

Both men and women need a new concept of marriage and of *wifehood*. They need to realize the great **IMPORTANCE** of a woman taking her place in the home as a *good cook*, an *efficient* housekeeper, a *good mother* who will not only care for but will *teach* and *train* her children in the right way, and a *loving* wife and companion for her husband.

Such a wife and mother merits the very *highest* respect and honor of her husband, her family, and of the whole society.

Have you enrolled in our free Ambassador College Bible Correspondence Course?

This is a totally new, *different* kind of Bible study course, designed to lead you, by the study of *your own Bible*, to **UNDERSTAND** the whole meaning of today's space age, of the **PURPOSE** being worked out here below, of **PROPHECY**, of **SALVATION**, of this entire Treasure-House of knowledge, which is **GOD'S WORD**—the **TRUTH**.

The most **VITAL**, most **IMPORTANT** questions of **YOUR LIFE** are thoroughly gone into, and you are directed to the clear, plain, simple answers *in your Bible*! You will learn **HOW** to study the Bible—**WHY** so few **UNDERSTAND** it. You will **PROVE** whether the Bible really *is* the **INSPIRED WORD OF GOD**!

Just address your letter requesting the Ambassador College Bible Correspondence Course to Box 111, Pasadena, California.

In describing such a woman, Solomon wrote: "Who can find a virtuous woman? for her price is *far above rubies*. The heart of her husband doth *safely* trust in her, so that he shall have no need of spoil" (Pro. 31:10-11).

Bring GOD into the Marriage and Family

Men and women have left *God* out of their thinking about love, sex, marriage and the family. Yet it is **GOD** who has ordained and instituted all of these!

Parents and friends, educators, books, movies and TV all present what is usually a **FALSE** concept of the meaning of love, sex and marriage to our young people. As we have discussed, real **LOVE** is seldom understood and only the physical and technical aspect of sex is taught—and the implied motivation is that of "getting" instead of *giving* and *serving*.

This selfish concept then becomes the attitude toward the entire marriage relation, and the modern wife proceeds to *demand* her "rights" to take over many responsibilities for which she was never equipped by God to perform. And—all too often—the husband is too lazy or sluggish to be the sole *provider* and *leader* of his family, or else he becomes too much of a selfish "brute" of a husband to exercise his responsibilities with *wisdom* and **LOVE**.

Almighty **GOD** must be brought into our thinking—not only about the limited aspects of sex and marriage as such—but about the entire *meaning* and **PURPOSE** of the home and family. We need to realize that God **ORDAINED** the home and family relationship as the basis of all decent society!

Part of the very *purpose* of the family relationship is to give men and women the opportunity to **OVERCOME** the very difficulties in marriage which we have already outlined—plus many, many more. By building the right kind of home, men and women can achieve their greatest *happiness* in this life.

But even more important than that, they are making use of a God-ordained opportunity to build the *highest* type of **CHARACTER** for *all eternity*!

That is why *any* type of sex relation outside of a Godly marriage is **SIN** and is punishable by **DEATH** in the lake of fire! It is *cheapening* and *degrading* any

future marriage in advance. It is WRECKING the very basis of all decent society!

And that is why our modern practice of *divorce*—and especially of divorce and remarriage—is such a *crime* and a *SIN* in the eyes of Almighty God. This damnable practice teaches young people at their slightest whim to cast aside the *RESPONSIBILITY* God laid on them as husband and wife to learn the lessons of *patience* and *faithfulness* and *self-sacrifice* in marriage, and to build the kind of *CHARACTER* for which God placed them on this earth!

The Almighty commands: "What therefore God hath joined together, let NOT man put asunder" (Mark 10:9).

If you do not yet fully understand the scriptural truth on this entire subject of divorce and remarriage, then write in immediately for Mr. Armstrong's free booklet entitled, "*Divorce and Remarriage*."

The ANSWER

The real ANSWER to our divorce problem, then, is to teach young people not only the purely technical aspects of sex, but that love is something we *GIVE* and *share* with others. Teach them God's pattern of organization in the home—that the father is the *leader* and *provider* of the home—and that he is the *Head* of the house. As Judge Samuel S. Leibowitz recently said in an excellent article in "*Reader's Digest*" proposing his solution to the problem of juvenile delinquency: "Put Father back at the head of the family."

Then we must *teach* our young women to prepare for wifehood as their *highest* and *most honorable* calling. They should learn to cook without relying on a can opener, to sew, to properly care for and train their children, to be a loving help—a crown and glory to their husbands.

We need to restate God's *PURPOSE* in marriage and the home—that it is a place to build both *happiness* and *CHARACTER*.

Young people will then follow a *new concept* in dating and picking a mate. They will realize that sex is only a part of the entire expression of love in marriage and the home.

Husband and wife will then learn to *give* and *share* in the entire marriage

relation. Each will know his God-given *place* in the home, and will take it with humility. Together, they will *teach, train* and *discipline* their children. From babyhood, Father will teach his children *respect for authority*—*SOLVING* the juvenile delinquency problem before it even starts. Yet all of this will be carried out in an atmosphere of *LOVE* and *consideration* for the ultimate good of the entire family.

Realizing and following God's *PURPOSE*, the *home* will become the center of family life and recreation.

There will be real family *fellowship* and *fun* at mealtime when *everyone eats together* under Father's watchful and kindly eye. Instead of all "canned" entertainment through TV, radio or the movies, many evenings will be spent around the fireplace, in family games or contests, or in reading and talking together.

There will be family outings, sight-seeing trips, hikes, picnics and camping trips. There will be special dinners and

all-day occasions with relatives and friends. An atmosphere of *unity*, of "togetherness," of *LOVE* will permeate the entire family.

All of this will be possible because the *giving* and *serving* attitude in love, sex and marriage will be understood and practiced. And because there will be good *organization* and *direction* in all family affairs with Father as the recognized *Head* of the family—and with Mother gladly and proudly backing him up and helping in every way.

And it will be possible if *GOD* is recognized as the real founder of marriage—and as the Head and Father of all the human family, to be *served, honored, and obeyed*.

In spite of the temporary trials and problems inherent in this physical existence, a marriage based on these principles will yield great *peace* and *happiness* throughout this life—and *eternal* life in the *World Tomorrow*.

This is the *ANSWER* to the divorce problem of America and all the world!

Does EASTER Commemorate the Resurrection?

(Continued from page 6)

sacrificed for us (1 Cor. 5:7).

The Passover had always been held on the eve of the 14th of God's first month, according to the Sacred or Jewish Calendar. It was the night of the final and last passover supper that Jesus introduced these NEW TESTAMENT emblems—the unleavened bread and the wine—in place of the lamb that was always slain annually.

For a full explanation of the *original* Passover as God instituted it, write immediately for the two booklets "Pagan Holidays or God's Holy Days—Which?" and "Does It Matter Which Days We Observe?"

Remember Jesus commanded: "this do in remembrance of me." Why? Because the Passover was commanded "FOREVER."

The Passover was to be observed *annually*, along with the days of unleavened bread. "Thou shalt therefore keep this ordinance in his season year to year" (Ex. 13:10). Jesus set us an example (1 Peter 2:21), observing this

ordinance at the same time once a year (Luke 2:42). Suppose the Israelites in Egypt had observed this ordinance at some other time than that set by God? They would not have been saved when the death angel passed by that night! God does things *ON TIME*. He has given us an exact time for this ordinance. Jesus instituted the New Testament symbols "when the hour was come."

The Ordinance of Humility

In giving us their accounts, Matthew, Mark and Luke describe the taking of unleavened bread and wine. But John relates another part of this ordinance.

In the 13th chapter of John we notice that after the Passover supper was ended (verse 2), Jesus took a towel (verse 4) and began to wash His disciples' feet (verse 5).

"So after he had washed their feet, and had taken his garments, and was set down again, he said unto them, Know ye what I have done to you? Ye call me

(Please continue on page 16)

How Arab World Could Trigger H-BOMB WAR!

(Continued from page 4)

World "the first circle" of influence. And he calls on all Arabs to join with him in "a common struggle" against Western "Imperialism!" The second circle of influence is "the continent of Africa" where he pictures a "terrible and sanguinary conflict going on there today between five million whites and 200 million Africans" (page 110). Egypt, Nasser contends, should control all Africa because Egypt is *in* Africa.

The third circle of influence, according to Nasser, extends throughout Indonesia, China, Malaya, Siam, Burma, Pakistan, in every country where Moslem believers are found.

The dream of controlling this vast area is a revival of the old idea of a gigantic Egyptian Empire—with Nasser as its modern Pharaoh!

Arab World Cannot Be United

Nasser is working for Moslem unity because he knows it gives him absolute power over the economic destiny of Western Europe. But Nasser will never be able to unify the Arab World. Prophecy says so! Two thousand five hundred years ago the Supreme God of heaven pronounced sentence on proud Egypt: "It shall be the basest of the kingdoms;

neither shall it exalt itself any more above the nations: for I," declared God, "will diminish them, that they shall no more rule over the nations" (Ezekiel 29:15).

Egypt will make alliances with certain nations, but with those the world least expects. Egypt will not unite all the Arab World.

The Egyptian alliance with Syria is nothing new. For over 2000 years the two countries have tried to unite permanently—but God warns that Egypt will never fully succeed in its audacious plans. Notice the prophecy: it is in Daniel 11. This entire chapter is devoted to explaining the attempts of "the king of the North"—Syria—and the "king of the South"—Egypt—to unite their countries. Throughout the centuries their attempts at union "shall not prosper," declares the prophet (Dan. 11:27). Egypt "shall not rule over the nations" declares the Word of God.

But Egypt shall make alliances. Notice Ezekiel 30:1-5. "Thus saith the Lord God; . . . the Day of the Lord is near"—the time of God's intervention in world affairs, the time when He punishes the nations—"and the sword shall come upon Egypt. . . Ethiopia ["Cush" in Hebrew], and Libya ["Phut" in He-

brew], and Lydia ["Lud" in Hebrew], and all the mingled people, and Chub, and the men of *the land that is in league*, shall fall with them by the sword."

This is a prophecy for our day. And it finds Egypt in league with another land—Syria today. But Egypt and Syria are destined to be conquered in war, along with several Moslem nations in North Africa which are yet to be associated with Egypt! These nations—the descendants of Cush, Phut and Lud (Gen. 10:6, 22)—are coming under the sway of Cairo because Cairo is today the center of the Moslem religion.

Observe that none of the other major Arab nations (except Syria) are allied with Egypt in Bible prophecy. This is very significant. It is the result of a *fourth influence* dividing the Middle East!

A Fourth Power Enters

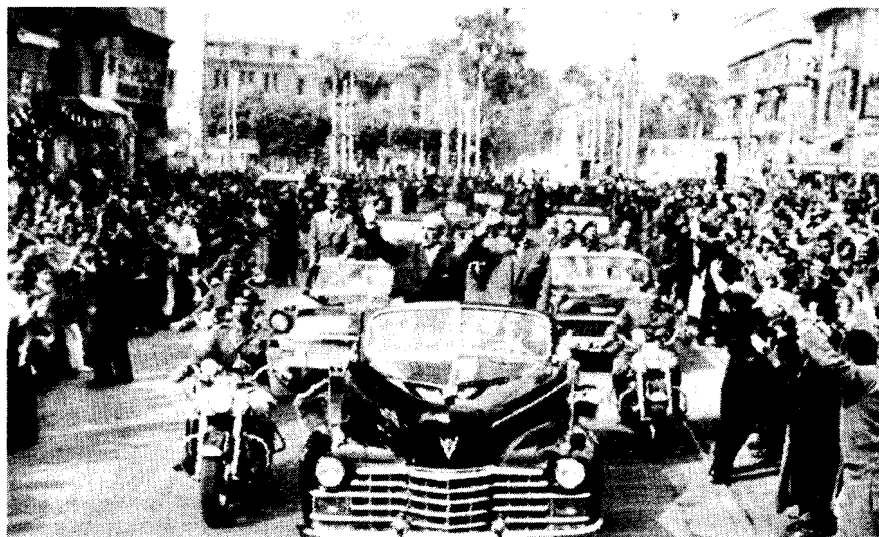
Most Arab nations are openly or tacitly allied with the Western Democracies against communism. Egypt and especially Syria, on the other hand, have been swayed by communism. But the recent league between the two countries is greatly limiting Russia's influence over Syria. *Behind the moves of Nasser against the West and against communism stands GERMANY!*

While in Cairo, I had a conference with a retired Egyptian Judge. He despised the West—and also atheistic communism. He contended that the West has betrayed the Arabs in favor of the Jews. The only nation which the Egypt-

(Continued on page 14)

Syrian President Kuwatly, left, and Egyptian President Nasser stand in auto to acknowledge cheers of Cairo crowd. Next day union of two nations was officially declared.

—Wide World Photo



The Presidents of Syria and Egypt place their signatures on the agreement which unites their two countries.

—Wide World Photo





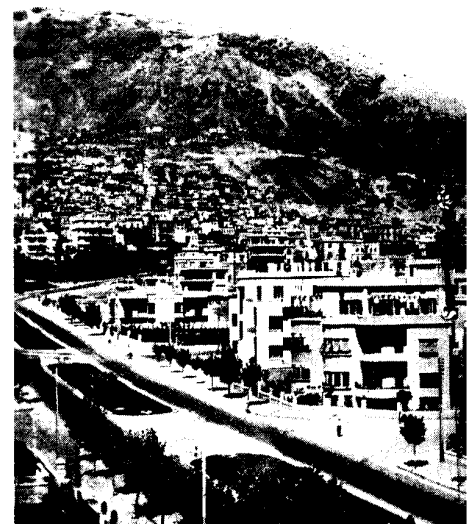
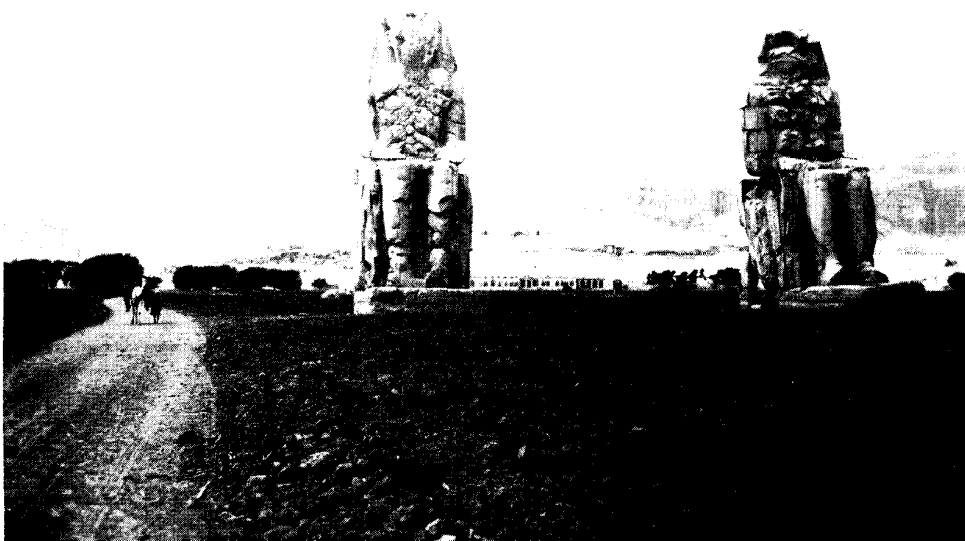
—Wide World Photo
Heavily swathed Arab women walk through date grove, carrying baskets of fruit on their heads.



THE MIDDLE EAST changes little in the modern world. It is the same old world. The people have practically nothing to say about foreign affairs.

The Middle East

At Thebes, Egypt, the two famous colossi of Memnon, representing King Amenhotep III, may still be seen.



A panorama of Damascus, capital of Syria, to be run by Government from Cairo.



—Wide World Photo
d. It is the politicians who make decisions for the illiterate masses.
eign alliances. Here is a typical farm scene in Egypt.



—Wide World Photo
The market in the Jabalia Refugee Camp, home of 20,000
displaced Palestinians in Egyptian-controlled Gaza Strip.

TODAY!



capital of Syria. This country is ultimately
om Cairo, Egypt.

Monuments of Egypt's ancient greatness pierce the bright moon-lit sky. The Nile River is in foreground.



How Arab World Could Trigger H-BOMB WAR!

(Continued from page 11)

tians could approve is Germany, he said. Then it was that we learned that Nasser's Revolution would probably have failed without German advisers. The Germans are supervising the training of the Egyptian army. Dr. Schacht, who helped finance Hitler to power, advised Egypt how to set its economic house in order. Dr. Wilhelm Voss is chief adviser to the Egyptian Central Planning Committee.

Germany is interested in Egypt because she wants ultimately to dominate the Suez Canal and control Middle Eastern oil! It is German influence which is helping to drive Britain out of the Middle East. This is but another step in Germany's determined march to world control.

But Egypt's secret understanding with Germany is going to boomerang. Germany will not be content with Egyptian control of the riches of the Middle East. Germany intends to replace Britain as the colonizer and imperialistic power in Africa and in the Arab World. Egypt will not stand for this usurpation of power. Egypt has her own dreams of conquest!

Here is what prophecy says will happen!

Unveiling the Future

We can know the future. God has revealed it! It is given in the Bible so that we will be warned in advance about what will befall this generation!

Ten years ago almost no one would have guessed that the Arab World would become the vortex of the struggle for world control. The Arabs are a highly volatile people. They are easily led by demagogues. Their history reveals a treacherous past. They are also jealous of one another. Almost all Arab nations resent Egypt's pretended domination of Moslems *as much as they resent the Jew*. The Egyptians are Hamitic; the Arabs are Shemitic. This is another cause for cleavage. It explains why Arabs cannot cooperate.

Now what is going to happen in the

Arab world? Who will ultimately control it? Turn to an astounding prophecy found in Psalm 83:1-8.

Here is the answer to the questions of our fearful statesmen!

Notice! It is a time of war. "Hold not Thy peace, and be not still, O God. For, lo, Thine enemies . . . have taken crafty counsel against Thy people"—have dealt treacherously with America and Britain. "They have said, 'Come, and let us cut them off from being a nation. . . . For they have consulted together with one consent: they are confederate against Thee. . . .'"

Who are confederated against our people?

"Edom [Turkey], and the Ishmaelites [Saudi Arabia]; Moab, and the Hagarenes; Gebal [Lebanon], and Ammon [including Jordan and Iraq] and Amalek; the Philistines with the inhabitants of Tyre [the Phoenicians of ancient history, later called Venetians after migrating to Italy]; Assur [Germany] is joined with them: they have helped the children of Lot."

There is no Syria here. And no Egypt. There is going to be a change of alliances. Arab nations presently united

with the Democracies (God's people, the so-called "lost House of Israel" today) *are going to betray us (because of our sympathies with the Jews)* and side with fascist enemies who are soon to unite Central and Southern Europe and conquer the English-speaking world! There is going to be a mighty Fascist-Arab alliance! It will ultimately turn against the Jews even though the fascists will feign friendship with Jews at first.

These nations are going to beat Russia to the punch!

And what is to be the fate of Egypt and Syria?

Duality in Prophecy Tells

Egypt's pride is her downfall. She is actually a weak nation. Because the British meekly left Suez, Egypt thinks that she can deal highhandedly with all nations. Egypt has not yet learned that Germany is out to control the Middle East.

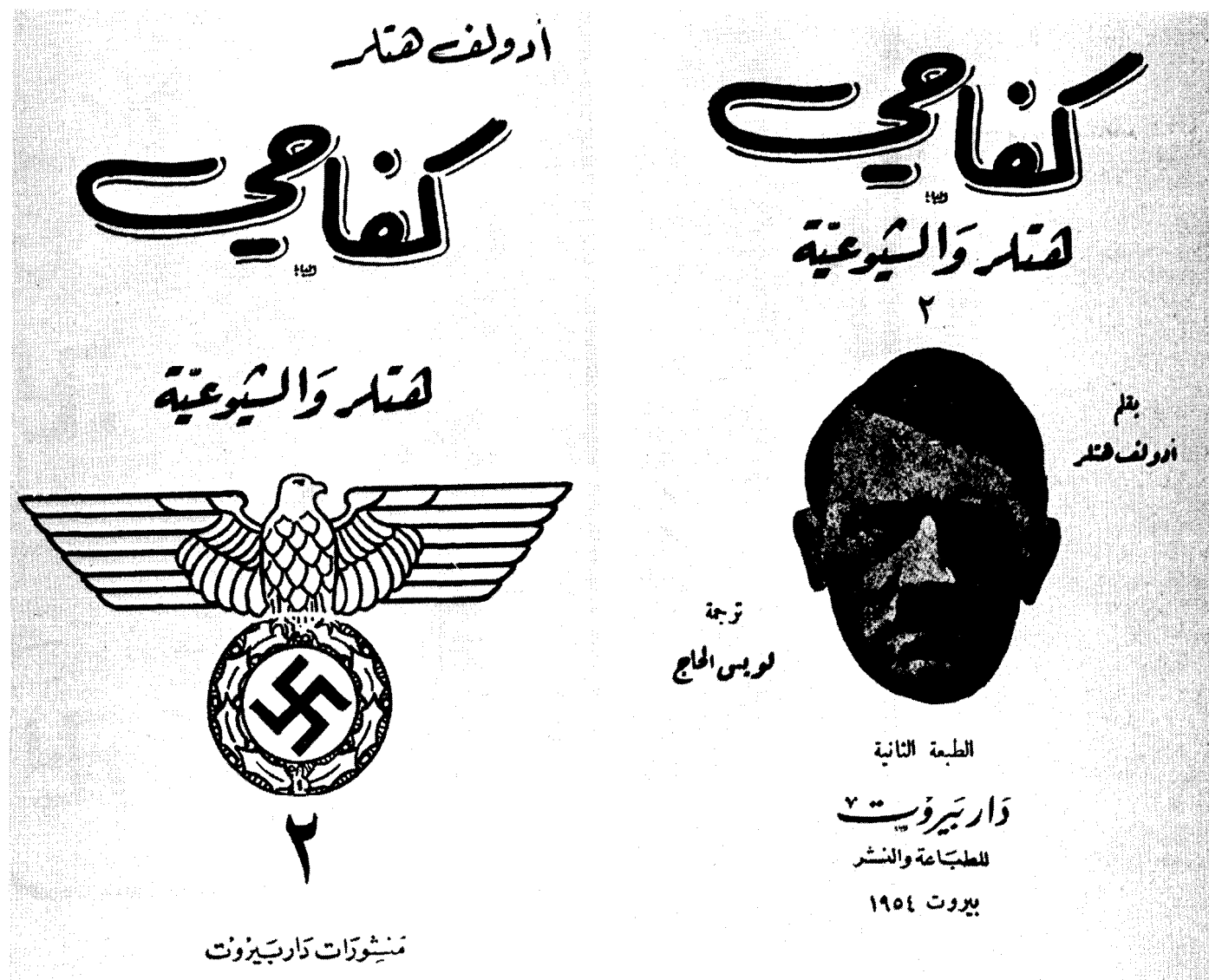
To understand how it is all going to work out, we need to turn back the pages of history to about six centuries before the birth of Christ. The prophecies of that day are destined to be repeated today. Prophecy is dual. The events of that day are types for our day. This *duality* is a master KEY which unlocks dozens of prophecies.

In ancient times Assyria [the ancestors of modern Germany] conquered

Big banners are pushed up in Egyptian crowd, cheering Presidents Kuwatly of Syria and Nasser of Egypt. Merger of two countries same day sparked Nasser's ambition to dominate Arab world himself.

—Wide World Photo





Among Egyptian Army documents captured by Israel Forces in the Sinai desert were copies in Arabic of Hitler's "Mein Kampf," said to be standard reading for Egyptian officers. Many copies were found on captured officers. It is from Hitler's book that the Egyptian military leadership is taught to draw its inspiration for the war of extermination against Israel.

Damascus [the capital of modern Syria] (Isaiah 8:4). Assyria also conquered Israel and Egypt. The same thing is going to happen today. Assyria [Germany today] is going to destroy "Damascus, and the remnant of Syria" (Isaiah 17:3). "And the land of Egypt shall not escape" (Daniel 11:42).

Observe that this is at "the time of the end"—the time of national trouble for Britain and America, the descendants of the so-called "lost ten tribes." If you have not read the proof of our national identity write immediately for the free booklet *The United States and The British Commonwealth in Prophecy*.

Now compare what we read in Psalm

83 with verse 41 of Daniel 11. Notice that Edom and Moab and Ammon escape the conquest of fascism from Europe! No wonder. They are ultimately to be allies of a ten-nation fascist-religious union in Europe (Rev. 17: 12-14).

Because of this betrayal, God will later send the communist hordes of the east to destroy the Arab nations united with Jordan. "Thus saith the Lord God: . . . I will open the side of Moab . . . together with the children of Ammon [Jordan, today] unto the children of the east" (Ezek. 25:8-10). The "children of the east" are the Communist nations!

At that time Christ will return to

earth to save the world from total annihilation! Palestine—in the center of the Arab World—is yet destined to be the focal point of World War III.

There is a way for you to be protected in this horrible holocaust that is prophesied to overtake all nations. Repent of your rebellion against God and His law. Ask forgiveness through Jesus Christ. And God will protect you and lead you to a place of safety when hydrogen war breaks loose on the world! There is no other way of protection. Only through the divine intervention of God on your behalf, if you repent and turn to Him for mercy, can you escape it.

EASTER Commemorate the Resurrection?

(Continued from page 10)

Master and Lord, and ye say well; for so I am. If I, then, your Lord and Master have washed your feet; ye also ought to wash one another's feet. For I have given you an example, **THAT YE SHOULD DO AS I HAVE DONE TO YOU**" (John 13:12-15).

If any of you are wondering if this ordinance of humility is a *command* to you, then turn to Matthew 28:19, 20. Here Jesus said to these same disciples: "Go ye therefore, and teach all nations, baptizing them . . . *teaching them to observe all things whatsoever I have commanded YOU*." So they were to teach us to observe **ALL** things **WHATSOEVER** Jesus commanded them!

Kept Once a Year in the Apostolic Church

In I Cor. 5:7, 8, Paul tells the Corinthians: "Christ our passover is sacrificed for us. *Therefore let us keep the feast, not with old leaven . . . but with the unleavened bread of sincerity and truth.*" And in the 11th chapter he gives the directions regarding this ordinance.

Some misunderstand verse 26 which says: "As often as ye eat this bread and drink this cup," by interpreting it "take it as often as you wish." *But it does not say that!*

It says "as often" as you observe it, "ye do show the **LORD'S DEATH** till He come." Even Jesus commanded, "this do ye, as oft as ye drink it, in *remembrance of me*" (verse 25). We do it in remembrance of **THE LORD'S DEATH**—a memorial of His death. As you know, *memorials* are celebrated annually, once a year, on the **ANNIVERSARY** of the events commemorated. The United States sets aside every May 30 as a special day of commemoration. So we observe the memorial of Christ's death *annually*. And just as often as each year comes around we are to "show the Lord's death till He come," by keeping this memorial.

Christ instituted this ordinance on the **EVE OF HIS DEATH**. It was the 14th of Abib, by God's Sacred Calendar, in the very beginning of the day. God starts

days at sunset, not midnight. So, later that same day, after Jesus had gone out to Gethsemane, Judas Iscariot led the crowd to seize Jesus. Then He was crucified later that same day, in the daylight part of this same 14th of the month Abib.

By following the example of Jesus in observing this sacred ordinance at the same time He did—the very same time the Passover was forever commanded to be observed—we continue to remember His death, annually, on the eve of the crucifixion.

Some always question the meaning of Paul in verses 27-29, in I Corinthians 11. The apostle is not speaking about a Christian being worthy or unworthy to take it. It is speaking of the *manner* in which it is done. We take it unworthily if we take it wrongly, in the wrong manner. Once we learn the truth about its observance, and yet take it at any other time than what God says, then we take it unworthily. We take it unworthily if we do not accept the body and blood of Christ. So let's not take this most sacred ordinance to our condemnation, but take it *worthily* instead!

"Easter" a Mistranslation

Following the example of Jesus and the apostles, the early Church observed the Passover, and the Days of Unleavened Bread which immediately followed. Notice Acts 12:3. The Holy Spirit of God inspired these words: "Then *were* the days of unleavened bread." But in the next verse we read of "Easter."

We have just seen that "Easter" was injected into the Church years after the time of Christ. This word "Easter" is a **MISTRANSULATION**. The original Greek word is "pasha" meaning **PASSOVER**. In every other place, exactly the same word is used in the original and always rendered **PASSOVER**. Many other translations faithfully render this verse in Acts as "intending after the Passover to bring him forth to the people."

So this verse, instead of mentioning Easter, really proves that the Church, ten years after the death of Christ, was still observing Passover.

What Does "Break Bread" Mean?

There are some denominations that read Acts 20:7 as a proof that the

"Lord's Supper" should be taken each Sunday *morning*! First notice that this was after the Days of Unleavened Bread (verse 6). Paul was preaching a farewell meeting, not on Sunday morning, but on Saturday night. It was after midnight (verse 7), that they broke bread because they were hungry. When they "had broken bread, *and EATEN*, and talked a long while, even *till* break of day," Paul departed.

So this was just an ordinary meal!

The same expression "break bread" is found in Acts 27:34, 35. "Wherefore, I pray you, take some **MEAT** . . . *he took bread* . . . and when he had *broken it*, **HE BEGAN TO EAT**." Again in Acts 2:46: "and *breaking bread* from house to house, did **EAT THEIR MEAT** with gladness." This could not possibly have been the "Lord's Supper" or, more properly, Passover, because Paul says that if we take it to satisfy our hunger we take it to our condemnation (I Cor. 11:34). In that day, everyone "broke bread" at ordinary meals, because they did not have the kind of bread that we slice. Jesus broke bread because it was at the Passover supper, while "*at meat*," eating a meal.

We need to return to the faith Jesus delivered to us. Let us humbly and obediently observe this sacred ordinance as we are commanded, at the scriptural time, after sunset, the 14th of Abib according to the sacred calendar. If you haven't as yet written about the observance of this ordinance as a memorial of Christ's death, write us immediately for the booklet "When and How Often Should We Observe 'the Lord's Supper?'"

WHY THE PLAIN TRUTH HAS NO SUBSCRIPTION PRICE

So many ask: "How can you publish a magazine, without subscription price, and without advertising?"

The answer is simple. The **GOSPEL** must go to the whole world, and it must go **FREE**. It must not be sold like merchandise. "Freely ye have received," Jesus said to His disciples whom He was sending to proclaim the Gospel, "Freely **GIVE**." Without money and without price, is God's way. We proclaim a **FREE** salvation. Therefore, we cannot put a **PRICE** upon the **PLAIN TRUTH**.

We have been called of God to conduct this work. It is not our work, but God's. We have set out to conduct God's work God's way. We rely, in **FAITH**, upon God's promises to supply every need. God's way is the way of **LOVE**—and that is the way of *giving*, not getting. God expects every true child of His to **GIVE** of tithes and offerings that His work may go **FREE**—that His true ministers may **GIVE** the precious Gospel to others. We simply **TRUST** GOD to lay it on the minds and hearts of His people to give of their tithes and offerings that we may be enabled to **GIVE** the good things of God's Word to the hundreds of thousands who hear the Message over the air, and the scores of thousands who read **The PLAIN TRUTH**.

Many times our faith has been severely tried, but God has never failed us. We must not fail **HIM**!

The Autobiography of Herbert W. Armstrong

Here is the fifth installment of the story of Mr. Armstrong's event-packed life—continuing the experiences of formative years, the groundwork for his later ministry, the early preparation for today's world-wide impact.

by Herbert W. Armstrong

APPARENTLY the "Idea Man" trip from Des Moines to Atlanta and return ended along in April, 1914. It was then that the assignment as makeup man for The Merchants Trade Journal came, related in the beginning of the preceding installment. This assignment, with a desk in the composing room of the Successful Farming plant, interspersed with writing advertising copy for clients of the Journal's Service Department, lasted six or seven months.

Becoming a Typist in Two Weeks

It was about the beginning of November, 1914, that I was assigned to the next, and last, "Idea Man" trip. This time I was to proceed west as far as Grand Island, Nebraska, then zig-zag south to Houston, Texas, then east to Birmingham, Alabama, then north to Detroit, and back to Des Moines.

Earlier that year the first portable typewriter had been put on the market. It was only some six months after the first little folding Corona had come out that Mr. Boreman presented me with one.

"Herbert," he said, "here is one of the new portable typewriters. We want all the idea material sent in typed hereafter."

"But," I protested, "I've never learned how to use a typewriter. It would take me a week to peck out one single day's reports on that thing."

"Well that's *your* problem," grinned Mr. Boreman. "The way to get things accomplished is to put a *prod* on yourself. Most of us never get around to doing a thing until necessity drives us. So I guess necessity forces you to learn how to type—and *quick!* For we are

requiring that all your notes, data, and reports be typed on that baby Corona, and we require that all reports arrive here *on time!*"

What an assignment!

But the *prod* was on! Hurriedly I procured an instruction book on typing. But I saw at once that I did not have sufficient time to learn to type with all eight fingers and two thumbs as instructed in the book. I threw the book away, and began to teach myself my own way, using the first two fingers of each hand, and occasionally a thumb on the space bar.

I proceeded west thru Atlantic and Council Bluffs, Iowa; Thru Omaha, Fremont, Columbus and Grand Island, Nebraska.

At Columbus, in the Evans Hotel, I ran across a man who bore a startling resemblance to Elbert Hubbard. He even wore his hair long, with an artist's bow tie and wide-brimmed hat. He seemed very pleased when I told him he was Hubbard's double, and that I knew the famed "Sage of East Aurora," and had visited at Roycroft Inn. I forget his name, but it seems he was a state senator.

The quest for interesting and practical ideas used successfully by merchants was unusually productive, on this tour. The material for live and useful articles in The Journal was accumulating much faster than I could get them typed by the "hunt and peck" system. I worked late nights hunting for letters on the keyboard and pecking at them. I put the typewriter on my lap in train seats and pecked away furiously while travelling to the next town. But my notes were piling up on me.

From Grand Island, I cut south and

east thru Hastings, St. Joseph, and arrived in Kansas City Saturday night. By now my plight was desperate. I knew my week's reports had to be in the Journal office by Monday. I went to the old Baltimore Hotel, then Kansas City's leading hotel, but long since torn down, and hunted keys and pecked away on that little Corona all night long, going out two or three times thru the night to an all-night restaurant for coffee—and kept up the ordeal until Sunday afternoon, getting my week's reports finally into the post office.

Starting out early Monday morning the tour continued thru Lawrence, Topeka, Hutchinson, Wichita, and Arkansas City in Kansas; then thru Oklahoma, stopping at Blackwell and then Enid. An uncle, my mother's elder brother, was ticket agent out at Goltry, Oklahoma, some twenty miles west of Enid, and I was able to take an evening train to Goltry and catch an early morning train back, so it was possible to spend the night visiting relatives I had not seen in years.

Indians!

Next was El Reno. And there, for the first time in my life, I saw *real* Indians. In the dime-stores and the department stores, stout Indian squaws, when tired, would just squat down on the floor in the center of an aisle and remain there until rested. Other shoppers were obliged to squeeze by, if possible, or go around another aisle. Out on the main street, I saw a flash of bright red streak by, leaving a cloud of dust.

"What in the world was that?" I asked in astonishment.

"Oh," replied a local man, "that's a

young Indian just returned from Carlisle University. He recently inherited a sum of money from the government, and spent it all for the most expensive bright red racing automobile he could find. Since returning from college, he has reverted back to a semi-savage state, and drives his car recklessly wide open down the main street."

Again on a Saturday night I arrived, this time, in Oklahoma City, with a note-book full of ideas piled up on me. Once again there was the all-night ordeal at the folding portable typewriter. But by this time my four fingers seemed to begin finding the right keys almost automatically, and from that time on I was able to keep up with the typed reports. Before this three-months' tour was ended, I was pecking away on the typewriter at a speed more rapid than most stenographers.

And, come to think of it, I am this very minute, in this year of 1958, still rapping out these lines with these same four fingers. Only today, I am privileged to click the words off on a large electric typewriter.

However, this present great worldwide work of God, in its present phase, was actually begun, back in 1927, by clicking off articles on one of those early-model folding Coronas. It could not have had a more humble beginning. But we shall come to that phase of the story in due time.

Leaving Oklahoma City early Monday, Chickasha came next—another Indian reservation town—then Ardmore. Next were Gainesville, Ft. Worth and Dallas, Texas. Thanksgiving Day was spent at the Adolphus Hotel in Dallas.

The Adolphus in Dallas in those days carried the architectural appearance of being a slightly smaller sister of Chicago's Blackstone—tho additions have made it several times larger today. In those days the most exclusive hotel in America, with the possible exception of the Waldorf-Astoria in New York, was the Hotel Blackstone in Chicago. It was commonly reported that guests were not admitted into the main dining room of the Blackstone in the evening, unless they were in full evening dress; and that the noted diva Mary Garden, coming in after an evening performance at the Blackstone theatre, was refused ad-

mittance because she was not in formal attire.

Also, in those days, The Adolphus maintained, as nearly as possible in a city not much over 100,000 population, as Dallas then was, the atmosphere of The Blackstone.

The main dining room was plush and ornate, serviced with a "maitre d'hôtel" and two or three head waiters, besides waiters and bus boys. Most everybody was home for Thanksgiving dinner, and the hotel dining room was almost empty. The "maitre d'hôtel" ushered me to a table and spent the entire time of the meal chatting with me.

"I'm a long way from home on Thanksgiving," I said, "and on a reasonably generous expense account. I wish you would order my dinner for me. This is once I'm not going to keep down the cost. Go ahead. Shoot the works. Order the finest dinner you can serve."

He did, and I have never forgotten that Thanksgiving dinner a thousand miles away from home.

A Strange New "Coke"

Sunday was spent at Waxahachie. Directly across from the hotel was the largest drug store in any town of 5,000 in America. Waxahachie is listed at more than 11,000 population in my latest 1957 Atlas, but it was around 5,000 in 1914. It also was the largest cotton ginning center in America, as I

recall. But this drug store interested me.

Sunday afternoon I walked over to the drug store soda fountain, and ordered a "coke." After the attendant squirted into the glass the coca cola syrup, and then the soda water, he took the mixing spoon and dipped the edge of it into a saucer containing a few drops of some liquid which looked like milk, shook it off the spoon, then stirred the spoon into the coca cola.

"What kind of a strange new 'coke' do you call that?" I asked. "What was that you dipped the spoon into and then shook off?"

"Milk," answered the attendant.

"Why," I inquired, "what's the idea? You shook the milk all off the spoon. You didn't mix enough into the 'coke' to even notice it. What's that supposed to do?"

I was really puzzled.

"Well," grinned the soda-fountain attendant, "that's the only way I can serve it to you, according to law."

I was more puzzled now than ever.

"You see," he explained, "it's against the law to serve coca cola on Sundays—but it's perfectly legal for us to serve *food*. Milk is food. That tiny portion of a drop of milk I stirred into it made it *food*."

I had heard of a lot of ridiculous Sunday "blue laws," but that one really took the prize. However, Texas or the municipality of Waxahachie must have



The train depot at Goltry, Oklahoma, where Mr. Armstrong's uncle, William Wright, was ticket agent. Mr. Armstrong visited the Wrights on his tour in November 1914.

gotten "fed up" with it and abolished that law long since.

I Saw General Funston

I continued in the search of interesting and usable ideas in retail stores in Waco, Temple, Austin, Houston, and Galveston, Texas. It was quite an event to catch my first glimpse of an ocean at Galveston, on the Gulf of Mexico. I went in swimming on the beach, so I could say I had been in the ocean.

Also I was quite impressed with the Hotel Galvez. General Funston, at that time General Pershing's boss, was there, and I rode up the hotel elevator with him. He was short, not tall, but wore a short goatee beard, and carried himself with very dignified military bearing. However, the dignified military bearing was a little lacking that night, as he was being helped from the bar up the elevator to his suite.

From Galveston I proceeded on thru Beaumont, and Lake Charles, Louisiana.

The Crucial Letter

At Lake Charles, I received a letter from Mr. Borman. It was very critical. By this time he had taken over a large part, or all, of the editorial duties from Mr. Vardemann. Mr. Borman's letter threw me into consternation.

He was not pleased with my work. I was going to have to step on it—get on my toes—produce more and better material.

I was really frightened. I saw visions of being fired. That was a disgrace I felt I could never take. But Mr. Borman had not directed me to take the next train home. Apparently I was to be allowed to wind up this trip, at least.

Nevertheless, from that time on, I brooded over the thought of "having a can tied to me" upon return to Des Moines. The vision built up in my mind. I did really "step on it," from that moment. I hustled harder than ever before. I feared being suddenly called in and fired if I did not.

Actually, I learned afterward—too late—that Mr. Borman had not the slightest intentions of discharging me. I had apparently gotten into a temporary slump, and he wrote me a rather sharp letter in an effort to help me snap out

(Please continue on next page)

THE BIBLE ANSWERS

Short Questions

FROM OUR READERS

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

Should You Join a Church?

A listener writes: "I have been listening to your program on the air for about two years. I have been converted since I first heard you. When I was converted I joined the (—a popular denomination —) church. I am like you; I don't believe in denominations, but I felt I had to join someplace so that I could have someplace to go to church. Do you think I should keep my membership there?"

ANSWER: While we are instructed, in Heb. 10:23-25: "Let us hold fast the profession of our faith without wavering; and let us consider one another to provoke unto love and to good works: *not forsaking the assembling of ourselves together*, as the manner of some is; but exhorting one another: and so much the more, as ye see the day approaching"—yet, notice carefully, we are not instructed to assemble with blinded, deceived people in the denominations. The instruction is not to forsake the assembling of *ourselves* together—that is, true Christians who have the TRUTH, who are filled with God's Holy Spirit, truly converted, and WALKING IN THE LIGHT, living by every Word of God.

The fallen "woman" of Rev. 17 is clearly identified as the great false Church, which ruled over the kings of the Roman Empire from 554 until 1814. Her doctrines and practice, falsely called by Christian names, are actually the same identical "Chaldean mysteries" of the ancient Babylonian Baal worship, denounced in the Bible as the most idolatrous of all false worship.

Notice, Rev. 17:5. She is called "BABYLON THE GREAT, THE MOTHER

OF HARLOTS." She is a MOTHER Church. She has *daughter churches*. They came out of her, *in protest*, calling themselves "Protestant." They, like their mother Church, participate in the governments and politics and affairs of this world. Thus they reject the Government of God! This (verse 2) is the cause of her fall from grace.

All Protestant sects and denominations contain a certain mixture of false Roman doctrines which have been handed down from the ancient Babylonian idolatry. They constitute an ORGANIZED SYSTEM, even though divided into hundreds of sectarian organizations. Shall the true Christian JOIN, and thus become a *part* of this apostate system?

Notice, "the inhabitants of the earth have been made drunk with the wine of her fornication" (Rev. 17:2). They are spiritually drunk on her false doctrines, until they are unable to see clearly Bible TRUTH—their spiritual eyesight is blurred. They are spiritually BLIND.

The truth is, GOD DID NOT PLANT THESE CHURCHES. And Jesus said, "Every plant, which my heavenly Father hath not planted, shall be rooted up. *Let them alone*: they be blind leaders of the blind. And if the blind lead the blind, both shall fall into the ditch" (Mat. 15:13-14).

This listener feels, and rightly, he should HAVE FELLOWSHIP with Christians—meet with them, study with them, worship with them. But the point is, we must be sure it is with those who are CHRISTIANS—those *in the Truth*—those living by the directions in the Bible—those keeping God's Commandments—

those filled with His Spirit, those in whom Christ is living His life. Not those merely professing to be Christians; professing to know God, *but in works denying Him* (Titus 1:6), being abominable.

If you are converted and made righteous by the Spirit of God, "what fellowship hath righteousness with unrighteousness? and what communion hath light with darkness?" (II Cor. 6:14.)

No, God commands us, "Have NO FELLOWSHIP with the unfruitful works of darkness" (Eph. 5:11). If God has opened your understanding to His TRUTH, it is precious beyond price. "If there come any to you, and bring not this doctrine, receive him not into your house, neither bid him Godspeed; for he that biddeth him Godspeed is partaker of his evil deeds" (II John 10).

When the disciples asked Jesus if MANY were being saved, He explained that the many turn into the broad way that leads to destruction—but FEW find the straight and narrow way that leads to everlasting life. Those in His true fellowship He called the "Little Flock."

Remember, our fellowship is WITH THE FATHER, AND WITH JESUS CHRIST first of all, and with one another *only in and thru Christ* (I John 1:1-7). You can have communion and fellowship with Him wherever you are. Withdraw at once from all other fellowship, except that of CHRIST, and those who are IN CHRIST, and Christ IN THEM!

The next issue of The PLAIN TRUTH will have an article explaining in full detail the answer to this most important question.

AUTOBIOGRAPHY of Herbert W. Armstrong

(Continued from page 19)

of it. But all thru the remainder of this trip the fear of being fired built up in my mind.

Nevertheless I kept on working with increased zeal.

From Lake Charles I continued on thru Lafayette and Baton Rouge to New Orleans, Louisiana. I remember picking up quite a story of how an aggressive dry goods merchant in Baton Rouge beat the big-city competition of New Orleans, and held his trade at home.

This was my second visit to New Orleans.

A Girl-Friend Let Down

Next stop was Poplarville, Mississippi. While I was previously, in 1912, in the Southern Mississippi Infirmary in Hattiesburg, with typhoid fever, an event occurred which I purposely omitted in that part of the autobiography, feeling it belonged rather at this juncture of the story.

I mentioned that my hospital room was a sort of rendezvous for the nurses, since I was the only young man in the hospital. They began telling me about a girl patient, about my age. They gave her a huge build-up—and at the same time they were giving me a big build-up to her. Naturally my curiosity about her increased.

Then one day when I was able to get into a wheel chair, they wheeled me out onto a roof-veranda, and up to the window of her room, and introduced us. The nurses were all a little older than this girl or I, and so there was no spirit of jealousy to prevent attempting to build up a romance between us. The nurses had arranged this girl's blond hair beautifully, and she appeared quite pretty. Two or three times they wheeled me around to her window, but I was soon well enough to be discharged.

I had continued to carry on an occasional correspondence with this girl, tho I had noticed a little regretfully that her letters did not reflect very superior education or culture. She lived at Poplarville. So now, in December, 1914, after more than two years, since I was passing directly by her home town, I decided to look her up.

I did. It was one of those sudden let-downs one occasionally experiences thru life. When I saw the girl in her own home and environment, it became at once apparent that the nurses at the hospital had "prettied her up" to present to me as a bit of fun.

But in her own environment, she and her family were slovenly, messy, clutery, uncouth. I didn't stay long. I have no memory whatever of her name even, today. There was never any further correspondence.

Too Conceited? Yes!!—BUT . . .

Perhaps I was entirely too proud in

those days. Actually there is no "perhaps" about it. I was! Later I was forced to suffer for years to have this vanity and conceit crushed out, before I could ever have been fully converted and prepared for the work of God.

But I was young and unconverted then. And I have often wondered if it is not really *better* for a young upstart to *be* conceited, self-confident, cocky—and with it, ambitious, energetic in trying to accomplish something, than to be an ambitionless, spineless, lazy, shiftless fellow who is utterly lacking in spark, drive, and the zeal to try to GET SOMEWHERE!

Such ambitious fellows, of course, don't know where they are going. They may not have right goals—they may not know the real PURPOSE of life, or the true way of life, and they may be energetically pressing on only toward more vanity, and "a striving after wind," as Solomon puts it. But at least they are mentally ALIVE, and not dead! And, once God does shake them and bring them to themselves, and humble them and open their minds to the true values, they are already in the *habit* of exerting enough energy so that, turned at last in the right direction, something is REALLY accomplished.

At least one reader of this autobiography—and so far as I know, only one—has written very disapprovingly of it, condemning me for having been vain and conceited in those early formative years. I have stated all the facts about that overabundance of self assurance. Indeed I have put emphasis on it.

To be converted is to be *changed*. This, then, is one of the things I had to be changed *from*! This is a candid and true life story, and the bad is being told along with what good there may have been. But, if there was ego and cocky conceit, there also was *ambition, determination, fire, drive, and honest and sincere effort* toward what then seemed to be a right goal.

When the Eternal God took a hand, shook me up, knocked me down, took away what financial success I appeared headed toward, beat out the proud conceit and punctured the inflated ego, He opened my eyes to what they had not seen before. The goal was changed. The self confidence was replaced with

faith in GOD. But the fired up *desire* now flamed forth in the new direction of the Kingdom of God. The sincere *drive*, zeal, and energy now was applied with increased zeal to the new goal.

And if FAITH, and CONFIDENCE, and positive ASSURANCE in what GOD has set out to do thru a poor human instrument has been by some critics misunderstood as vain conceit, then I am sorry—but the dynamic and ever-expanding work of God cannot stop, just to please the whim of critics who stand on the sidelines, themselves *doing nothing* except to complain and criticise.

Jesus was *perfect* in every respect, yet HE had His critics who always thought He was doing everything the wrong way; and felt that they could do it much better. Yet, like the critics of His work today, they did not do better—they simply didn't *do*, period! They sat on the sidelines and watched the procession empowered by the Spirit of God speed by, on to the true goal of accomplishing God's PURPOSE here below!

So I have deemed it proper that the full truth about that self-conceit of those formative pre-conversion years be brought out. But let me emphasize, it was not DECEIT. It was honest and sincere.

Angered into a Survey

The "Idea Man" tour continued on thru Hattiesburg and Meridian, Mississippi, then Selma, Montgomery, and Birmingham, Alabama. What route was taken from Birmingham north I do not now remember. It seems that the next stop was Decatur, Alabama, I think I must have made stops at Columbus and Nashville, Tennessee, and Bowling Green, Louisville, and Lexington, Kentucky.

In any event, the next distinct recollection is in Richmond, Kentucky. Apparently I back-tracked some distance south to arrive there. Why, I can't remember, unless, as seems possible in those dim recesses of memory, I had heard from travelling men along the way that Richmond was the "deadest" town in all America, and I thought there might be a worth-while story in finding the reasons for this.

What I do distinctly remember is getting into a discussion with a furni-

ture merchant in Richmond. I might better have said a heated argument. For I had instantly formed the impression that Richmond was then the most backward, lifeless town of around 5,000 population I had ever visited.

I hope that the bombshell I exploded before the merchants of that town had something to do with waking it up—for apparently it did come to life, since I notice in the latest census it is now over 10,000 population.

In any event, I was so utterly disgusted with the lack of civic pride and development, and the lackadaisical inertia of the merchants after interviewing several of them, that I must have expressed my disappointment to this furniture merchant. He argued heatedly that Richmond was a very live town.

"Is that so!" I came back. "Do you realize that probably more than *half* of the trade of the consumers in your town and immediate trade territory is probably going to the mail order houses, and to the stores in Cincinnati and Lexington?"

"Why, we don't lose *any* trade to outside competition," he yelled.

"Is that so!" I shot back. "That shows how sound asleep you are! Why, you don't know what's going on right under your nose here in your own town. I'll tell you what I'm going to do! I'm going to show you that an outsider can come into your town and learn more of the REAL FACTS of merchandising conditions here in three days than you've learned in a life-time!"

I was good and mad! I was determined to show this sleepy storekeeper, whom I felt unworthy to be dignified with the name "merchant," just how ignorant he was of conditions, and just how dead the businessmen of this town were.

The prod was on! I was only supposed to spend one day in Richmond. I knew I had to work fast. I had to account for my time at the office. This was not routine "Idea Man" work. I was doing this on my own. So I had to hurry. I was fired up! I was determined to *get the facts!*

I had no pattern to go by. To my knowledge no survey—no sampling of public opinion—or investigation into facts based on information from a representative portion of the people, accord-

ing to the law of average, had ever been made. I had to think my own way thru. But I was so angered that I did a lot of fast thinking—and planning.

The Pioneer Survey

Early each of the three mornings I went to the freight house and the express office. I knew well the big Chicago mail order house methods of shipment. The tags did not contain the mail order house names. Only the street addresses. But I knew well the Homan Avenue address of Sears Roebuck and the street address of Montgomery Ward. Also the smaller mail order houses. Rapidly I jotted down notes of the names and addresses of all local citizens receiving merchandise from Chicago mail order houses, listing the description of the merchandise.

As soon as the banks were open on that first morning, I went to the bankers, told them of the survey I was making, and asked their cooperation in checking thru their stubs and giving me the amount of bank drafts that had been purchased for mail order houses during the past 30 days. Also to go thru the cancelled vouchers of customers, and add up the total, over a given period, of checks that had been sent by local depositors to either mail order houses or stores in Lexington and Cincinnati. All agreed to cooperate fully.

Next I went to the postmaster. I asked if he would cooperate to let the merchants know conditions by checking back thirty days thru the stubs of money-orders purchased for mail order houses or big city stores. There was a postal regulation allowing the postmaster to use his own judgment about giving out such information, and this postmaster was willing to cooperate.

Then, while they were tabulating this information, I devoted the three days to house-to-house and farm-to-farm interviews. For this latter purpose I hired a "rig," for there were very few automobiles in service as yet in 1914, especially in towns of this size. So I drove with horse and buggy ten miles out in two or three directions from town.

I learned that the farmers west of town were so indignant at Richmond merchants that they were actually organizing to boycott these stores altogether.

Housewives in town were eager to talk to an investigator. They vehemently poured forth their scathing denunciations of their local merchants.

The women universally said they were forced to go either to Cincinnati or Lexington to buy clothes. The stores there sent their expert buyers to New York seasonally to select the latest styles. But the styles at local Richmond stores were completely out of date, and of poor design, quality and workmanship.

The main street, downtown, was not paved, and often shoppers were forced to wade thru mud ankle deep in crossing the main intersection.

The merchants and their clerks were sleepy, unaccommodating, uncheerful, and seemed to feel they were imposed upon to wait on a customer. If merchandise was unsatisfactory and returned, the customer was always *wrong*, and the merchant always wroth.

I went to the ticket agent at the depot.

"These sleepy so-called merchants of ours," he said, "have no idea at all of what goes on. In order to go to Lexington—or to Cincinnati—the women shoppers have to take an early morning train leaving at 5 A.M. Lexington shoppers have to change trains at Winchester. Whether they go to Lexington or to Cincinnati, they have a whole day for shopping, and the return train doesn't arrive until long after local stores close in the evening. So local merchants are never up early enough to see them go, or late enough to see them return. But we have a train-load almost every shopping day."

My First Public Speech

After working furiously day-times on this quick survey, I typed rapidly of evenings, writing up reports of every interview. On the third day I collected all the data from the banks, post office, and express office. Then I carefully tabulated all the information, reduced the equations, by the law of averages, to indicate the whole picture of the conditions of the town—and the results were truly ASTOUNDING!

Among all these drowsy storekeepers, I had found one live and alert merchant—the local Rexall druggist. Consequently I had kept him informed as to what I was uncovering in Richmond. He was intensely concerned, and urged me to

stay over in Richmond one more day, so he could have opportunity to arrange a dinner for the following evening and get all the merchants to attend, and hear my report.

I felt I could not remain another day in Richmond. I was already three days behind schedule. I did not, at the time, realize that this survey would be of any use or value as editorial material in the magazine. The fear that I was slated to be fired on return to Des Moines had been haunting me. Actually I wrote up this complete report of the survey for the express purpose of explaining this three-day loss of time—and I actually felt I would be reproved for it, and now, more surely than ever, fired.

But this druggist was very persistent.

"Mr. Armstrong," he argued, "you simply do not have any *right* to come into our town, unearth all these sensational facts, and then slip on out and refuse to share this information with our local merchants. Why, *this* is just what we've all been needing for years. It will wake this town up."

When he put it as a moral DUTY, and an obligation, I could not refuse. I think I must have had some kind of illusions about sacrificing my job, however, to fulfil this moral obligation. However, it gave me this fourth day to complete the typing of my report of the survey, together with all tabulations, and final recommendations.

So on this fourth evening there was a dinner arranged by this Rexall druggist. How he ever managed to induce all those merchants to attend I did not know, but apparently all were present.

This was probably the first public speech I ever made in my life. But I was so filled with sensational facts that I forgot to be self-conscious or embarrassed.

I remember making the recommendation that, since no local ready-to-wear department was large enough to hire an expert woman buyer and send her to New York on buying trips, that they all go together and co-operate, employing one buyer for all of them; and that on her return from New York at each buying season, they have her give public lectures in their various stores, giving the women advance information on what

(Please continue on page 24)

MERCHANTS TRADE
The First of Each Month By W. J. PILKINGTON, at Des Moines, Iowa, April, 1938
Office as Second Class Matter

Journal's Special Report—Richmond
Continued from M
By H. W. Armstrong

te:—Taking up his report
him last month, we find Mr.
going into the country to in-
farmers living in the territory
Richmond. Mr. Armstrong
the country in different direc-
distance of about eight miles in
estigation. The reader should bear
d, as he reads this report, that he is
ing the words of these people inter-
ed, and he should remember that Mr.
strong's men of the city of Richmond,
business men to do with these opinions
ave nothing to do with these opinions
and ideas and prejudices expressed by the
people interviewed.
Continuing from last month, Mr. Arm-
strong's report is as follows:
Farmer No. 1. H. H. W. Lives about three
miles from town. Buys groceries at Richmond,
and other goods anywhere—Whitehall, a country
store, or other inland stores. These other places
are all farther away than Richmond, and just
ten years ago, but the goods were unsatisfactory,
and hasn't bought there since. Has one mail
order catalog now. Thinking of buying a baby
carriage of Hartman Furniture Company. Mrs.
W. told of the way the carriage was made for all conditions
of weather, etc., showing that it was the vivid
description that appealed to her. Says Rich-
mond merchants are higher priced than the
Whitehall store. Seems that many of them are
now advertising sales, with goods at half price,
and that she knows that they are not selling
the goods at half price as they advertise. Wouldn't
tell how she knew, but she was certain that the
were not truthful in their ads, and says they
actually give. Attitude very unfriendly
toward Richmond merchants.
Farmer No. 2. A. E. D. The people
were not home, excepting a little girl. She
they have a Montgomery Ward catalog and
quite a bit from it. Trade some at Ru-
suit Company. Reasons not given.
Farmer No. 3. Mrs. I. and ano-
who did not give his name, calling
These people own hundreds of
and are known as one of the m-
farm families in this community.
Buys groceries in Richmond,
most convenient place.
Buys dry goods at Lexington,
more to pick from. Says he
ready made at Lexington.
she gets at Lexington.
to give as little as possible
eggs and produce, and
and sell it at an advance
cents, on all they can
of marking up ge-
no cost

JOURNAL

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NUMBER FOUR

Investigator's Kentucky

long man chimed in the highest place of the town, so we go to a statement from Lexington. Says a Richmond man, "I got an idea your business is a free country, and he where he can 'do the best,' etc. I asked them if it was because of no saloons and they said that that was not what they referred to—they mean clean, active social life that farmers like to send their children in to participate in."

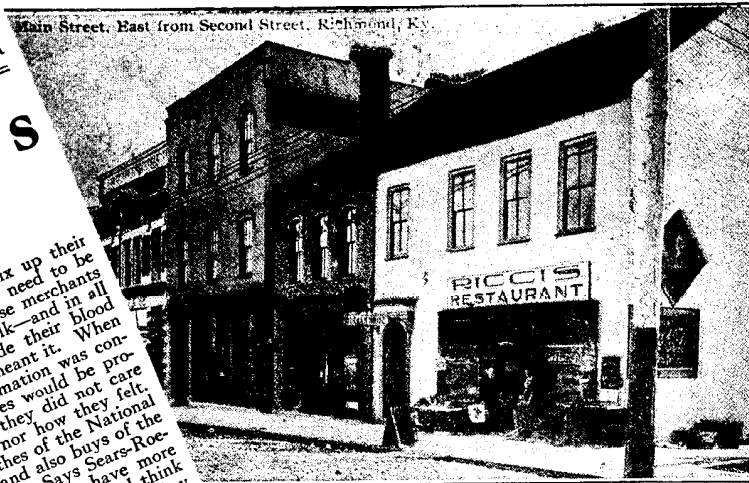
Farmer No. 7. J. T. W. I noticed two mail order catalogs on the center table on entering this house. Mrs. W. says she "trades in Richmond about as much as in Lexington." Has relatives in Richmond, which takes her there occasionally. Has one grievance with a Richmond merchant she wanted to tell about. Her husband went to Richmond one Saturday for a carpet. He waited an hour, didn't get waited on, and finally came home without the carpet. A mail order house got the order. They are not trading at that store now. Says she likes to trade in Lexington better than Richmond, if it is farther away, because the stores are nicer, more up-to-date, and the clerks are more polite and prompt. This, however, is the only complaint I had on Richmond clerks, as I asked several who said that they are as courteous in Richmond as Lexington. This does not seem to be the chief complaint.

Farmer No. 8. Mrs. R. They live in a fine home and everything indicates they buy the very best of merchandise. Buys everything in Lexington except some little minor purchases which are bought at Richmond. The reason is that she can get a better selection there, and likes the stores better because they are more up-to-date. Says she considers Richmond her town, and prefers to patronize home merchants if she could get what she wants. Has the opinion that Richmond merchants do not carry the grade of goods that other like towns do.

home industry. Says they never fix up their stores or the town, and that they need to be taught a lesson. If some of those merchants could have heard these people talk—and in all seriousness—it would have made their blood boil, for they talked like they meant it. When I assured them that their names would be confidential, and that they would not care who knew what they said, nor how they felt, Mrs. H. buys all her clothes at the National Cloak and Suit Company. They have more Standard Mail Order House. Says Sears-Roebuck's goods are splendid. Then, they say they can get the goods cheaper, no social life, again said that the town is dead, that there is nothing there to draw people, no social life, etc. I asked them if it was because of no saloons and they said that that was not what they referred to—they mean clean, active social life that farmers like to send their children in to participate in."

er home. of land, prosperous se it is the s they have 't get things re as good as Lexington is merchants want her butter around urn right around enty-five to thirty seems to think this outrageous, indicat of the cost of doing

MERCHANTS TRADE JOURNAL



ON MAIN STREET; RICHMOND, KENTUCKY

only, and inside the town limits only. The rural catalogs go by parcel post. He says that the list differs slightly each time but that the changes in the names are very few, indicating that Sears Roebuck hold their customers. He says that they are delivered only to customers, and that if a family has a catalog, and does not order from it, they stop delivering catalogs to that party. So Sears Roebuck alone have one hundred regular customers inside the limits of Richmond. His excuse for delivering them is that they would be delivered anyway, and that he drives around in his wagon, labeled "Furniture," in addition to his name. Imagine the impression upon the people of that town to see a retail merchant, driving his delivery wagon around town, peddling Sears Roebuck catalogs. What are the people going to think? Well, I went far enough in this investigation to find out what they think. He delivers the catalogs twice a year.

There are four banks in town, and they told me that the business is about as evenly divided as it could be. The cashier of one of the banks told me that if I secured the amount of drafts to mail order houses by one bank, and only it by four, I would be within a dollar of correct figure. He was too busy to get this for me, so I went to another bank.

They told me the same thing, and the I figured up the amount from the stubs. His figures, but somehow I have lost them. ever, I remember that the figure was eight dollars for two months. It included orders to the Larkin Club of \$20 and some each, and about six to other concerns. he said that they get comparatively few going to mail order houses. The personal that come back from these places amo more than ten times this amount, he said. ever, that is \$160 a month in bank draft at least \$1,600 a month in personal che

I went to one other bank and had the add up the mail order stubs for two m and the amount was practically \$80, just under. He also said that the banks practically the same amount of business. also, the personal checks to mail order were at least ten times the drafts. This informed me that there is a man in the munity devoting his entire time to selling medicines from house to house, in tow country. Every little while, he sends for fifty dollars to a patent medicine. Also, he says there are two women, resid Richmond, soliciting toilet articles from to house. They send drafts to a toilet concern in lumps of twenty dollars and They do not appear to devote their entir to this, however, their sales amounting to dollars or so a month. Abner Royce & Co is one of the houses, I forget which, as the banker jotted this down on has bee

This is all outside of the house to hou vassers and peddlers who constantly d here the same as in any other commun

Here is some more information I secure this banker. The post office it seems, m daily remittance to the post office at Cin and Washington. These remittances amounts in excess of a certain stated amo money order business. All the money ta the local post office in money orders certain amount, is sent to these other It is sent in the form of drafts purchased bank. The average draft is around one h dollars a day.

Post Office Information

Now, I also have some very interesti formation from the post office. They ar strict about giving out information, and narily it would be impossible to obtain Five hundred money orders were issued Monday before Christmas.

They issue money orders to the aver \$250 per day.

There is a steady increase in the amo money orders issued.

Concluded on page 54



SCENE ON MAIN STREET, RICHMOND, KENTUCKY

A reproduction of Mr. Armstrong's report to the Merchants Trade Journal, April, 1915. The report is described in this issue of the Autobiography.

Letters to the Editor

(Continued from page 2)

A Former Buddhist of Japanese Ancestry writes:

"Thank you for giving me meat when I was hungry and drink when I was thirsty. Praise the Eternal with me in gratitude and sincerity for I was naked and He clothed me with a blessing so rich that I am not quite sure I deserved it. I am overflowing and I wish to share with you and all God's people the wonderful joy and life God gave for surrendering my miserable, useless life to Him. If only the people outside would understand how wonderful is my Father, my Creator, then will they know the useful purpose of mankind on earth.

"I want to thank you and your staff for all you've done for me, for your encouragement and prayers. Surely this great work of God is not in vain."

Woman from El Cajon, California

"I Am Much Better to Get Along with Now!"

"I am enclosing a check, which my husband gave me and asked me to send to you this morning. I don't know why he did this because he is not a religious man, but he has higher standards than most 'religious' men I have known. Making a living from our beef cattle has been anything but easy the last few years and this amount means a lot to him. Anyway he sincerely wanted to send this offering.

"He listens to your program and reads 'The Plain Truth.' Perhaps he did this in appreciation for what you have done for me. He says I am much better to get along with since I have studied the Bible. He's right."

Woman from Washougal, Washington

JETZT IN DAS DEUTSCHE ÜBERSETZT!

In nächster Zeit wird
„Wie oft sollten wir das heilige
ABENDMAHL nehmen?“
veröffentlicht!

Postanschrift:

Die Welt von Morgen
P.O. Box 1030
Pasadena, California

Notice: The AMBASSADOR COLLEGE Catalog is scheduled to be published about the end of May.

AUTOBIOGRAPHY

(Continued from page 22)

would be the styles for the coming season.

Possibly some of these suggestions of mine, based on the survey, had something to do with the fact that Richmond today is a growing town more than twice as large as it was then.

My First Magazine Article

It was some weeks later that I received the shock of my life.

I received a copy of the latest issue of The Journal in the mail. I had heard nothing from Mr. Boreman or anyone at the office in regard to the long report I had sent in about the survey. At least, no news had been good news. They had not fired me for it—yet!

But now, some weeks later, I opened the latest copy of The Journal, and there, in big headlines as the leading article, I was told of the most sensational article The Journal had ever published.

They played it up BIG!

And, for the first time—*under my own by-line!*

The accompanying editor's note explained that they were publishing this astonishing report verbatim, just as their "Idea Man" had written it.

Also, it seems now that in this same issue was another smaller article under my by-line. For the past several weeks, I had begun to write up my material in article form. Always before, however, the editors at The Journal office had done a complete re-write job on my material. But now, my own articles began to appear.

Mr. Boreman wrote instructions to put on another survey, this time in a larger city, suggesting Lansing, Michigan.

Next month you will read about the survey in Lansing, my visit to interview Henry Ford about his famous \$5-per-day wage plan, and how I "beat the Journal to the punch" and avoided being fired by resigning and becoming assistant secretary of the South Bend, Indiana, Chamber of Commerce.

CORRECTION: March issue, page 10, col. 2, "Jehovah" should have been "Jeremiah."

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