



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

WHO PAYS  
WHEN  
EVERYBODY QUILTS?



## About Our Cover

What would actually happen if people suddenly did quit smoking? Admittedly, millions of smokers would be much better off if they gave up the habit entirely. But would the results be uniformly beneficial — or would ridding mankind of one problem only precipitate others? The tobacco industry and all its related concerns comprise a strikingly large segment of the agricultural economies of several nations. How would tobacco farmers in these nations survive? There are two sides to every story — and here is one you may not have heard.

John Kilburn, Dave Coan — *Plain Truth*

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January 1973

VOL. XXXVIII

NO. 1

Circulation: 2,567,601

Published monthly (except combined September-October issue) by Ambassador College, 300 West Green Street, Pasadena, California 91105, as a public service in the public interest. Your already-paid subscription is made possible by the contributions of those who, voluntarily, have become co-workers in support of this worldwide work. Ambassador College, as a separate corporation, is associated with the Worldwide Church of God, and a portion of the financial needs of the work is supplied by that Church. The publishers have nothing to sell, and although contributions are gratefully welcomed, no solicitation is ever made to the public for financial support.

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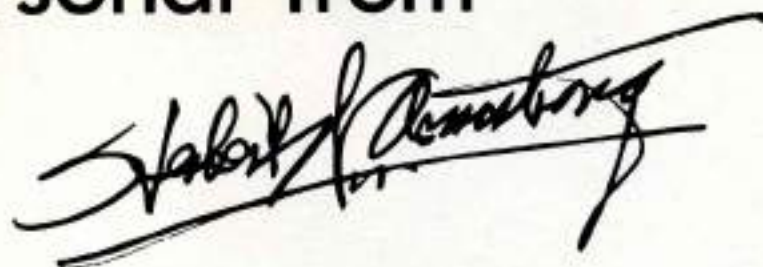
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*Circulation Managers:* U.S.A.: John H. Wilson; U.K.: Charles F. Hunting; Canada: George Patrickson; Australia: Gene R. Hughes; Philippines: Guy L. Ames; South Africa: Gordon R. Terblanche.

Published monthly (except combined September-October issue) at 300 West Green St., Pasadena, California 91105; St. Albans, England; and North Sydney, Australia, by Ambassador College. French, Dutch and German editions published at St. Albans, England; Spanish edition at Pasadena, California. ©1973 Ambassador College. All rights reserved. Article beginning page 36 © 1957, 1969, 1970.

SECOND CLASS POSTAGE paid at Pasadena, California, and at additional mailing offices. Entered as SECOND CLASS matter at Manila Post Office on March 16, 1967. Registered in Australia for transmission by post as a book.

# Personal from



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## Blueprint for Survival

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SOMETIMES the most shockingly IMPORTANT news goes unnoticed, or buried back on page 17 of your newspaper. Revolutionary manifestos, such as Karl Marx's *Communist Manifesto*, later to upset the world balance, emerge from obscurity in confused circumstances.

Did you know that Abraham Lincoln's "Gettysburg Address" was not deemed worthy of printing by most newspapers? Only one paper printed it and thus saved it for posterity.

But now comes a real brain-cruncher. It is the recent unveiling of a manifesto for mankind called *Blueprint for Survival*. Thirty-three distinguished scientists signed their support of it.

First published by a magazine called the *Ecologist*, only the London *Times* gave it front-page space. It revealed some staggering FACTS. It gave an analysis of the problems now facing mankind — and, what is almost shockingly unprecedented, it made recommendations for solutions, and for saving humanity alive on this earth. One reader commented after reading it that nothing seems quite the same any more.

Yet the central facts are quite simple. This has been an INDUSTRIAL world only for the past 150 to 175 years. In that short time, "Industrial Man" has burgled the world of its RAW MATERIALS. This has elevated man, in the affluent countries, to a much higher standard of living. At the same time population is increas-

ing in an accelerating spiral! Now there are about 3,500 million of us — only a minority of which enjoy the higher industrialized living standards.

But here's the shocker. In another hundred years MOST of the important raw materials *will have been used up — gone!* That includes *oil*, copper, tin, gold, silver, zinc, mercury, lead, and platinum.

And these 33 distinguished scientists DO NOT THINK THE INGENUITY OF SCIENCE WILL BE ABLE TO PRODUCE SUBSTITUTES! At the end of that 100 years, they estimate the world's population will have increased from 3½ billion to 10 or 15 billion!

But the real DANGER to the survival of human life comes through facts revealed by this comparatively new science of ecology. And Ambassador College has been a pioneer in arousing public consciousness to the dangers pointed out by ecology. It was the study of ecological facts that led to this "blueprint." A fundamental concept of ecology is that man is a biological being. Any idea that man is independent, or can live independent of the natural world, is a delusion.

Through technology, in a desire to FORCE earth's soil to YIELD *more AND more* to satisfy man's greed, the natural life cycle of the soil has been upset. Man is tampering with nature! His pesticides, pollution, and artificial fertilizers have upset nature's *balance*.

The Manifesto warns that if we "push things too far, if, for instance,

the insecticides we use to replace the self-regulating controls that normally ensure the stability of insect populations were to destroy *nitrogen*-fixing bacteria, or pollinating insects, all the money and all the technology in the WORLD would not suffice to replace them, and thereby to prevent life processes from grinding to a halt. Yet this substitution is implicit in the aim of industrial society . . .

"Imagine what it will be like when water supplies have been exhausted . . . and when the natural mechanisms providing us with the air we breathe have been so completely disrupted that vast installations are needed to pump oxygen into the atmosphere, and filter out the noxious gases emitted by our industrial installations.

"Clearly under such conditions, the slightest technical hitch or industrial dispute, or shortage of some key resource, might be sufficient to deprive us of such basic necessities of life as water, food, and air — and bring life TO A HALT" — that is, erase all human life from this earth.

But will this warning be *heeded?*

Has mankind *ever* heeded warnings?

And what are the recommendations of this blueprint for solutions?

These, too, are drastic and shocking. Here is a little of it:

"*Economic growth*, the cure-all for social problems, is a shibboleth. Britain, and all other societies, should actively seek not just to stabilize, but to

(Continued on page 48)

# PEACE at Last?

*The year 1972 was a milestone. Traditional alliances were weakened; traditional animosities were cooled. And in Vietnam — an unexpected turn of events. What does it all mean?*

by Richard C. Peterson

**P**RESIDENT Richard Nixon stunned the world in 1972 with his unprecedented summit conference with Communist Chinese leaders. The apparent success of his venture immediately spurred fresh hopes for a new, worldwide era of harmony and understanding.

And then the U.S.S.R., hasty to get into the act, welcomed Mr. Nixon in Moscow only a few short weeks after his historic trip to the Chinese mainland.

The notorious "Cold War" seemed to thaw visibly as Moscovites and Americans amicably shook hands and signed agreements on a number of important issues.

## Summitry in Europe Too

One of the most significant international events of 1972 was the Octo-

ber Common Market summit in Paris, France. This historic conclave marked renewed efforts by Common Market member nations — now numbering nine — to reach agreements on common problems affecting them and to attain a greater degree of unity among themselves.

But the time has not yet come for such a powerful alliance to coalesce, though the fact that it will is certain.

All this summitry was undertaken with the avowed hope of seeking to usher in a new age of world peace and understanding between nations. But, unfortunately, peace as we conceive of it is a capriciously elusive dream.

Where are all these diplomatic maneuvers and changes in governments taking us? Will West Germany's *Outpolitik*, recognition of Red China, or a temporary "holding pattern" in the

timeless Middle East struggle bring the world the just and *lasting* peace it so badly needs?

Our world, somehow, seems to be quieting down just a little. The Cold War between the U.S.S.R. and the United States has thawed to the point where the two former antagonists have set up new lines of trade. Now the United States is willing to sell the Soviets highly technical information in areas such as the computer industry.

Not very long ago, it would have seemed almost criminal in many circles to suggest that mainland China should be admitted to the United Nations. Today it is a full member, and Western tourists are eager to apply for visas to tour this mysterious land.

And at times the vaguest whisper of peace can even be heard in the ex-

Koichiro Morita — Wide World Photo





**A GENERATION OF WAR** — A Montagnard refugee and his child outside a hospital in South Vietnam. Southeast Asians have suffered the ravages of war since the early 1940's. Will an agreement on peace be anything more than a temporary but fleeting hope for them?

Ernst Herb — Plain Truth Photo

plusive Middle East, if one is able to look beyond the fanatical Black September movement responsible for the Olympic tragedy at Munich.

People, although very cautiously and probably a bit cynically, are beginning to wonder if maybe peace is just around the corner. Maybe we've finally had enough of war and killing. Maybe mankind has progressed to the point where he has too much "common sense" to risk cosmocide by escalating petty nationalistic quarrels into global conflicts.

These are all pleasant thoughts and lofty platitudes. But are they valid? Has mankind found the way to peace at last?

#### Understanding the Problem

World leaders are talking of peace. But can they bring to pass what they promise?

There was a prophet in the ancient land of Israel named Jeremiah. Looking forward in time toward the very end of the six-thousand-year age of human existence, Jeremiah was moved to give an amazingly accurate description regarding present-day leaders of governments. He said: "They have healed also the hurt of the daughter of my people [descendants] slightly, saying, Peace, peace; when there is no peace" (Jeremiah 6:14).

Similarly, the Apostle Paul of the early New Testament Church of God was inspired to declare concerning today's nations and their leaders: "The way of peace they have not known" (Romans 3:17).

Virtually all of the forces and events in motion around us are subject to a cause and effect relationship. For every effect there is a definite

cause. When you eat improper foods, for example, you eventually pay the price through sickness. And on and on it goes.

World peace is simply a matter of cause and effect. Paul said there was a way to peace, a key that people have not grasped, and the effect of this lack of understanding has been almost six millennia of human misery and suffering.

But what is this way to peace of which the Bible speaks? Why hasn't man, with his ever-expanding wealth of knowledge production, been able to discover this cause and effect a solution?

Yes, why?

Drawing upon the wisdom and perception of Israel's King Solomon, we learn that "there is a way which seemeth right unto a man, but the end thereof are the ways of death" (Proverbs 14:12 and 16:25). In other words, there is a way that leads to war, suffering and death, as well as a way that leads to life, happiness and peace.

Could this mean that the natural approach to life that men everywhere have adopted is not that which would automatically bring peace to the earth? Is there anything wrong with man's approach to life?

Put most simply, there are two basic approaches to life. First, there is the approach of "get" — get for self, do to others before they do it to you. Man accepted this basic approach at creation. It was *not* built into him, not forced upon him. He accepted it by free choice, and it became the basic motivation behind his nature and personality.

The other approach to life, diametrically opposed to the way of getting is the way of "give." This way is a well-meaning, well-intended, outgoing concern for the lives and affairs of others, putting others before self.

Mankind has been put on earth to learn the way of peace, of giving — but he has almost universally rejected it.

Man has fantastic abilities, but he lacks the perspective to use them wisely. His talents have been applied to wrong uses; and instead of creating for himself a world of lasting peace and cooperation, he has generated a nuclear stalemate that, if shaken, could spell his utter destruction.

Man is incomplete. Something is missing. He can propel himself to the moon, but he can't truly live in harmony with his fellow man on earth.

### The Answer to the Problem

The man called Jesus was sent with a Message. It was a report of truly *good news*, in advance. Today we call His message the Gospel, which simply means "good news."

His news report had to do with world government. He believed Jeremiah's comments on man's inability to bring peace and rule himself successfully (Jeremiah 10:23). He should have, because He was the One who originally inspired Jeremiah's words to be written.

He also believed the following prophecy of Isaiah concerning the world of tomorrow for the same very good reason: "And there shall come forth a rod out of the stem of Jesse, and a Branch shall grow out of his roots [a world ruler, a descendant of David, the son of Jesse]; and the spirit of the Lord shall rest upon him. . . . he shall not judge after the sight of his eyes. . . . But with righteousness shall he judge the poor . . . and he shall smite the earth with the rod of his mouth, and with the breath of his lips shall he slay the wicked" (Isaiah 11:1-4).

Here is an ancient prophecy about world government and world peace — under the rule of God and His law.

Jesus came telling mankind that we would have only so much time to write the lessons of human experience in defiance of God.

Then, at a definite point in the story flow of God's master plan, God

would have to intervene to save us from ourselves. A new government would be established that would bring peace — enforce peace, if you please. Power will then be taken away from selfish, vested interests and be given to those qualified to rule.

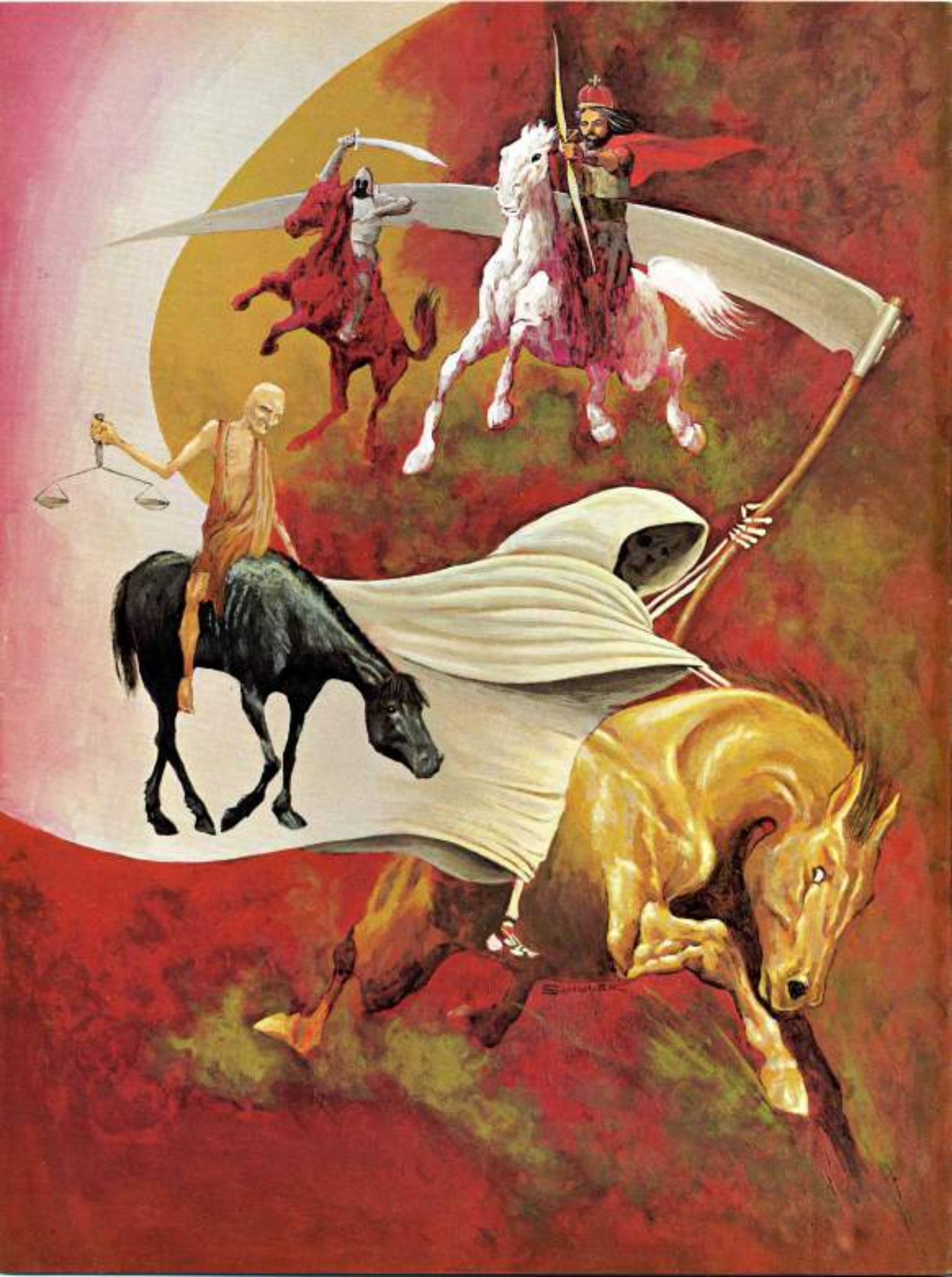
Isaiah was allowed a glimpse of this future kingdom of peace. "They shall not hurt nor destroy in all my holy mountain [nation or government]: for the earth shall be full of the knowledge of the Lord, as the waters cover the sea" (Isaiah 11:9). There's no confusing this description with present-day society, immersed and fooled as it is by the hopelessly empty and erroneous concept of Godless evolution.

The Apostle John was privileged to see in vision the future return of the Messiah: "I saw heaven opened, and behold a white horse; and he that sat upon him was called Faithful and True, and in righteousness he doth judge and make war. . . . his name is called the Word of God. . . . and out of his mouth goeth a sharp sword, that with it he should smite the nations [that refuse to give up their selfish, competitive ways]; and he shall rule them with a rod of iron. . ." (Revelation 19:11, 13, 15).

At this time violence will no longer be man's way of life. When the government of God is set up, the nations will learn the way of giving which leads to peace, instead of the way of getting, of competition and of national self-interest that leads to war.

"This shall be the covenant that I will make with the house of Israel; After those days [the trauma at the close of this age of human civilization and the return of the Messiah to rule this earth], saith the Lord, I will put my law [the law of God that leads to peace — the Ten Commandments] in their inward parts, and write it in their hearts; and will be their God, and they shall be my people" (Jeremiah 31:33).

Then, and only then, will the endless search for peace on earth be no longer a search, but a reality. □





# THE FOUR HORSEMEN OF THE APOCALYPSE

*Almost 1,900 years ago, a man called John experienced a remarkable series of visions. The controversial book containing these visions is variously called Revelation or the Apocalypse. Do these visions have meaning for today? Can they be understood? This article takes you step-by-step through the experience of the visions as John saw them and then gives the true understanding of the Four Horsemen of the Apocalypse.*

by Paul William Kroll

**T**HE MAN was John, a disciple of Christ. The place was Patmos, an island west of the land we today call Turkey. The time was somewhere around the year 90 of our era. John was as yet unaware of his hour of destiny. He would shortly experience some of the most remarkable visions ever recorded.

## Four Horsemen in Vision

As John strolled along one of the sandy beaches on the isle of Patmos, he heard a booming, human-like voice behind him. It was a voice full

**FALSE TEACHERS, WAR, PESTILENCE AND DEATH** — Artist's impression of what the Apostle John saw, in sequence, in his vision of the four horsemen.

Bill Schuler — Plain Truth Art

of authority and power. As he turned around, he came face to face with an incredible sight. It was a total-experience vision of the Day of the Lord.

(This article uses some poetic license, but it leaves unchanged every fact and circumstance of the visions. They are in the book of Revelation for all to read.)

Event after event began to flash past his eyes. It was as though he were in another world, in another age. Then came what seemed a most preposterous series of images: *the Four Horsemen of the Apocalypse*. The horsemen flashed by, one at a time, in staccato succession.

Thundering across the landscape came the first of these beasts, a powerful white horse. Astride the horse was an apparition in white. As the

horse loomed ever closer, the apparition appeared to be a ghostly rider. It looked like a conquering crusader. Yet the image of whiteness gave the statuesque horse and rider a saintly, religious aura.

Then suddenly, in an instant of time, the white horse and its rider melted away. As this image vaporized, John could hear the pounding hoofs of another galloping beast on the far horizon. The phantom seemed to blend in with the heat waves; the animal out there was only a reddish blob. But its thundering hoofs were beating louder and louder. Closer and closer it came. John shaded his eyes with his hand and squinted to see the specter more clearly. As it neared, the animal took the form of a second horse. It was blood-red in color.

Behind the horse and its rider, it was as if a vast horde trudged along. Their armaments glistened in the sun. Chariot-like vehicles roared across the landscape. John became a witness to an incredible bloodbath. This vast horde was slashing helpless children to ribbons, killing old men, ripping up pregnant women, murdering babies. There was slaughter everywhere. John saw the whole earth engaged in ghastly orgies of battle.

### Black Is the Color of My Horse

Then, just as quickly, the scene vanished. On his left, a black horse suddenly popped into view. It was a scraggly beast of a horse, frothing at the mouth, its head drooped low. The horse's rider possessed the form of a human. But just barely. He looked like some victim of a prolonged famine. His skin was black, his bones were protruding, and his eyes were bulging. As the rider passed by, his empty, dying eyes gazed mournfully at John. A voice from somewhere in the midst of the vision chanted in a doleful cantata: "A measure of wheat for a penny, and three measures of barley for a penny; and see thou hurt not the oil and the wine" (Rev. 6:6). Then the voice ceased. The black horse and its starving rider dissolved.

John lifted his eyes to the horizon. His glance became a stare of utter fright. It was the most terrible sight he had ever seen. It was the fourth horse of the Apocalypse. Like the reaction of an earlier compatriot, Daniel (Dan. 10:8), John's knees clattered together from fear; he tried to run, but his legs failed him. He tried to close his eyes. But the ghoulis sight would not disappear because the fourth horse and its retinue was in the vision of his mind, not in the reality of the landscape.

### An Apparition in Pale

The horse John saw was pale and sickly pallid. It was covered with boils and pus-filled sores. Behind the horse scampered rats, scorpions and

other living things representing pestilence and death. John tried to stop his ears to the chorus of innumerable voices screaming in agony. Then he saw them, millions of them. They must have been humans. The flesh was being eaten off their bodies. Hollow sockets represented eyes. Bellies protruded, ready to explode. And the stench. It was the stench of rotting human flesh.

Finally, the ghastly sights, sounds and smells ceased. For a moment nothing happened. John collected his thoughts, and then he put it all together in his mind. There had been four of them, the Four Horsemen of the Apocalypse. And they represented... *false prophets, wars, famines, pestilences.*

Somchow, he thought that he had heard what they represented. John's mind tried to recall some old experience that would explain these horses, and then the answer exploded into his consciousness.

John remembered a previous experience. He had heard about these horsemen then. Of course, he hadn't known then that they were the Four Horsemen in his vision. But out of his consciousness he remembered that the Master had told him of the circumstances which the horses represented.

John thought of that time long ago, two generations earlier. He was in the city of Jerusalem. Actually, he was on a mountain called Olives, which overlooked the city. He remembered the Master, Jesus Christ, sitting in the cool shade of a tree on this mountain. He remembered asking this man, who was also the Son of God, the question that now filled his mind: "What will be the sign of your coming and of the close of the age?" (Matt. 24:3, RSV.) Yes, he now remembered the incident with clarity.

### The Meaning of the Four Horsemen

John remembered the words of the Master. He quoted them to himself: "Take heed that no man deceive you.

For many shall come in my name, saying, I am Christ; and shall deceive many" (verses 4-5). As he listened to the thoughts of his mind, the thought flashed through his brain — "of course, the white horse!"

John returned his thoughts to the words he had heard long ago. Jesus had instructed John and the other disciples that day about "the time of the end." He had told them: "And ye shall hear of wars and rumours of wars: see that ye be not troubled: for all these things must come to pass, but the end is not yet. For nation shall rise against nation, and kingdom against kingdom" (verses 6-7). John again interrupted his own thoughts with the fleeting realization — "the red horse!"

But the Master's words once again crowded into John's mind, "And there shall be *famines, and pestilences, and earthquakes, in divers places. All these are the beginning of sorrows*" (verses 7-8). Instantaneously, John thought, "That's the black horse and the pale horse."

John's thoughts raced on beyond the memory of the Four Horsemen to again recall the words of Jesus. "Then shall they deliver you up to be afflicted, and shall kill you: and ye shall be hated of all nations for my name's sake... But he that shall endure unto the end, the same shall be saved" (verses 9, 13). "What does that mean?" he asked himself.

### The Great Tribulation

Before the words of his thoughts were finished, John was again thrust into a vision. He would soon understand what Jesus meant. For John now saw the bone-chilling vision of the time of the Great Tribulation.

John looked out and saw Christ tear off the seal, the fifth seal of the scroll he held in his hand. (The first four seals revealed the Four Horsemen.) As the seal was ripped off and the words became visible, another vision materialized. John gazed upon an incredible altar. But it was the scene of terror *under* the altar that shocked

him. Under the altar were multitudes of human beings. They appeared dead, and yet alive. What John heard from them made it clear that they had been slain as victims of religious persecution. They cried out with a loud wail, "How long, O Lord, holy and true, dost thou not judge and avenge our blood on them that dwell on the earth?" (Revelation 6:10.)

Immediately after this John saw Jesus Christ tear off the seal of the scroll in his hand. Suddenly, in this total-experience vision, John's body became a mass of quivering flesh, a victim by vision of the most violent earthquake ever experienced by man. Simultaneously, he saw the sun become black, the moon turn blood-red and screaming meteors strike the earth. The very stars from heaven appeared to fall to earth.

Then it seemed as if some supernatural force lifted John from the face of the earth. Like some astronaut, he beheld the orb's totality. Islands were being sucked into the sea. Mountains became valleys. Valleys became mountains.

Then the scene abruptly changed. John found himself able to see the earth from a vantage point as though he were in a watchtower placed

squarely in an amphitheater filled with utterly frightened humans. He heard voices and echoes and reechoes of one terrified cry, "Fall on us, and hide us from the face of him that sitteth on the throne, and from the wrath of the Lamb" (Rev. 6:16).

John turned away and the humans disappeared.

It was sunny again and he recognized the beach at Patmos. Shocked and shaken, he threw himself on the sand. But his mind raced back, back to that time long ago when he was on the mountain with the Master. He remembered His words:

"Immediately after the tribulation of those days shall the sun be darkened, and the moon shall not give her light, and the stars shall fall from heaven, and the powers of the heavens shall be shaken: and then shall appear the sign of the Son of man in heaven: and then shall all the tribes of the earth mourn, and they shall see the Son of man coming in the clouds of heaven with power and great glory" (Matt. 24:29-30).

#### The Sequence of Events

Now John understood what he had experienced by vision. He knew from the words of Jesus that first

there would be false prophets roaming the earth, coupled with wars of incredible magnitude, leading to worldwide famines and pestilences. Then would come an incredible religious persecution. On whom, when and for what reason he did not yet understand. But he would soon.

Nor at that moment did he perceive that soon, very soon, he would experience the most dreadful of all the visions: the events of the Great Day of the Wrath of God.

Soon after these prophetic scenes, John knew that he was going to experience another vision. The cool blue of the sky melted away from his eyes. His feet no longer felt the hot sand. His ears no longer heard the rush of the Aegean Sea.

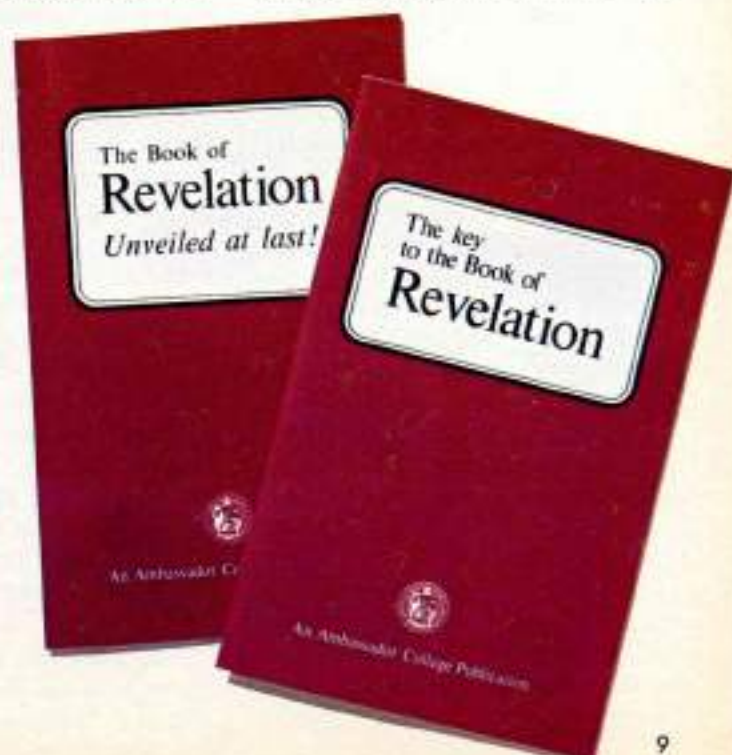
John first caught a glimpse of four angels standing on what appeared to be four symbolic corners of an orb he identified as the earth. Later in the vision, he witnessed Christ open the seventh seal. But when the seal was opened, nothing happened. It was still and peaceful for one half hour.

Suddenly, seven angels darted into view, each with a trumpet. As they sounded their trumpets, imagination-defying catastrophes devastated the

## The KEY to REVELATION

*REVELATION is the one Book IN the Bible least understood! Yet this Book is the very KEY to understanding all Bible prophecies! CAN it, then, be understood? It can, if you have the key to this Book.*

If you would like a step-by-step explanation of the book of Revelation, send for our free booklets, *The Book of Revelation Unveiled at Last*, and *The Key to the Book of Revelation*. They explain every major prophecy in that book. See page 49 for address.



earth. The first four angels sounded, and a

- third part of earth's trees were burnt up,
- third part of the sea became blood,
- third part of the sea's creatures died,
- third part of the ships were destroyed,
- third part of the rivers were hit by fire,
- third part of the waters were poisoned,
- third part of the sun was darkened,
- third part of the moon was darkened,
- third part of the stars were darkened.

**"Woe, Woe, Woe!"**

Then an angelic being flew into view. With a deafening roar, he uttered an eerie sentence over and over and over: "Woe, woe, woe, to the inhabitants of the earth by reason of the other voices of the trumpet of the three angels, which are yet to sound!" (Rev. 8:13.)

John looked into the heavens. He watched as a star descended to earth. The star became a being. A key materialized from nowhere, and it was handed to this being. He put the key into the door of an immense and dark pit. John saw a small waft of smoke arise. The smoke kept rising, and rising and rising. The waft turned into a billow which turned into a cloud. The cloud turned noonday into midnight.

As the smoke cleared, John saw a vision he was unable to describe because he was viewing mechanistic objects which did not exist in the world at that time. He looked at the strange objects emerging from the clouds. At first, John called them "locusts." But they were powerful like scorpions. They could not kill, but their touch caused men to shriek in pain. The scorpion-like locusts seemed covered with armor like horses ready to war on the battlefield. But they had hel-

met-like crowns on their heads. And their faces were like the faces of men. They seemed to have long hair. The beasts had fronts made of iron, and they had wing-like appendages. John heard the sound produced by these beasts, and it reminded him of the noise of hundreds of chariots dashing into battle.

The vision was suddenly turned off. But another appeared in its place. John beheld the most magnificent army he had ever seen. A voice said the army was two hundred million strong. And John was witness as this army killed one third of the population of the earth.

### The Trumpet of the Seventh Angel

Later, John heard the seventh angel sound its trumpet. Immediately, he was thrust by vision into the residence of his God. This vision was also auditory, like some incredible stereophonic symphony. Voices from myriad throats cried, "The kingdoms of this world are become the kingdoms of our Lord, and of his Christ; and he shall reign for ever and ever" (Rev. 11:15).

Afterward, John experienced, in vision, the seven-part destruction levied against the nations before the kingdoms became the kingdoms of Christ. John watched in horror as the world's armies gathered at Armageddon to fight a mad war directed against the giver of the visions, John's Master, Jesus Christ.

"What am I to do with these visions," John wondered. "What is their purpose?" While he was yet asking himself these questions, the Master (through an emissary) spoke to him again in vision.

"These sayings are faithful and true... Behold, I come quickly; blessed is he that keepeth the sayings of the prophecy of this book. . . . Seal not the sayings of the prophecy of this book: for the time is at hand" (Rev. 22:6-10).

And then the very voice of his Master Jesus was there. He recognized

that voice from a long, long time ago.

"I Jesus have sent mine angel to testify unto you these things in the churches. . . . I testify unto every man that heareth the words of the prophecy of this book, If any man shall add unto these things, God shall add unto him the plagues that are written in this book: and if any man shall take away from the words of the book of this prophecy, God shall take away his part out of the book of life, and out of the holy city. . . . He which testifieth these things saith, Surely I come quickly" (Rev. 22:16-20).

### Who Must Heed the Words?

Still, John was puzzled. He knew what the Four Horsemen and the Great Tribulation were. But there was a nagging question: "To whom did they apply and when?"

Then John recalled further the words of Jesus, recorded by a fellow disciple named Matthew:

"Watch therefore: for ye know not what hour your Lord doth come. . . . Therefore be ye also ready: for in such an hour as ye think not the Son of man cometh. . . . Blessed is that servant, whom his lord when he cometh shall find so doing. Verily I say unto you, That he shall make him ruler over all his goods. But and if that evil servant shall say in his heart, My lord delayeth his coming; and shall begin to smite his fellowservants, and to eat and drink with the drunken; the lord of that servant shall come in a day when he looketh not for him, and in an hour that he is not aware of" (Matt. 24:42-50).

Then John understood that the warning was to all generations, to all nations and to all individuals. For one does not know whether he will be a victim of the Four Horsemen, the Great Tribulation or the Wrath of God. Thus the prophecy and the warning is also addressed to you and to me. The warning is that it is now time to prepare ourselves for our destiny with our God and that the time is now to repent and heed the words of the prophecy. □

# advance news

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in the wake of today's WORLD EVENTS

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## • Japan Beefs Up Defense Forces

From the ruins of total defeat in World War II, Japan has risen to become the world's third most economically powerful nation, behind the United States and the Soviet Union. Japan's military might, however, has not kept pace with its economy.

Late last year, the Japanese government decided to double defense expenditures to \$15 billion over the next five years. Under this new 5-year plan, Japan's 22-year-old "Self-Defense Force" will be boosted only slightly — from 250,000 to 260,000 men.

The biggest departure from the current five-year plan is the decision on the part of the Defense Agency to produce the first all-Japanese fighter planes — 127 in all — since World War II. The number of planes purchased from the United States, or U. S.-designed planes manufactured under license in Japan, will be markedly reduced.

Prime Minister Kakuei Tanaka has emphasized that the progressive buildup of the nation's "Self-Defense Force" will be purely *defensive* and that Japan's military forces pose no threat to Japan's neighbors.

Fears are rising on the part of some nations who were the victims of Japanese ambitions in the past.

On the surface, the new defense budget may appear to run counter to the trend toward detente in Asia, spotlighted by Tanaka's September visit to Peking. Still, Japan's arms spending under the new 5-year plan will amount to only 1% of Japan's GNP. The world average is 6.5% of its GNP.

Japan's maintenance of this level, however, will depend on various external developments, including the future course of Japanese-American and Japanese-Chinese relations.

## • Oil Politics

The economy and security of the United States, Western Europe, and Japan could be jeopardized in the future because of increased dependence on foreign-produced oil.

Presently, the United States produces about 80% of

its own oil requirements. Most of the rest is imported from Canada and Venezuela. Only 3% to 4% of the United States oil need is now supplied by the Middle East.

Western Europe and Japan, in contrast, now rely on the Middle East for some 80% and 90%, respectively, of their oil needs. Consequently, as reported in this column in September 1972, Soviet political and military advances in the Middle East are worrying Western Europeans.

Evidence of Western Europe's concern over the future threat was seen in October in a statement in the final communiqué of the Paris Common Market Summit Conference. "The Heads of State and Heads of Government deem it necessary to invite the Community Institutions to formulate as soon as possible an energy policy guaranteeing certain and lasting supplies under satisfactory economic conditions."

In the United States, domestic oil production is expected to fall far behind the rising demand in this decade. Consequently, experts predict that by 1980, the United States will be importing *one half* of its oil supply — and most of that increase will have to come from the Middle East.

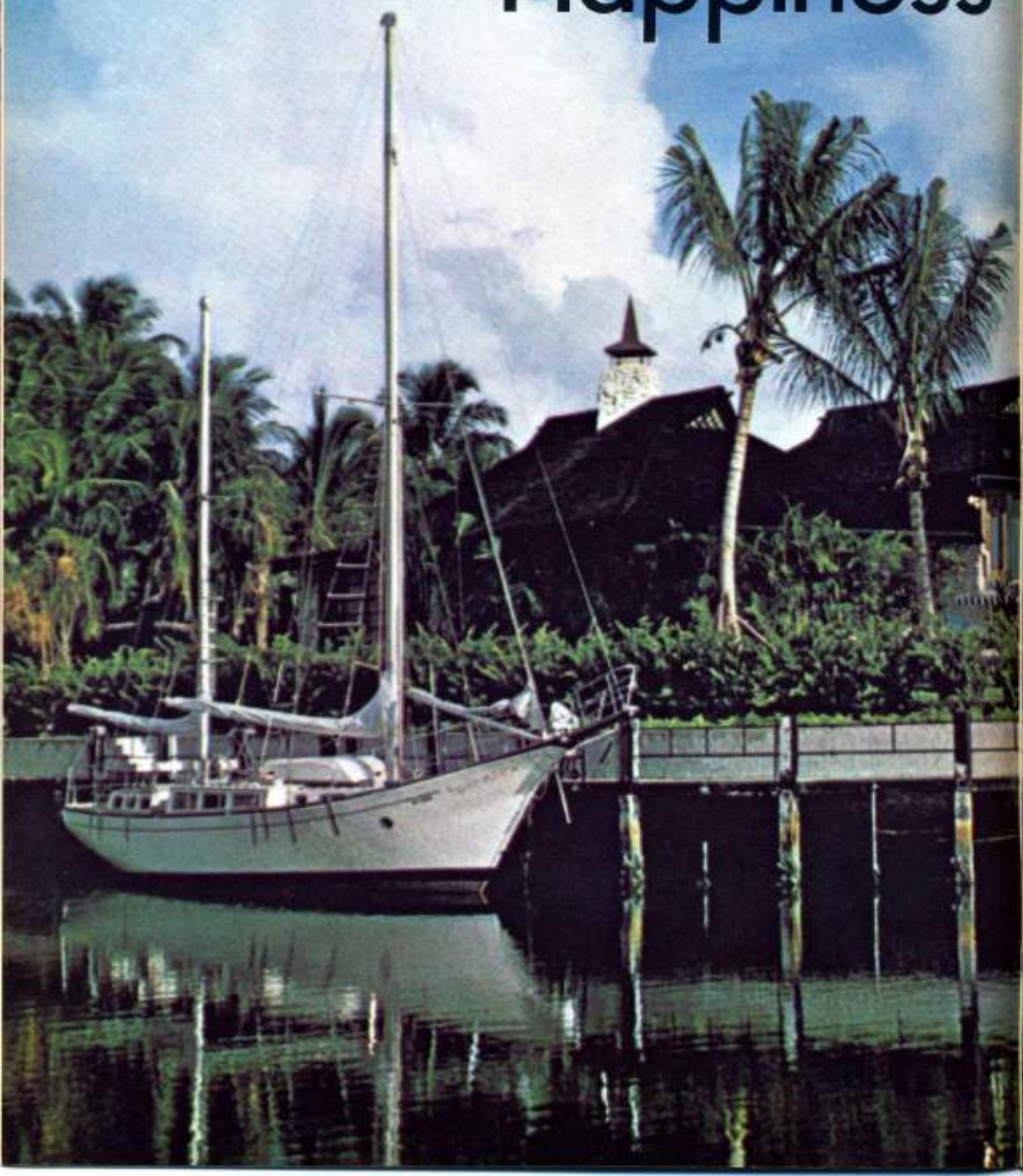
Compounding Western dependence is growing consciousness among the Arab nations as to the *realpolitik* value to the world of their subterranean commodity. Last October, for example, the five Persian Gulf oil-producing nations of Saudi Arabia, Kuwait, Iraq, Qatar, and Abu Dhabi completed negotiations with nine major Western oil companies on an agreement whereby the companies would surrender, by about 1983, a controlling 51% interest in their operations in the five countries.

This agreement is expected to set a pattern which may be followed by other oil-exporting nations. The outright nationalization approach is, however, popular with some oil-producing states. Some authorities see the eventual nationalization of *all* oil properties in the Middle East within 10 years. These authorities are already conjuring up visions of eventual oil blackmail.

Oil politics could play as big a role in changing the world power balance as any series of summit meetings.

— Gene H. Hogberg

# Happiness



# Is...

by Charles F. Vinson

HOW MANY times have you thought, "I'd be happy, if only...?" The daydream usually continues with "If only I had more money," or, "if only I had married someone else," or, "if only I could change jobs," or, "if only I had better health."

Always "if only."

Is happiness the impossible dream? Why does it always seem to be somewhere around the corner, off in the vague future, but never really *right now*?

Certainly there are reasons enough for the world's all-too-common victims of war, disease, hunger and poverty to be less than satisfied with living. But what makes most Americans, Britons, Japanese, Germans — peoples who, in the main, enjoy a higher degree of human comfort than most of the other peoples of the world — so often dissatisfied, unfulfilled, empty and discouraged? Why can't these people be happy?

The answer is deceptively simple. No one has ever told them *how* to achieve happiness.

## What's Your Concept?

Most human beings have little difficulty conjuring up their own purple-hued vision of the ultimate in human existence — very often a pleasing combination of wealth, status and power, with freedom from frustration, both mentally and sexually. If this vaguely fits your concept of happiness, you really ought to consider whether or not this "vision of Valhalla" is a truly worthwhile goal.

One way to find out is to examine the lives of men who have actually lived under such conditions — and to see where it got them. One of the best examples historically is King Solomon, a real-life figure widely noted throughout the ancient world for his fantastic wealth and wisdom.

Solomon had everything going for him. His father, King David, had at great effort and cost subdued the worst of the neighboring war-hungry

tribes and had established a measure of peace in the Kingdom of Israel. After David's death, Solomon stepped into a situation few men have ever had the opportunity to experience — limitless wealth at his personal disposal, a conditional promise of blessings from God and the gift of unparalleled wisdom, also given by God. Gossip undoubtedly circulated far and wide in that ancient world about Solomon's fantastic kingdom. Foreign royalty paid him state visits to see if what they heard was really true.

It was. What they found in the City of David only served to reinforce the Solomonic legend, even though the truth needed no embellishment. According to the Biblical record published in *Second Chronicles*, chapters six through nine, Solomon possessed enough wealth and power to luxuriate in a life-style making notorious penthouse-dwellers of today seem poverty-stricken by comparison.

## A Catalog of Wealth

On a yearly basis, Solomon received 666 talents of gold, or about 960,000 ounces. That amounts to something like \$33,600,000 in gold per year at the old rate of \$35 per ounce. There are, of course, many individuals today whose yearly assets far exceed that figure on paper, but this was the real thing — solid gold. It was reputedly so common, in fact, that Solomon didn't bother to buy certain items for himself. He had them made from his gold. His throne was made of imported ivory overlaid with gold. None of his drinking vessels were made of silver. It was simply too common, assertedly as common as ordinary rock (I Kings 10:27).

Solomon imported finery from all parts of the world. His navy reported to him each year, bringing him more gold, silver, ivory and rare animals. In a triumph of understatement, I Kings 10:23 says that Solomon exceeded all the kings of the earth in riches and in wisdom. State visits involved ex-

Don Lorton — Photo Trust

travagant exchanges of gifts. When the famous Queen of Sheba, for instance, came to investigate the fabulous rumors she had heard about Solomon, she brought along 120 talents of gold, a "very great store" of spices and precious stones to boot. Nearby friendly King Hiram, who lived on the Mediterranean coast, used his ships to bring Solomon gold from Ophir, as well as large amounts of rare wood and precious stones.

However, money really wasn't everything. The Bible says that Solomon loved "many strange women" (I Kings 11:1). That is another magnificent understatement. Solomon kept *seven hundred* bona-fide wives plus three hundred concubines. To impress these wives, he commanded a personal army of charioteers — 1,400 chariots, to be exact, and twelve thousand horsemen. He even built special cities for these men, and imported their horses from Egypt. To keep his wives happy, he also ordered the best of imported fabrics (I Kings 10:28-29).

### But Was He Happy?

In addition, Solomon, being king and all-powerful, could of course do anything he desired — which is precisely what he set about to do. Later on, he wrote a book about his exploits called *Ecclesiastes*.

In this book, Solomon relates how he experimented with nearly everything under the sun to see what might make him happy. Nonstop entertainment soon grew tiresome. "But I found that this, too, was futile. For it is silly to be laughing all the time; what good does it do?" (Eccl. 2:2, *The Living Bible*.) He mentions taking up drinking to see if happiness could be found in a bottle. Happiness wasn't, but morning-after headaches probably were. He constructed monuments to himself in the form of immense and beautiful public works. They were impressive and undoubtedly provided a great ego-trip, but they seem to have made him no happier. He built elaborate houses for

himself and constructed temples for the gods of his favorite pagan wives. He raised vineyards and conducted experiments in his botanical gardens on all kinds of rare trees and plants. He constructed waterworks to irrigate the nearby arid land. Most of this is described in *Ecclesiastes*, chapter two.

He stated matter of factly, "I became greater than any of the kings in Jerusalem before me, and with it all I remained clear-eyed, so that I could evaluate all these things." This, admittedly, sounds like shades of Muhammad Ali, the boastful American heavyweight boxer, but it was the literal truth. He also confessed that "anything I wanted, I took, and did not restrain myself from any joy" (Eccl. 2:9-10, *The Living Bible*).

In short, Solomon had fame, money, and wisdom — every physical blessing there was to have. He tried everything there was to try — at least, all he could think of — and he had whatever he wanted whenever he wanted it. It was all paid for. He lacked absolutely nothing in the way of human comfort.

Unfortunately, Solomon was miserable. He admitted it himself. "So now I hate life because it is all so irrational; all is foolishness, chasing the wind" (Eccl. 2:17, *The Living Bible*).

Why on earth would a man who had everything, including an unrestricted and enormously varied sex life, be so fed up with living that he felt like committing suicide?

The truth is that Solomon knew what would have made him happy — but he ignored it. Had he paid more attention to it, he could have lived a life more like the happier, fulfilled and rewarding existence of another man who lived almost a thousand years later.

### From Persecutor to Persecuted

This man seemed to have every right to be miserable. He was Jewish and a member of the sect of the Pharisees. He hated the new sect which was called "Christian" after a certain Jesus Christ who had been publicly

executed, but who the Christians claimed was still alive. He considered them an annoying threat to the Jewish religious establishment in which he held a high position. He persecuted the Christians with a vigor that astounded the liberal Romans in charge of that part of the Empire.

This man was forced to undergo conversion to the very "sect" which he had been so avidly persecuting. His former compatriots probably considered him slightly insane to take such a flip-flop in his thinking. The man's name, of course, was Paul. He later became an apostle and one of the chief figures in the development of the New Testament church.

Far from having the magnificent wealth which Solomon had enjoyed, Paul was forced by circumstance to fall back on his childhood training of tentmaking in order to support himself as he ministered to the Churches of God located around the Mediterranean Sea. In addition, he had to do much of his traveling on foot, or by ship. Devastating storms were common occurrences. Then, too, he was under constant danger from those intent upon persecuting the Church as he had once done himself. He didn't always escape their wrath.

He catalogued his "misadventures" in the ministry in one of his published letters to the church located in the Greek city of Corinth:

"Five different times the Jews gave me their terrible thirty-nine lashes. Three times I was beaten with rods. Once I was stoned. Three times I was shipwrecked. Once I was in the open sea all night and the whole next day. I have traveled many weary miles and have been often in great danger from flooded rivers, and from robbers, and from my own people, the Jews, as well as from the hands of the Gentiles. I have faced grave dangers from mobs in the cities and from death in the deserts and in the stormy seas and from men who claim to be brothers in Christ but are not. I have lived with weariness and pain and sleepless nights. Often I have been hungry and



thirsty and have gone without food; often I have shivered with cold, without enough clothing to keep me warm.

"Then, besides all this, I have the constant worry of how the churches are getting along" (*The Living Bible*, II Cor. 11:24-28).

That is quite a list of adventures, enough to make men of lesser fortitude opt for a safe, comfortable office job. But external problems were not all Paul endured. He also had what he refers to as a "thorn in the flesh," possibly a health problem, although he doesn't refer to it specifically by name (II Cor. 12:7). He does imply, though, that his eyes gave him problems (Gal. 4:15).

In addition, he just wasn't very impressive in person. He says little about this fact, but does mention that others had tried to denigrate him in the sight of his congregation by rather nastily alluding to the fact that he was powerful enough in his letters, but that his bodily presence was weak and his speech contemptible (II Cor. 10:10).

### Yet Paul Was Happy

By now you can probably sense the obvious lesson about to hit you between the eyes: Happiness doesn't necessarily come from wealth, position, sexual freedom, or unlimited power and status. A man enduring the worst of living conditions, like Paul, can be happy in spite of the way things look or feel.

"... For I have learned, in whatsoever state I am, therewith to be content," said Paul in Philippians 4:11. "I know now how to live when things are difficult and I know how to live when things are prosperous. In general and in particular I have learned the secret of facing either plenty or poverty" (Philippians 4:12, Phillips translation).

What *was* his secret? What did Paul know that Solomon didn't?

The answer is: NOTHING.

Solomon knew the same basic formula for happy living that Paul

preached, but the fact that he ignored it literally ruined his life. As a bitter old man looking backward on wasted years, Solomon advised younger men to pay attention to his disastrous life and to avoid the same mistake he made: "Remember now thy Creator in the days of thy youth, while the evil days come not, nor the years draw nigh, when thou shalt say, I have no pleasure in them. . . . Let us hear the conclusion of the whole matter: Fear God, and keep his commandments: for this is the whole duty of man" (Ecc. 12:1, 13).

"Fear God and keep his commandments." That was the one thing which could have made Solomon happy — which would have made his fabulous wealth, not at all wrong in itself, a blessing rather than a frustration. And, obedience to the laws of God was the one ingredient in Paul's life which enabled him to keep going — even to be happy — in spite of all obstacles in his path.

And these same principles, if you obey them, can make you happy — no matter what your situation in life — if YOU choose not to ignore them.

### But Are They Relevant Today?

"All right," you say, "but we are all living in the twentieth century, not two thousand years ago in a Middle Eastern kingdom noted for its mystical adherents and richly embellished history. How would following an ancient code like the Ten Commandments help anyone living in the city ghetto, or playing the freeway game each day, or struggling with unpaid bills, striving to patch up marital spats, worrying over visits to the hospital, breathing the polluted air?" Isn't telling everyone to do so more than just a little absurd, a gross oversimplification as a solution to complicated human problems?

Not really. The Ten Commandments are timeless and apply no matter which century you happen to have been born into. For instance, the seventh commandment says, in what sounds to many like foreboding

tones, "Thou shalt not commit adultery." In other words, "Don't cheat on your wife or husband. It'll make you both unhappy."

It goes without saying that all of mankind is not now obeying God — and probably won't unless forced to. But think, for a moment, of the fantastic results which would occur if everyone on earth were to obey just that one commandment. No more broken homes. No more agonizing heartbreak which cannot be measured statistically. No more wretched childhoods spent first with one parent, then with the other, always with the tension and insecurity which accompanies such a childhood situation, and which very often produces deep problems in the adult years. If everyone were striving to obey just this ONE commandment, the very marriage covenant would not be entered into so blithely. Young couples would take marriage much more seriously if they realized they were marrying for life, and not simply until the next attractive body comes around. In short, obedience to that one commandment could save mankind from a whole host of premarital and marital problems, heartaches and tragedies.

But that is only one commandment out of ten, only one example of why Solomon's advice to "fear God and keep his commandments" is an open invitation to a happier, fuller, more satisfying life — the kind of life God wants every human being to experience. Our reprint article, "This Is the Life — Real Abundant Living," more fully explains how you, individually, can learn to live the good life, not the empty, hopeless life.

Also, if you would like to have more information about the Ten Commandments, explaining how all of them are applicable to life in today's world, ask for the colorful booklet entitled *The Ten Commandments*. You can receive this literature at no cost to you simply by writing to the editor. □





# Ambassador College Is *Unique*

*Here is the answer for those who would be truly educated. Here is the story of a college destined to set the future standard of true education.*

by Roderick C. Meredith

**W**HERE ON earth can you find the answers to the really BIG problems in life?

Where can you find the true answer to why you were put on this earth, how the earth and all life came into being, what is the great purpose of human existence, what are the immutable laws of life which regulate human destiny?

These matters are not inconsequential. They are worthy of the educated man's attention and study!

## Role of the Schools

This generation has become the most education conscious ever to ex-

**LOMA D. ARMSTRONG ACADEMIC CENTER**, on the Pasadena, California Campus, includes the Science Hall, the Fine Arts Hall, Ambassador Hall, a plaza with a fountain, and the formal Italian Sunken Garden.

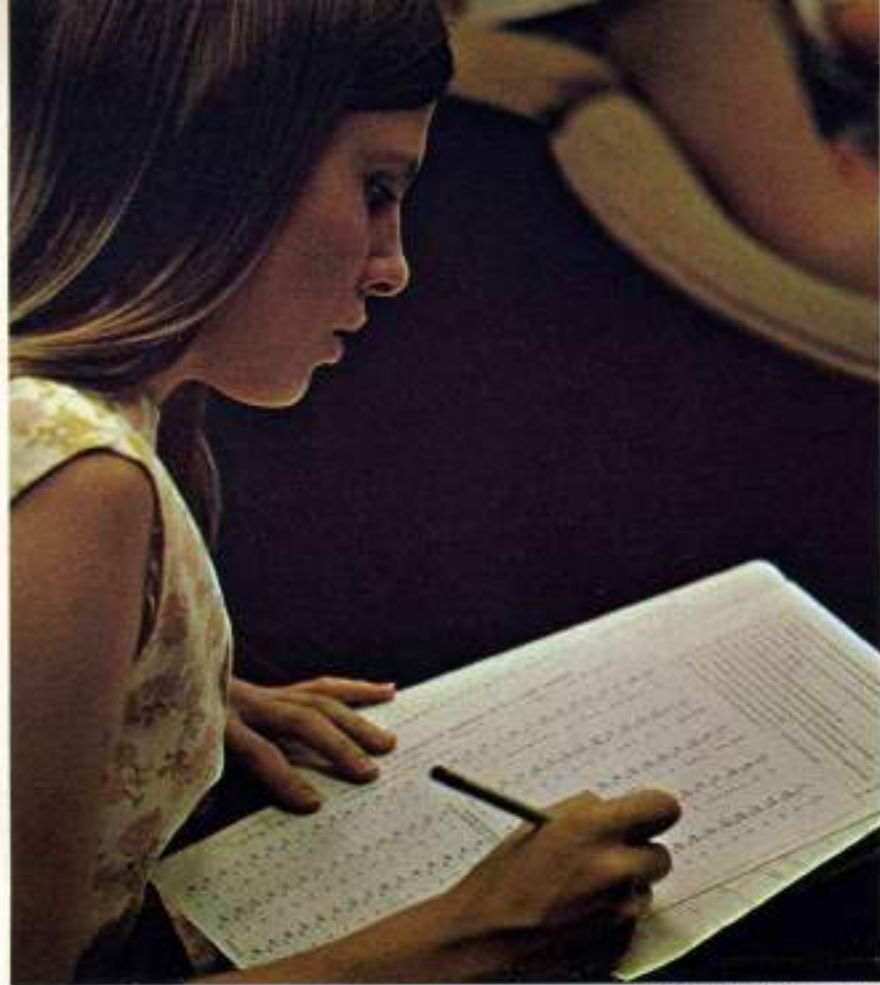
Dave Conn — Plain Truth Photo

ist in earth's history. Before we start rejoicing over this fact, we had better examine the results or "fruits" of all this mass education.

First, realize that a normal child spends more of his waking hours attending school than at any other single occupation. Therefore, if properly utilized, the knowledge and habits acquired during these hours should play the greatest part in the development of the child's attitudes and character.

Second, while parental teaching and example certainly play a big part in the development of a child's interests and character, the parents themselves are products of modern education, and their knowledge — or lack of knowledge — of how to train their children was acquired to a large extent in today's schools.

But what is the **RESULT** of all this education?



Don Lorton — Plain Truth Photo

**A TIME OF RECKONING** — Learning is of no value unless it is retained by the student. Testing is one way to see how well a student retains what he is taught. However, theory alone is not enough. A student must also practice what is learned.

Nothing in all earth's recorded history compares with the insolence and utter *lack of conscience* and CHARACTER exhibited by undisciplined youths today. But — we hasten to add — are these undisciplined youths solely to blame for their misconduct? What about the system in which they grew up?

#### Examine the Results

Numerous F.B.I. reports show that youngsters under 18 are responsible for about one half of all serious crimes in the United States. Sixteen-year-olds commit more serious crimes than persons of any other age group.

It is the same over most of the Western world. The *Toronto* (Canada) *Star* reported recently: "Five years ago, the annual cost of damage inflicted on Toronto's 136 schools by vandals was \$10,000. Last year, it was more than \$200,000."

In London, England, a teacher's union official spoke out several months ago: "There's an increasing amount of indiscipline in the schools, with teachers assaulted, students bullying one another, and vandalism. It's simply become more difficult for teachers to maintain control."

The nearly universal lack of true and effective moral training in the home and in the school is appalling. Is it any wonder that after the ordinary cold, syphilis and gonorrhea are the most common infectious diseases among young people?

This generation is the end product of a serious lack of *right thinking* and *right knowledge*. Such knowledge SHOULD be imparted in every home and in every school. The knowledge of the value of human life and the great purpose of human existence is, in truth, the very foundation of all true education. But in nearly every

school and college this very FOUNDATION of education is missing — *left out!*

#### A False Foundation

Most students are NOT taught *how to live*, what the laws are that govern human happiness, and what is the ultimate purpose of human existence. Society itself has rejected the very foundation — the starting point of all true knowledge — and the Creator and His revealed *laws* of life. Man has substituted instead a foundation of sand — the God-rejecting theory of evolution. Therefore, our society and our educational system are in terrible moral straits.

Though even in our warped society the majority of young people entering college still believe — however vaguely — in God, after four years of "higher education" most of them are either atheists or agnostics or simply don't care. This, then, is the ultimate RESULT of our system of "education," which produces men skilled only in material knowledge, denying the Creator that made them and His laws given to produce happiness.

Is there any alternative to which a young person may turn in our mixed-up society?

#### Ambassador Is Different

Today there is one college — on three campuses — that offers a unique alternative to the increasingly impersonal and materialistic type of education which is the current norm in Western culture. This is Ambassador College — a coeducational institution of liberal arts and theology that excels in providing *understanding* on the really important topics of life.

At Ambassador, students are stimulated and challenged to find *solid answers* to the *why's* and *wherefore's* of life and human existence. And yet Ambassador is distinctly NOT a "Bible School." The variety of classes, the warmth and genuine exuberance seen in its activities, and its students immediately testify to this fact.

Ambassador is unique even among institutions with a philosophical or theological bent. Life here is interesting. A spirit of true intellectual freedom — unshackled from tradition — and an atmosphere of learning to live pervade.

The Ambassador motto is: "Recapture True Values." We make that motto LIVE on the three campuses of Ambassador College!

### Type of Instruction

Student enrollment at each of our campuses is purposely kept relatively small. Ambassador consequently offers many advantages in a personalized type of instruction and counsel.

**AND A TIME FOR FUN** — Ambassador College promotes a family atmosphere. Here the entire student body enjoys one of the college's annual beach parties near the Pasadena campus.

Don Lantz — Plain Truth Photo



that is almost nonexistent in the large university or college.

Students are not just computerized numbers. They are individual human beings known and treated as such by the faculty and staff of the college — several of whom will usually become friends and associates of a typical Ambassador student by graduation time.

Excellent training is provided in the area of public speaking, for example. For in addition to very practical and personalized instruction in formal speech courses, special after-dinner speech clubs are a basic Ambassador activity. The men's speech clubs are patterned after the Toastmaster's International Clubs. They

have proved a most stimulating and enjoyable adjunct to the speech department.

Student participation in such sports as basketball, tennis, track, swimming and water polo is high, and many an exciting last quarter or overtime period in a hard-fought basketball game emblazons itself in student memories.

The campus bands participate in numerous student functions, and members journey to outlying American and Canadian cities to participate in the inspiring personal appearance engagements of Garner Ted Armstrong. Ambassador Chorale members also join in these and other exciting trips. College singing groups are a source of inspiration and enjoyment to many thousands of people — and certainly to the students themselves.

### A Look at Outstanding Facilities

Ambassador College has a burgeoning building program. Beautiful new dormitories, dining facilities and an outstanding gymnasium have been completed. High-quality tennis courts and fine athletic fields add to the enjoyment of the full student life.

The parent campus at Pasadena is located within a few miles of some of the nation's great libraries, two world-famous astronomical observatories, famous galleries and museums, and outstanding technical institutions where important research projects are always in operation. Just last night, the author accompanied a group of our Pasadena students on a visit to the set of a well-known television show. Educational and recreational opportunities abound in nearby Hollywood and Los Angeles — and the beach and mountains are situated near our Pasadena campus.

Situated in the beautiful "Green Belt" just north of London, our English campus provides a peaceful atmosphere for outdoor sports and country living. Train connections (less than half a mile from the cam-

pus) to downtown London make Central London — including the world-famous British Museum, the National Art Gallery, the Houses of Parliament, etc. — easily available to our English students.

In addition to the fine facilities common to all three campuses, our Texas campus has an unusually fine outdoor program with facilities for swimming, water skiing and horse-back riding. Educational field trips are taken to such places as the Houston Space Center, as well as to concerts, lectures, and activities in nearby Dallas and other cities.

### The Way to Success and Happiness

Though it may sound like a cliché to one who has never visited an Ambassador campus, the fact is that a visitor can see and sense that Ambassador students are taught the WAY to true and lasting joy, productivity and success.

Literally scores of business leaders and civic officials have remarked about the outstanding example set by Ambassador students. Often, there is the spoken or implied question, "What makes your students so happy?" This, mind you, in an age when too many college campuses have engendered students who are increasingly rebellious, frustrated and depressed. Any wonder that these students commit suicide at a significantly higher rate than the population as a whole? A few years ago, in fact, it was discovered that suicide was second only to accidents as a cause of death among U. S. college students!

Again, why are Ambassador students so happy?

It is because they have come to an educational institution where an understanding of human origin, purposes and goals is paramount and where the way to live a full and abundant life is inculcated not only in class, but also in the culture, the activities and the very atmosphere of each of our campuses.

This way of life is based on the re-

vealed laws of the Creator — laws as active and moving as the law of gravity. It is based on a living spiritual principle given by Jesus Christ: "It is more blessed to GIVE than to receive" (Acts 20:35).

Most Ambassador students have *proved* that there is a great, personal Creator God who is very much alive and who is working out a great purpose here below. They have an opportunity to practice all day long the *way of life* revealed in the Instruction Book given to man by the Creator. So they are happy and smiling. They are enthusiastic about life!

In addition to practical Biblical courses, a most valuable course is offered in principles of living. This course includes an understanding of many lessons of life which would never be imparted in any other institution. It includes a series of lectures on the meaning of marriage, on how to date and court and choose the right mate, and finally on the Creator's purpose and laws governing marriage.

The result?

Our three Ambassador campuses are recognized by thousands of friends, neighbors, business associates and civic officials as being three of the happiest places on earth. And, in addition, of the hundreds of marriages of Ambassador graduates now dating back some 24 years — not more than three have become involved in divorce. And at least two of these were marriages our guidance counsellors specifically advised against!

Ambassador students are taught how to be good husbands and wives, how to teach, train, discipline, love and inspire their children, how to work hard — serve their employer — and improve on their jobs.

The radiantly happy marriages, the lives and the success of Ambassador graduates are a ringing testimony that the Ambassador "way" is *practical*.

It works.

It gets right results!

### We Keep on Improving

Ambassador College, its faculty and its student body are privileged to know the WAY to perfection. So we keep on learning, building, growing and improving as we go along.

This makes life *exciting!*

Knowing *where* man came from and where man is going, we restore God to the picture — and every class and every activity takes on *new purpose* and *meaning* because of this! Exciting growth in new knowledge and understanding is constantly being attained. All of this makes the Ambassador College campuses the most meaningful places on this round earth! The family atmosphere among our faculty and students — the spirit of love, of warmth, and of service is unique in all the world.

All young people of college age will do well to look into the possibilities of attending one of the Ambassador campuses and to drive themselves to make this goal possible! All of you in the United States who wish the College Bulletin with full particulars about the college and enrollment should write *immediately* to the Office of Admissions, Ambassador College, 300 West Green Street, Pasadena, California 91105. Those in Britain, on the Continent, or overseas should write to the Registrar, Ambassador College, Bricket Wood, St. Albans, Herts., England, for the College Prospectus.

Ambassador College presents the challenge of a lifetime to all those interested in acquiring a true education. Attending Ambassador may require extra effort and determination on the part of many. It is for those with this kind of integrity and character that Ambassador College has been founded.

Ambassador College demands excellence in *purpose* and *character*, as well as in study, in research and in the acquisition of material knowledge. It is this kind of excellence that makes an institution truly *unique* in all the world. □

# What Our Readers Say

## Smoking

As I was reading my PLAIN TRUTH for this month, I was very much interested in the article "Warning: Smoking Is Harmful to Much More Than Your Health." I read and reread this article until I understood it fully, and I looked up every possible argument in the Holy Bible, and let me tell you, Mr. Armstrong, Mr. Vinson did an excellent job on it. I, personally, am against smoking for the same reasons which you stated in the article, but I could never explain it that well when people would say "Why?"

Jan N.,  
Willmar, Minnesota

Referring to the article on smoking in your September-October issue, I note the statement, "Something in cigarettes — probably nicotine — is HABIT FORMING." I once had a patient whose nephew worked in the lab of a major tobacco company. She lit a cigarette in his presence, and he immediately took it from her and threw it, along with the ash tray, out the door! He then told her, "Auntie, if you have to cut off your head to quit smoking, do it; you will suffer less in the long run! People who smoke think they are hooked on nicotine, but it isn't that simple. We are permitted to put 2% of habit-forming NARCOTICS in the chemicals we use to treat the tobacco that goes into our cigarettes.

Harry S.,  
Irving, Texas

Congratulations on your September-October issue. It is a collector's item because of the misinformation article by Mr. Vinson, "Warning: Smoking Is Harmful to Much More Than Your Health." What is Mr. Vinson's motive and objective? Destroying and killing the American and Turkish tobacco business, agriculture and industry and helping the Soviets gain their life-long objective of making the Mediterranean a Russian lake?

H. R.,  
Van Nuys, California

• Wait till you read in the January 1973 issue an eye-opening article on the tobacco business!

## Can Prisons Succeed When Society Has Failed?

I just read the article "Can Prisons Succeed When Society Has Failed?" in the September-October 1972 edition of *The PLAIN TRUTH*. Mr. Whitehart speaks with unbelievable understanding of the prisoner's problems — I know,

for I'm an inmate. And I wish he would do some more articles on prisons and inmates in prisons with him "telling it like it is." Maybe society will be able to understand us more and some of the problems we have faced, do face now and will face in the future if no one does something to change it. I'm all for the Walla Walla changeover, and I wish very much that the California Department of Corrections would follow Washington's example. It is the best method of rehabilitation I've ever heard of. Well, I must go, and thank you ever so much for doing an article on us.

Ronald J.,  
Chino, California

## What Will We Do? — I'm Pregnant

For some reason your article "What Will We Do? — I'm Pregnant" has really reached me. I feel your article has a way of using questions aimed at the characters in the story, yet these questions really made me ask myself the same thing. The more young people who can read this, I feel there will be a greater number turning to other forms of recreation. Please send your booklet, *Modern Dating*, to the address below.

Lynn M.,  
Sarasota, Florida

I found your article in *The PLAIN TRUTH* in poor taste. You talk about how to prevent illegitimate children. I agree to a certain point, but you really didn't get into the Pill. You said the experts talked about giving people pills to prevent children, then you put your opinion in to say "This, of course, means relying on birth control methods rather than on behavior and that is treating the effects, not the original cause." It seems, Mr. Kroll, that you have hang-ups about sex! You must be old-fashioned to me if you try to come on with morals.

Miriam A.,  
San Francisco, California

• *The effect of the Pill among the promiscuous is an epidemic of venereal diseases.*

In *The PLAIN TRUTH* magazine of September-October, there was an article titled "What Will We Do? — I'm Pregnant," which was well written. I enjoyed reading it not because of the problems it discussed nearly as much as the statements, "Give 'em some pills rather than rules. . . . This means, of course, relying on birth control methods rather than on behavior and that is treating the effects, not the original cause."

Elizabeth E.,  
Wichita, Kansas

I am a trained nurse employed by the Transvaal Family Planning Association and have read many of your magazines and booklets. I have been taken up by your booklet, *The Missing Dimension in Sex*. As we are faced with teen-agers coming in to the Clinic with their parents, I felt that this booklet would be of real help to all of us working for the Transvaal Family Planning Association. I have discussed and shown this booklet to one of our doctors, who does the training of nurses and social workers, in Family Planning. She feels this is just the type of book we need.

M. M.,  
Johannesburg Committee,  
Family Planning Association  
of South Africa

## Way of Life

*The PLAIN TRUTH* has changed my whole life. I have found the happiness and contentment most people spend all of their lives looking for and can't find. You offer a real fountain of knowledge that I am enthused to delve into. Your efforts certainly are a turn in the opposite direction from the downward trends of mankind and the world.

A. S. B.,  
Eddonchatram, India

Your literature is indeed the Bible of the 20th century, A.D. This intricate, delicate planet which we are so fortunate to be a part of, is gradually dying of poison. When will mankind adopt the antidote prescribed by you? Tragically, at this very moment, much of humanity is thoroughly convinced that this antidote must be bottled or packaged in purple plastic — obtained in exchange for metal discs. For me, it lies in the design of a grass blade and in the pounding of the salty surf. It lies in the design of limb and eye, which, hopefully, I will never cease to perceive with childlike wonder whilst I am part of it all.

Glenda V.,  
South Africa

## When Was Christ Born?

I just had to write and tell you how much I enjoy *The PLAIN TRUTH* magazine. I found the article "When Was Jesus Born?" most interesting. I did know that Christmas was of pagan origin, but the rest of the information was new to me.

Lucy M.,  
El Paso, Texas

# SEX Begins at Home— for Teen-agers with Careless Parents

*Where does a teen-ager's first sexual experience occur? In an automobile? A motel? An isolated spot? Overwhelmingly, in none of these places. Most often, teen-agers engage in premarital sex right at home while parents are away.*

by Paul William Kroll

"**W**E WENT up to my girlfriend's house and sat around listening to records," was one teen-ager's story of how it happened. "Her parents had gone to the lake for the weekend or something. We were just sitting there. We started playing around, just kissing and then I..."

It was to be their first experience at sexual intercourse.

Another teen-ager put it this way: "My girlfriend was babysitting for these people. And they didn't mind me coming over. She put the kids to bed, and we were watching television. Then we sorta got close and began to kiss and..."

So went the experience of another couple. This time an unwanted pregnancy was the tragic outcome.

In both cases, parents had allowed teen-agers to use their home without supervision.

## Why Sex Begins at Home

Tragically, the above examples are not isolated cases, for large numbers of teen-agers begin their premarital

sexual experience right at home. Many illegitimate children have been conceived on the living room couch.

In May 1969, Dr. Clyde Von Der Ahe published the results of a survey he had made of 151 unwed mothers in Los Angeles area maternity homes. He had been attempting to "determine some of the causes of unwed pregnancy." He found that "lack of parental supervision" was one of the "significant factors" causing premarital pregnancies.

One part of his questionnaire asked for the "location of initial sex exposure." The answers showed that almost three out of four girls had their first sexual intercourse in one of the following locations: her home (15.9%), the boy's home (41.7%), a relative's home (2.6%), a friend's home (11.3%). These figures add up to over 70% of the unwed mothers in the study.

## Parents Are Responsible

"The importance of parental supervision in dating is all too obvious," observed Dr. Von Der Ahe.

Another 15% of the girls in Dr. Von Der Ahe's study said they'd had their first sexual intercourse in an automobile. Though often overrated as the location for sexual intercourse, the automobile, nevertheless, can still serve as a bedroom on wheels.

Altogether, about 90% of the unwed mothers quizzed by Dr. Von Der Ahe had had their first sexual intercourse either in someone's home or in an automobile. If parents were more careful in supervising these two important areas, they could be personally responsible (and they *are* personally responsible) for helping their teen-agers avoid premarital sexual intercourse and thereby greatly reduce the number of unwanted teen-age pregnancies.

Dr. Von Der Ahe underlined parents' responsibility in a concluding statement: "We cannot overemphasize the importance of parental supervision and the inherent dangers in allowing young teen-agers to go steady."



### How English Parents Fare

In England, social psychologist Michael Schofield published (1965) the results of a monumental three-year study regarding the sexual behavior of young people in a book entitled *The Sexual Behavior of Young People*. Schofield and his team of researchers interviewed 1,873 young people — 934 boys and 939 girls. They were chosen from a random sample of seven areas in England and Wales.

The report covered all sexual activities from simple kissing and petting to premarital intercourse. Schofield's study is regarded in both the United States and Britain as one of the most careful studies of this sensitive area.

One small part of Schofield's study was designed to ferret out the location of a couple's first premarital intercourse. Another part correlated opportunities to entertain friends at home *without parental supervision* to the degree of sexual activity. Schofield's summary comment on this aspect of his research once again points out the need for parental supervision. He flatly stated that various aspects of his research "show that the behavior of teen-agers depends upon the facilities available."

He added that "there is a strong association between the levels of sex activity and the opportunity to entertain friends at home without parents." This held true both for boys and for girls. Later Schofield commented, "Boys, and to a lesser extent girls, who occasionally have the house to themselves are likely to have more sexual experience."

The implication for parents is obvious. One way to help teen-agers avoid sexual activity and the unwanted results it may bring is to carefully supervise the "facilities available" — these facilities being primarily the home and secondarily the automobile. Schofield backed up this general conclusion with hard facts.

### Sexual Experience of Boys

Analyzing his data concerning location of first sexual intercourse,

Schofield found that 63% of the boys had had their first experience in their partner's home or their own home. Approximately another 7% had had their first experience at a party. This could be construed as a "friend's home." Schofield so understood it from his questioning of the teen-agers. "No other place," he stated, "occurs as often as the parental homes of the teen-agers; even in those cases where the first experience was at a party, this was usually at the home of one of the teen-agers."

Schofield found that 31% of the boys who "never had the house to self" had had sexual intercourse. In contrast, 68% of those who could "entertain without parents" were experienced in sexual intercourse. Forty percent of the "never had house" group of girls had experienced sexual intercourse as opposed to 55% of the "entertain without parents" group of girls. They, unfortunately, could always go to their boyfriend's or a peer group member's *unsupervised* house.

### Parents Are Too Permissive

The role of the parent in either retarding or aiding sexual permissiveness is quite clear. Social scientists are faced with the obvious conclusion that adults themselves are mainly responsible for their teen-agers' permissive attitude toward sex.

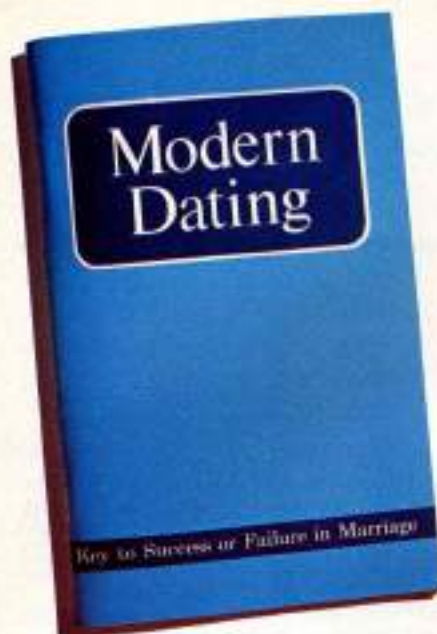
Ira L. Reiss, Professor of Sociology and Director of the Family Study Center at the University of Minnesota, is regarded as one of the most knowledgeable experts in the field of United States sexual attitudes and behavior. His work, *The Social Context of Premarital Sexual Permissiveness*, contains the results of the first sociological study using a national probability sample in the area of premarital sexual attitudes.

What were the indications and conclusions of Reiss' study? "Premarital permissiveness is enhanced by a free courtship system and youth culture values, and discouraged by closer ties to adult institutions such as the family and religion." Reiss finds a constant movement "toward an autonomous, participant-run courtship system, in which courting couples are relatively free of supervision and their values permit some expression of their love."

What then are parents to do? They need to teach their children values which will *not* permit them to equate love exclusively with sex. They must also teach them a right understanding of marriage and of the responsibilities that go with sex. To back up this teaching, parents should be aware (so should teen-agers) of the kind of dangerous situations that lead to

Hendrickson — Plain Truth





## Keys to Success in Marriage

**T**OO many are discovering — AFTER marriage instead of before — that they should not have married.

Lack of preparation for marriage and marrying too young are leading causes of divorce say sociologists.

It's about time young people learned HOW TO DATE, what right dating IS, and what to LOOK for in a potential mate.

### This booklet explains:

- **Why Shattered Marriages**
- **Sex and the Teen-ager**
- **Modern Romance — the Great Delusion**
- **What's Wrong With Modern Dating**
- **The Art of Dating**
- **Seven Keys for Selecting the Right Mate**

Write to our office nearest you for this helpful, free informative booklet.

sexual expression outside of marriage.

In a world of confusion regarding sexual conduct, parents can provide a good measure of protection for their teen-agers by one practical expedient: *supervise activities at home*. Of course, it is difficult for just a few parents to do this. If the parents of your teen-ager's friends do not supervise their homes, your actions may prove ineffectual; that is, unless your teen-agers know right standards and abide by them.

### Understand Your Teen-agers' Problems

Hard-hearted parental proscription is not always a solution. To make supervision really effective, parents must become actively involved in their teen-agers' lives and offer alternatives to the unsupervised party, home or automobile.

What should a parent do if his young teen-ager asks, "May I use the car to take a girl to the movie?" The concerned parent, rather than curtly snapping back, "No, you can't use the car," could more effectively say, "Why don't you and your date *come with us* for dinner and a movie?" A cold "no" fosters a feeling of estrangement. The alternative, however, can lead to a much warmer parent-teen-ager relationship, bridge the generation gap and prevent the possibility of premarital sexual activity.

Parents often forget how it was when they were young and single. Teen-agers must struggle with new biological and emotional urges, peer pressure, the bombardment of a pleasure-seeking morality. What they need least is parental berating or abdication. They need positive and warm parental guidance. To give this guidance, parents must build trust between themselves and their teen-agers, must explain the meaning of the male-female relationship and must instill a sense of moral responsibility into their teen-agers. These qualities are obviously lacking in a great many homes.

Parents should, of course (for the

protection of their teen-agers), set a standard: no member of the opposite sex is to be permitted in the house while parents are gone. But the reason for it should be explained — which is the subject of this article — and alternatives should be suggested. For instance, you could have a party *while* you are home. If possible, you could even take your teen-ager and some of his companions when you go on a trip. It goes without saying that you should not be constantly away from your house.

### Parents: Help Your Teen-ager

Parents who realize that sex should be reserved for marriage will want to protect their teen-agers from violating this God-revealed principle.

Children grow up and become independent human beings. They will do what *they* want to do. So unless parents have been successful in making "no sex before marriage" a part of their teen-agers' own internal guidance system, they will have failed.

Mistrust, cold "no's" and the like will not work.

Teen-agers must be taught **WHY** sex before marriage — though it may temporarily appear to be fun — is not the right way. They must be exposed to the laws of God and come to accept them on their own. Because if there is no standard, the teen-ager may see no reason to abstain.

The right standard in matters of sex is a tragically missing dimension in today's available knowledge.

If you have teen-agers and have not yet studied the book, *The Missing Dimension in Sex*, please write for your *free* copy. This book explains the meaning and purpose of sex and how and when it was designed by the Creator to be properly enjoyed. This important book will also instruct you in the right method of teaching your children vital principles concerning sex. Send for your free copy today. Read it and help your children avoid the consequences of premarital sex. No concerned parent should be without it. □

# Who's That Polluting My World?

*Many of us see the environmental pollution problem as one created and sustained by some vast, invisible "THEY" — a many-tentacled monster that comprises the vague images of Industry, Politics and Other People. But are "they" really the only culprits? Does legislation against "them" provide the whole answer?*

by Larry Gott

**T**HERE IS an environmental crisis. It threatens not only to degrade the quality of life, but also to destroy life itself.

Yet many of us do not recognize the real *cause* of environmental depletion and pollution.

We are so overwhelmed by the symptoms of ecological disease that we tend to accuse the obvious carriers (Industry, the Automobile, etc.) without first isolating the germ.

That germ is imbedded in our own attitudes.

## Isolating the Germ

Almost everyone today is concerned about the plight of our planet. But concerned as we are, far too many of us fail to see ourselves as the primary cause of the problem. We see even less that its ultimate solution de-

pends not fundamentally on government, industry or technology, but on the efforts of individual people.

It is easy to see the total effects of millions of people on the environment. But it is often difficult to believe that just one person can make a significant difference.

Governments the world over are searching for ways to solve their environmental problems. Developing nations with poor technologies and little money look to the industrial giants for the methods needed. But the developed countries, for all their technology and money, are meeting with only limited success in their cleanup attempts.

The world's number one industrial power and consumer, the United States, is probably the best example of how the wastefulness and carelessness

of individuals can outweigh the positive effects of technology and money on the environment.

Americans collectively use more of the world's resources than any other nation. It has been estimated that the United States' 6 percent of the world's population uses 60 percent of the world's raw materials and 80 percent of the world's total output of energy.

America's voracious individual appetites for material possessions and creature comforts far surpass those of any other people.

The attitude that says, "I can have anything I desire as long as I can pay for it," overlooks the impact on the environment of every human activity, the ultimate and total price of which men cannot pay.

It should be reiterated at this point



that this attitude is by no means limited to Americans. It is found in varying degrees everywhere, and increases with the rise in purchasing power and living standard. Americans are used here as an example because their affluence makes their individual effect more visible.

#### Individual Impact

Each of us has an impact on the environment. And each of us, through habits we may not be aware of, shares the responsibility for waste and pollution. We need to identify our own personal role in pollution and then think about the ecological implications of each act.

We must realize that everything we buy and every manufactured product costs the earth something. And just as we consider the cost of each purchase to our bank accounts, so must we weigh its cost to the earth.

#### The Automobile's Real Cost

Probably the best example of the effect of product overconsumption on the environment is the automobile.

A car is one of the largest purchases most of us will ever make. We are inclined to see as its cost the sticker price plus tax and license — less anything we can get off in bargaining with the dealer.

Its actual cost, however, far exceeds dollars and cents in terms of its impact on the environment.

What we pay a dealer for a car does not even begin to reimburse the earth for the depredation it suffers in order to provide the iron ore and coal from which steel is made. The cost of erosion and of filling up the deep scars made by strip mining is enormous.

After a rain, the runoff from the earth's gaping wounds chokes rivers and streams. And the burning of coal to smelt iron into steel releases fly-ash and sulphur dioxide into the air to sting our eyes, sear our lungs and destroy vegetation.

But the automobile's cost to the environment only begins with manufacture. Once it is on the road, it produces even more waste and pollution.

According to one calculation, a single automobile consumes as much breathable oxygen per minute as 1,135 human beings.

Trees and other green plants help to replace oxygen in the atmosphere. They produce oxygen as a by-product of a metabolic process called photosynthesis. The toxic by-products of gasoline combustion inhibit this photosynthetic action in plants and severely limit the amount of oxygen they can return to the atmosphere.

In his book, *The Ecological Citizen*,

author Dirck Van Sickle says that it takes ten trees one day to produce the oxygen required to burn just one gallon of gasoline.

At that rate, the average American driver would have to maintain a grove of 28 trees to replace the oxygen his car consumes each year.

#### Auto Overpopulation

Too many cars are replaced long before their practical value is ended simply because they have "gone out of style." Too many people buy new models they know will break down as fast as the old ones did, instead of repairing the old ones.

In the United States alone, almost 7 million cars are junked each year. That's enough to reach more than 5,000 miles into space if they were stacked one on top of another.

All these effects of the automobile are readily observable, and the tendency has been to blame the automobile itself, or its manufacturers as the cause. Of course, the automobile does pollute. But its effect on the environment is based directly on public demand, use and misuse.

#### Impact on Water Resources

People everywhere tend to respect a resource only when fear of its loss awakens them to its real value. Such



Kilburn — Plain Truth

has been the case with water.

Since the beginning of the industrial revolution in the United States, Americans have consumed water in ever increasing quantities in the belief that the nation's trillion-gallon-per-day stream flow would supply their needs forever.

Even now, comforting statistics from the U. S. Geological Survey show that this amount is more than 15 times that consumed and at least four times that used for all purposes, except for hydroelectric power.

But of what quality is this vast resource? How much of it is drinkable without expensive treatment? How much is safe to bathe or swim in?

The unhappy fact is that there is scarcely a brook anywhere in the continental United States that is entirely free from pollution. Many American waters now carry more than a hundred varieties of disease bacteria, to say nothing of chemical toxins from industrial waste. Even the mighty Mississippi River, one of the world's great waterways, is now little more than a running sewer.

Who is responsible? Industry? Cities? Not entirely.

*We all must share the blame.*

Industrial and municipal wastes are the obvious sources of water pollution. But the ultimate causes are an

inordinate demand for the goods industries produce and a lack of understanding of the consequences of water-borne waste disposal.

#### Sewers Cosmetic, But Not Hygienic

In an age when the garbage disposal and the water closet are looked upon as necessities of life, there may be little real hope of having a truly clean water supply for the vast majority.

Since our bodily wastes and even our garbage are whisked away through the sewers, leaving bathrooms and kitchens sparkling, we tend to think of the process as hygienic. No odors in the house, no flies, no problem. Right?

Wrong!

Once our daily per capita half-pound of organic waste gets into the sewer and mixes with water, its volume increases about 2,000 times. Worse, its destination is generally the nearest river, lake or ocean, where it is dumped with a minimum of treatment.

Many cities pour their raw sewage into waterways. This sewage-permeated water must then serve as a municipal drinking water supply for downstream cities. For the water to be drinkable, it must be filtered and

treated with chemicals at great expense.

Even then, millions of people must drink water which is below the Public Health Service standard, and millions more drink "inferior" water (water with a bad odor, taste or color, but which is still deemed "safe" to drink).

According to the Federal Water Quality Administration, the annual flow of wastes into United States waterways from municipal sewers amounts to more than 14 trillion gallons. That represents a total of more than 68,000 gallons for every man, woman and child in the United States.

Careless use of household water only increases the problem, since all water used in the home becomes sewage as soon as it goes down the drain.

#### Too Great a Demand

In 1900, the United States' total water demand was only 40 billion gallons per day. By 1965 the requirement had risen to more than 310 billion gallons per day. The demand had increased almost eight times while the population had little more than doubled. Do Americans (or anyone else) really need as much water as they use?

The average per capita usage of water in 1965, according to the U. S.

Geological Survey (U.S.G.S.), was 1,600 gallons daily. That represents all uses, including irrigation. Today, the average per capita usage is closer to 2,000 gallons daily.

Domestic usage of water, says the U.S.G.S., varies between 20 and 80 gallons per person per day.

A tub bath requires between 30 and 40 gallons, a shower takes 20 to 30 gallons (or more, if at all prolonged), a washing machine or automatic dishwasher uses about 30 gallons, doing dishes by hand may require only about 10, and every flush of the toilet carries away 3 gallons or more.

We need to stop and think about how much of that is really necessary and how much is waste.

For example, do we really need to leave the tap running when we brush our teeth, or, in the case of the men, shave?

One reason the amount of fresh water drawn for domestic use remains on the rise is that the same quality of water demanded for bathing or drinking is also demanded for flushing toilets.

If filtered laundry and bath water were stored in holding tanks for reuse in toilets, as one study suggests, water consumption in the average home could be cut by 39 percent. Of course, the cost of water would be similarly reduced.

Other water waste in the home can be avoided as well. For instance, keeping household plumbing in good repair could save thousands of gallons per year in leakage and reduce costs.

Just turning off the shower while soaping up would save considerable water from being wasted in the sewers. It would also conserve soap.

Watering gardens and lawns in the evening instead of in the heat of the day would prevent loss from evaporation. Taking care not to over-water would both prevent waste and protect plants from damage.

It is understood that individuals, whatever their personal impact on water resources, cannot reasonably be expected to build single-unit disposal

systems for sewage and garbage. And governments cannot be expected to rip out complete city sewage systems overnight and replace them with composting units.

But everyone *can* exercise more care in the use of what water is available to prevent as much of it as possible from *becoming* sewage.

### The Throw-away Society

People of the developed and developing nations alike, to some degree, have learned to accept a "disposable" world without discovering how much it is costing the environment. We are not aware of how much we throw away.

America's newest generation is being conditioned from babyhood to accept disposables. Their first contact with the "throw-away" society, or rather, its first contact with them is in the form of a soft, paper diaper, which can be thrown away as soon as baby "makes a mistake" in it.

Babies are fed formulas that come in throw-away cans, dusted with powder from throw-away plastic bottles and cleaned up with throw-away paper towels. They will grow up taking disposables for granted, because they will have been exposed to nothing else.

This conditioning, even more intensified than our own has been, will make it difficult for them, in their adulthood, to embrace the "waste not, want not" attitude of their great-grandparents' generation.

But they, and we, must adopt this attitude, or be inundated with our own waste.

Fifty-two years ago, the average American threw away a little less than three pounds of trash each day. There were fewer people then, and the disposal systems of the day seemed adequate to handle the load and keep it comfortably out of sight.

Today there are about a hundred million more Americans than in 1920, and each one throws away an average of about six pounds of refuse per day. By 1980, that figure is ex-

pected to climb to eight pounds per capita.

The 20 million tons of paper disposed of in the United States every year alone represents a net loss to the environment of 340 million trees. The manufacture of that much paper pollutes 1.2 trillion gallons of water.

All this waste must be removed and disposed of at an annual cost exceeding \$4.5 billion. And the disposal systems are breaking down.

Says the National Academy of Sciences, "It is not possible anymore just to throw garbage 'away.' As the earth becomes more crowded there is no longer an 'away.' One person's trash basket is another's living space."

Most countries have simply run out of suitable dumping sites. Many of the open sites now in use are too near heavily populated areas where they pose a public health hazard because they provide a breeding ground for disease.

Even "sanitary" land-fill areas, where refuse is covered with earth, are a potential public health menace, because seepage of rain water through layer upon layer of garbage carries untold quantities of poison into the ground water.

### "Every Litter Bit Hurts"

Aside from the health hazard, accumulated wastes create immense visual pollution. Dump sites are not often seen by most of us, but litter is pervasive in our surroundings. We have become so accustomed to its presence that we do not even see it until a particularly heavy concentration in one place shocks us back to reality.

Litter is one form of pollution that really has the personal touch. We cannot blame factories, or even each other if we are honest. We must blame ourselves.

Who among us has not at one time or another thrown a gum wrapper or some other kind of litter onto the sidewalk or out the window of a car, thinking, "What difference will this one little scrap make?"

Maybe we didn't stop to think about it at all.

What we should have thought and should always think is, "How big a heap would this make if each of my countrymen discarded one just like it in the same place?"

Litter is the least excusable form of pollution, and the easiest cured. It only takes a little thoughtfulness.

### The Packaging Glut

Today almost all products, from furniture to individual pills, are available in some sort of package. Frequently the items found in the grocery store are double packaged. A jumbo bag of potato chips may have two smaller bags inside. A tube of haircream or toothpaste is nearly always inside of a box. Items from single ball-point pens to flashlight batteries come mounted on cards, inside a plastic bubble.

Most of this packaging provides little real protection, but a great deal of extra advertising space for the manufacturer. And we are partly to blame for accepting it.

People in the United States consume, or rather, use and discard about 55 million tons of packaging every year. That is about 536 pounds for each American. Of this amount, about 56 percent is paper, 18 percent is glass, 14 percent is metal, 7.5 percent is wood and 3.5 percent is plastic.

Aside from the obvious burden of disposal this packaging places on the environment, its manufacture costs a tremendous amount in energy and its attendant pollution.

Professor Bruce Hannon of the University of Illinois, quoted in *Fortune* (June 1972), calculated that the extraction of the raw materials for America's yearly waste in packaging costs the equivalent in energy of 12.5 million tons of coal — enough to generate a year's supply of electrical power for Washington, San Francisco, Boston and Pittsburgh.

One facet of the packaging glut which is growing is the nonreturnable bottle. In recent years the public outcry against nonreturnables has not

been supported by the public's buying habits. Fewer returnable bottles are made each year, because desire for convenience somehow makes us forget our personal "commitment" to a clean environment.

Some people even throw away deposit bottles, rather than lug them back to the store. This is not really surprising in view of the fact that, in 1968, Americans threw out an estimated 7.6 million television sets, a fair proportion of which were in working condition or in need of only minor repairs.

Our convenience seems to be worth a great deal to us, no matter where we come from. But perhaps that is only because we do not realize how much it is really costing us.

In 1960, the average American family spent an estimated \$500 per year for packaging. Today's estimated cost is 20 percent of that family's entire "food" budget.

In the face of rising inflation, wouldn't it be nice if that 20¢ lost to packaging out of every food dollar could be cut to 10¢? A change in buying habits would help, cutting down on the amount of packaging accepted in purchases. It would also relieve some of the pressure on overburdened disposal sites.

### The Power Glut

All of us enjoy comfort and ease when we can get it. And every time we have a few extra dollars (or pounds, or whatever other medium of exchange we may use), like as not, we spend them on something which makes our lives a little easier.

Unfortunately, many, if not most such items are operated in some way by electricity.

An inventory of one Detroit family's home turned up a total of 85 electrical appliances, including nine radios, four TV sets, four percolators, and eight electric blankets (for a family of six!). This family's average yearly use of electricity was a little more than 13,000 kilowatt hours, which was produced by burning more than 11,000 pounds of coal.

The burning of that coal added 432 pounds of pollution to the air in Detroit. (*The Detroit News*: "The Earth and Eric Matus," May 10-28, 1971.)

Of course, not every family uses that much electricity. Some (with all-electric heating and swimming pool pumps, etc.) use more, and some use less. But on a national average, each American family uses about 12,000 kilowatt hours per year.

We all need to think about whether we really need so many gadgets. By itself, the electric toothbrush consumes a negligible amount of electricity. But it symbolizes a trend toward more and more unnecessary consumption of power — power which puts an increasingly heavy burden on the world's natural resources.

### Who Is Responsible?

We can, and too often do, place the total responsibility for pollution on the shoulders of industry. It is the obvious target. It is industry's smokestacks that belch the most visible smoke into the air. Industry produces the cars that pollute too much. Industry hires the advertisers who encourage our gluttonous buying. And industry manufactures the paper, bottles and cans that litter highways and walkways everywhere.

But are *we* really such innocent victims? Or has our confused sense of values put temporary comfort and affluence above health and lasting beauty in our environment?

Will enough of us realize in time that *each* of us has a measurable and significant effect on our world, and change our personal habits accordingly? Will we acknowledge soon enough that, no matter how well developed our technology becomes, we will never clean up our polluted planet without 100 percent individual cooperation?

And when we are prompted to say to ourselves, "Who's that polluting *my* world?," who among us will be the first to answer, "Why, it's *ME!*"? □

# How One Town Solves Pollution and Saves Water

Text and Photography by  
Jerry Gentry

**P**ICTURE yourself in a tree-studded, aquatic park with sparkling blue lakes and grassy green slopes. You can picnic, fish for bass or take a leisurely boat ride.

Now imagine that this beautiful park lies only yards downstream from a sewage treatment plant. Add to this nearly incredible picture a desert terrain with brown baked hillsides, and only ten inches of rainfall annually.

This is a picture of a remarkable modern sewage treatment and water reclamation project at Santee, California. This farsighted town is known worldwide. The story of Santee is a lesson for the whole world to view. It is an illustration of how a serious pollution problem can be solved.

## Man-made "Miracle"

In 1959, Santee was confronted with an ecological crisis — and a choice. Its then 14,500 citizens used private septic tanks for individual sewage disposal. The town was growing. The septic tanks threatened to overload the capacity of the ground to absorb wastes. Santee, like many smaller towns around the world, is located within the metropolitan area of a much larger California city, San Diego. Governing bodies offered each community within the metropolitan area a choice:

(1) Join the newly formed metropolitan sewage system, or

(2) Build an individual treatment facility to meet existing pollution standards.

If Santee joined the metropolitan system, its sewage would be given primary treatment only, then discharged into the Pacific Ocean, some twenty miles distant.

Santee planners were not excited about joining the metropolitan system for a number of reasons. First, any costs to Santee would accrue only a single benefit: the removal of sewage from Santee's premises. On the other hand, Santee leaders envisioned many additional benefits from building their own unique treatment plant. This plant would not only render sewage "harmless." It would actually purify the waste water enough for reuse. It would also create marketable products from the sewage.

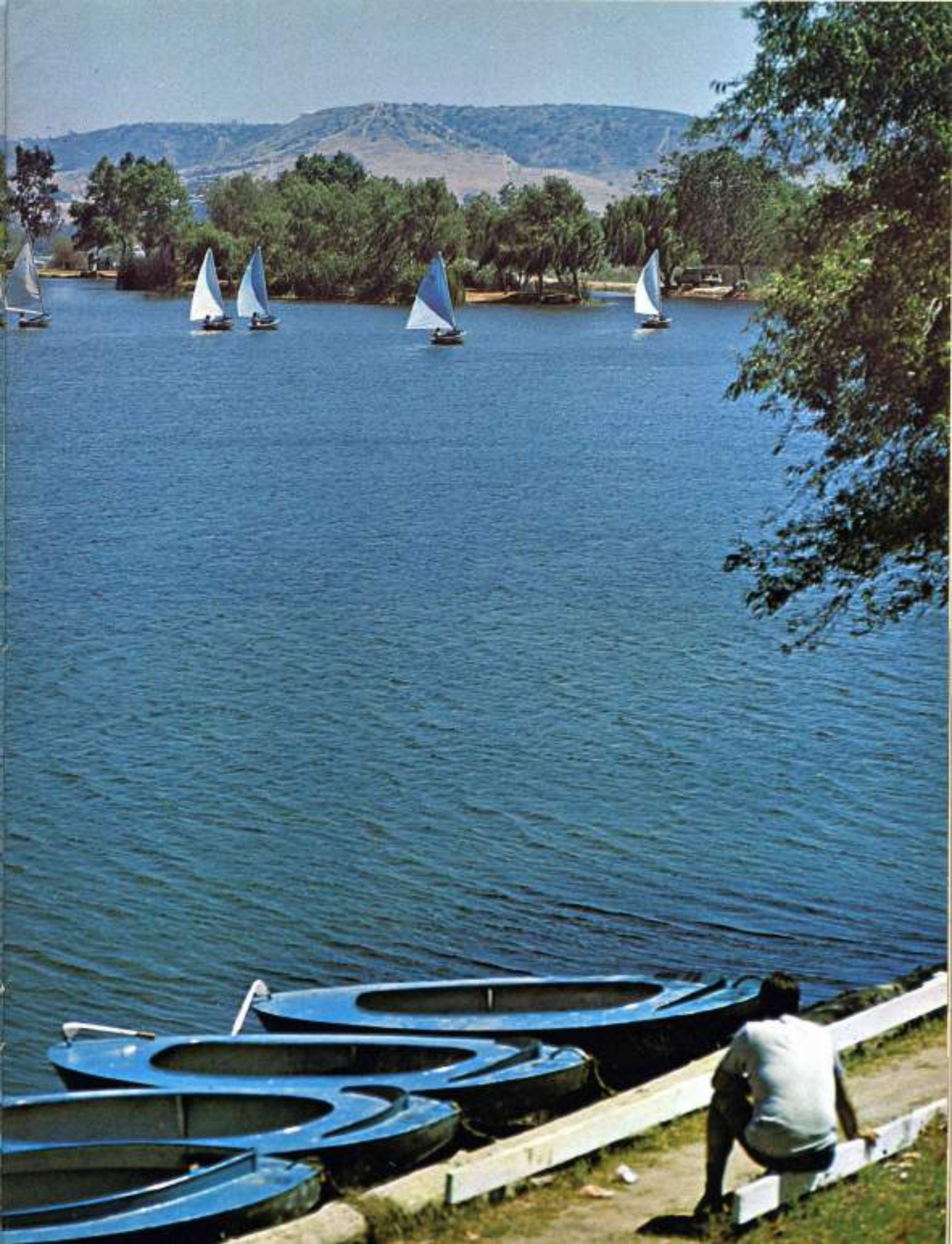
Reclaiming its sewage water would actually enable Santee to extend the usable water supply. And since the cost for importing all its water from the Colorado River was more than doubling every decade, water reclamation made dollar sense, as well. With no local water available, and rainfall a scanty ten inches per year, Santee planners felt that they had to inaugurate their own water reclamation scheme.

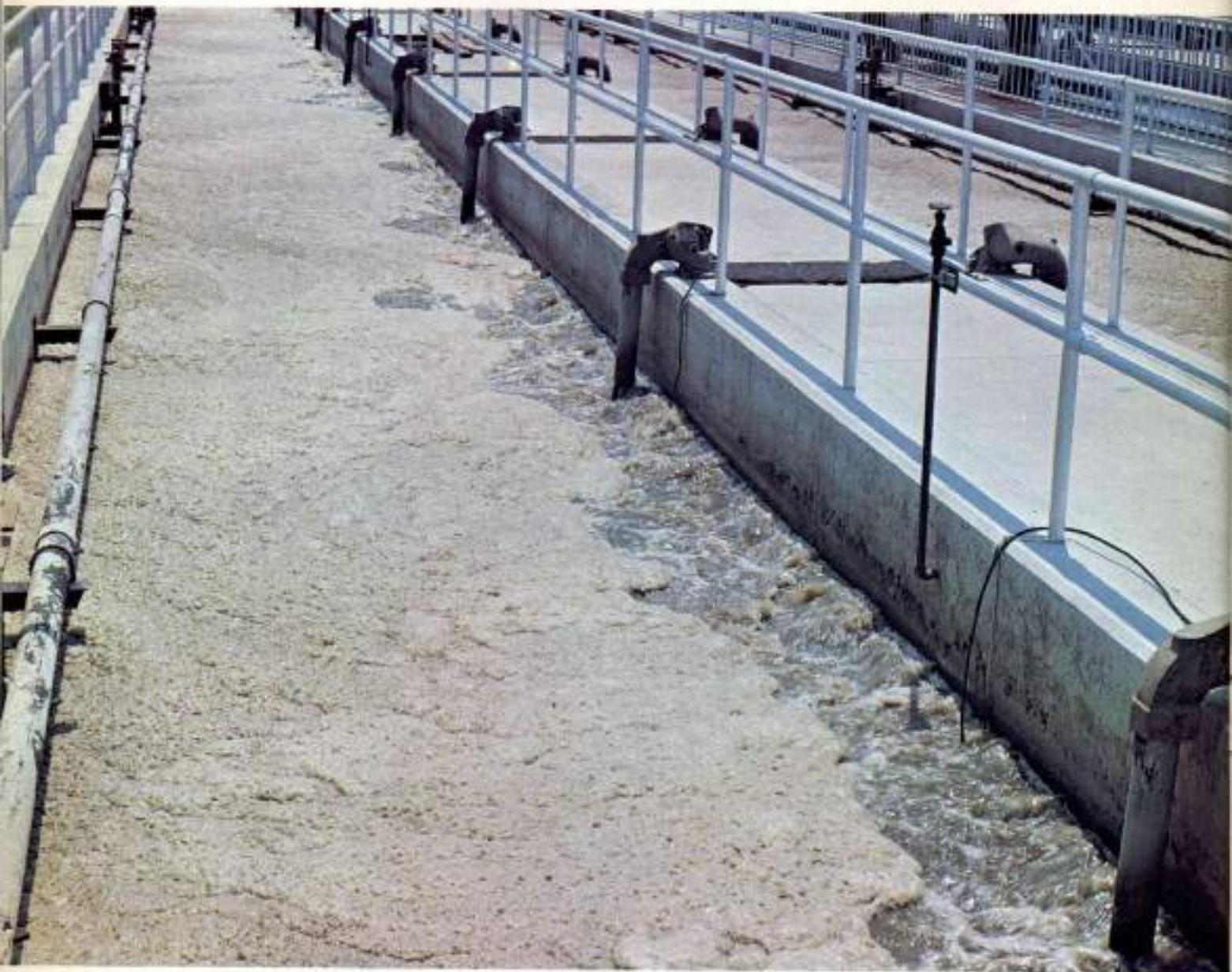
Citizens and planners here are convinced that it makes more sense (and dollars) to clean up than to pollute. In fact, this town of over 20,000 people now enjoys many benefits from having a modern water reclamation program which solves its sewage disposal problem, extends its water

*(Text continued on page 35)*



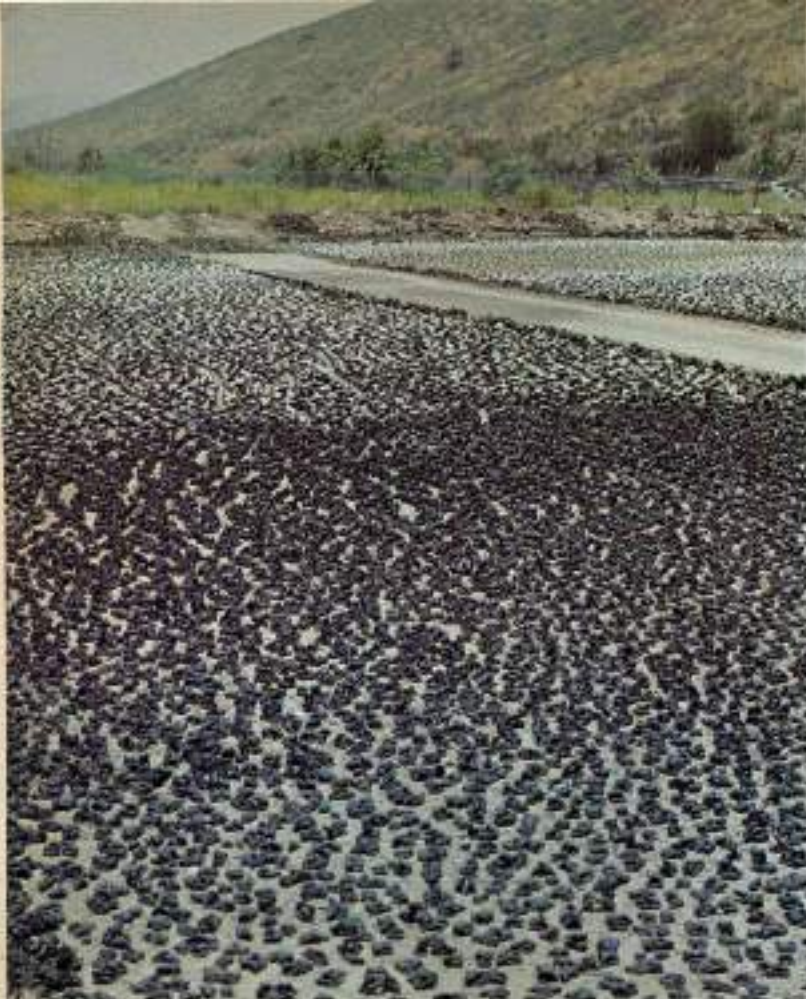






**THE SANTEE COUNTY WATER RECLAMATION PLANT.** At right, Superintendent Martin Poe inspects raw sewage as it enters plant. The waste water then begins a rigorous course of primary and secondary treatment beginning with sedimentation, then aeration, oxidation, filtration and demineralization. After the waste water flows into aeration basins (above) for oxidation of organic material, the water then goes through a secondary sedimentation process for further removal of solids. Clean water (bottom, opposite page) is reclaimed from waste water by advanced tertiary treatment. This process removes hard-to-get salts, minerals and even viruses. Some two million gallons of waste water are processed daily and rendered safe, even for bodily contact.



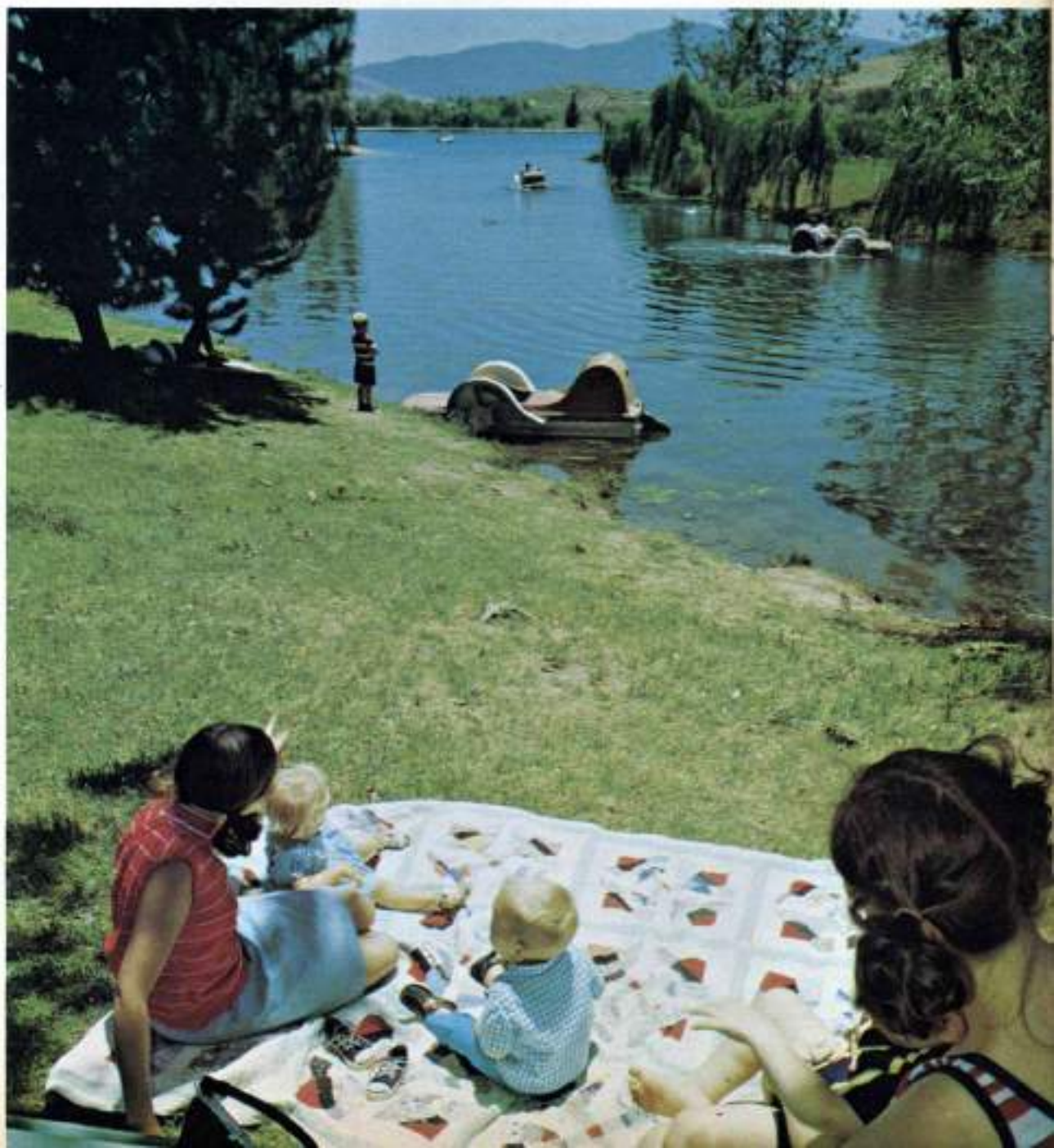


**SLUDGE** from the bottom of sedimentation ponds is processed by wet oxidation and then dewatered by vacuum filtration. The final product (below) is a rich soil conditioner earthy in odor and nontoxic to plant growth. It is free from disease-causing agents and can be handled freely. Phosphate drying beds (left) are part of the tertiary process.





**PICNICKERS AND DUCKS** alike find Santee's reclaimed water compatible with health and life. Some quarter million people visit Santee's recreation lakes each year. Having the lakes filled with reclaimed water doesn't seem to matter. In fact, before the treatment plant was built, there was no park at all.



# "Not only has it taken the pollution out of dish washing and toilet flushing, but it has extended the water supply, as well."

(Continued from page 30)

supply, and gives everybody a nice place for fishing, swimming and picnicking.

## "Sewer Creek" Today

Today, Santee may be the only city in the world with a city park built astride a "sewer creek." But don't misunderstand. Santee's "sewer creek" runs cleaner and purer than many natural streams frequented by man. Santee's sewer-turned-pure is the result of an efficient, three-step, sewage-treatment process which removes nearly everything from sewage, leaving only clean water. (See accompanying photos and captions.)

To clean up a sewer would be an unthinkable, seemingly impossible task — for most communities. In fact, even the thought of a "sewer" brings negative reactions from most people.

But not for Santee. Here in the desert foothills of Southern California, this small community has worked a modern technological wonder in pollution control. Not only has Santee taken the pollution out of dishwashing and toilet flushing, but it has also extended its water supply, as well. Only a few other communities anywhere in the world operate successful water reclamation and sewage treatment programs.

Actually, water reclamation and proper sewage treatment go hand in hand. Complete sewage treatment — whether by natural decay in the soil or by man's technological processes — produces clean water and nutrients for plant growth as end products. Whereas nature recycles wastes in the soil, the Santee process uses technological means to separate sus-

pending and dissolved wastes from water.

## Sewage — A Raw Material

Santee planners initially wondered: "Can waste water be reclaimed on a large scale?" As facts were gathered, they began to believe water could be purified and reused on the scale they envisioned. They realized that sewage is not a totally undesirable substance. In reality, it contains valuable raw materials. Santee leaders envisioned the creation of marketable products from waste water. Municipal sewage is mostly water — a marketable product when sufficiently purified. Sewage solids make high-grade soil conditioners and plant fertilizers valuable to gardeners, horticulturists and farmers, as long as the sewage is free from heavy metals and other industrial wastes. (These pollutants escape removal by even the most advanced sewage treatment facilities.) Santee has not found heavy metals and other unextractable industrial pollutants in its raw sewage. Other cities would need to require that nonbiological wastes be processed separately and never be released into the public sewage system.

## The "Once-over" Treatment

Pinched between biological necessity and sewage disposal cost, the vast majority of modern cities give their waste water a quick "once-over" treatment, then pipe the effluent to the nearest stream, river or large body of water for dilution. This method of sewage disposal is called "primary" treatment. Most cities throughout the world use only primary sewage treatment, if any at all. Of course, primary treatment is the quickest, least expensive — and one of the least satis-

factory — means of ridding a community of its waste.

Piping sewage into a nearby watercourse does not make the sewage "go away." It is a sure means of polluting someone else's water supply.

Little thought is given by most communities to considering the effects of their actions on others. Humans seldom apply Jesus' Golden Rule: "do unto others as you would have them do unto you," in regard to mundane matters such as sewage disposal. If they did, they would never think of dumping wastes upon others, either individually or collectively. Unfortunately, man too often takes the modified escape route of "do unto others what they do unto you — only do it first!"

This attitude has historic precedent in sewage disposal. Over two thousand years ago, Rome was flushing its untreated sewage into the Tiber River. Part of this sewage system, called the Cloaca Maxima, still exists.

And today? The same attitude is exhibited nearly everywhere!

## How Has It Worked?

Today, the Santee project has proved itself to be a model for modern sewage treatment plants. No pollution results from the process, and some two million gallons of raw sewage are processed every day. Reclaimed water is available for many uses.

Representatives from over 40 countries have visited the project. Indeed, it is a sensible model for any town attempting to stretch its water supply while solving a major cause of pollution. The Santee project pictures the kind of resource consciousness necessary for a clean world of the future. □

# Why Must Men SUFFER?

*"Many are the afflictions of the righteous," says Scripture. Why? "I am the Eternal . . . I create evil," says Isaiah 45:5, 7. How can this be? The real meaning of the book of Job brings the true answer.*

by Herbert W. Armstrong

**W**HY DOES God permit war? WHY does God allow human suffering and misery? "If God is GOOD — if God is love — if He is merciful, He would not wish for people to suffer," is the reasoning of many humans. "And if He is Almighty," they conclude, "He could prevent it. So why doesn't He?"

What's wrong with this reasoning?

## **But Is the Common Explanation Right?**

The common conception is this: God finished His Creation as described in the first chapter of Genesis; God created the first man perfect, immortal; the work of Creation was finished — complete. Adam was perfect in character — innocent of sin — endowed with immortality. But then, when God wasn't looking, these people believe, Satan entered and succeeded in overthrowing the man,

wrecking God's perfect specimen of human creation. In so doing, of course, Satan thwarted God's purpose.

When God returned and beheld what Satan had done, says this conception, He was forced to think out some plan for repairing the damage. And what is that damage supposed to have been? The man's nature had been changed. He had "fallen" from the nature of perfection, innocence and holiness to a fallen, sinful nature.

According to this concept, God must have shaken His head in near-unbelief and near-frustration. But He did think out a plan to repair the damage — a plan to restore man to a state and condition *as good as Adam*, before the "fall." The plan of salvation is, therefore, regarded as designed to restore damaged mankind to a condition *as good as Adam* at creation. But, of course, Satan didn't give up and go away. He has been around

ever since, opposing God's efforts and winning the contest.

## **What Men Don't Understand**

Either this common idea is true, or the only alternate possibility — that God was looking, expressly permitted it, and that God therefore is RESPONSIBLE FOR IT!

And the preachers, the churches, and the professing Christian people of this world simply cannot believe this! Yet, to reject it makes Satan more cunning, more powerful than God. The common idea represents Satan as outsmarting God.

What men do not understand is God's purpose, and God's plan for accomplishing His great purpose.

Yes, God *is* responsible! And being responsible, God will see to it — He and He alone is responsible for accomplishing His great original purpose. But being *responsible* does not

imply being guilty. Nor does it imply God *caused* it.

All that has happened is a necessary *part* of that great design. Satan can do nothing God does not allow. "My purpose shall stand," says God.

There is NO CONTEST being waged between God and the devil. God reigns SUPREME, and every creature and every being stands subject to God's will!

### Becoming the Sons of God

What the world does not grasp is that God is *reproducing Himself* — creating, in mortal humans, His very own divine character — permitting humans to learn by experience. For character cannot be automatically or instantaneously created, imparted or imputed. It must be developed, and this only through EXPERIENCE; and experience requires time.

We humans must have our part in the development of righteous and holy character. We must first come to realize the true values, and to thoroughly repent of the false way. We must come to seek, with our whole hearts and minds, God's true way of righteous character. We must set our wills in tune with God's will.

Then we must come to realize our utter helplessness, and learn to rely on God, in living faith, for the power, the strength, the understanding, the righteousness we ourselves are incapable of attaining.

We receive eternal life and all righteousness from GOD. But we have *our part to do!* We must come to *desire* it above all else — to *seek* it with all our might — to *yield* ourselves utterly to God's will, and to trust implicitly and unswervingly in Him. In no other manner could we become the supreme characters which it is God's purpose to make of us.

To this end, we must now be begotten as God's own children, inher-

iting His divine nature. Through His power, through feeding on His Spirit, we GROW in grace and knowledge and spiritual character, until, at the resurrection, we shall be BORN of God as His very SONS — elevated to His plane and level!

That's God's supreme purpose. It can be achieved only through EXPERIENCE, and in process of time. And men learn by suffering.

Jesus suffered. "It became him . . . in bringing many *sons* unto glory, to make the captain of their salvation [Christ] perfect *through sufferings*" (Heb. 2:10). Again, "Though he were a Son, yet learned he obedience by the things which he suffered" (Heb. 5:8).

Now see how Job's experience explains why men suffer.

Let's understand it!

### Job's Experience Explains It

Thousands of years ago, there was a man named Job. You've heard of the man. He lived, as *you* live today, for a PURPOSE. And the solution to this whole question is made clear by the life experiences of Job. Many know the story, but *few* understand its meaning.

This Job was a wealthy man — the wealthiest in all the East. Solomon may have possessed greater wealth. But, as Solomon was the *wisest* man who ever lived, so Job was the *most righteous!*

So let's briefly look into this thrilling story and its revealing lesson.

"There was," begins the scriptural record, "a man once in the land of Uz, whose name was Job; and that man was perfect and upright, and one that feared God and shunned evil. He had seven sons and three daughters; also in livestock he possessed seven thousand sheep and goats, three thousand camels, five hundred pair of oxen, and five hundred she asses, be-

sides a very large household; so that this man was the greatest man in all the East" (Job 1:1-3, Moffatt translation and Authorized Version).

"Now there was a day when the sons of God came to present themselves before the Eternal, and Satan came also among them.

"And the Eternal said unto Satan, Whence comest thou? Then Satan answered the Eternal, and said, From going to and fro in the earth, and from walking up and down in it.

"And the Eternal said unto Satan, Hast thou considered my servant Job, that there is none like him in the earth, a perfect and an upright man, one that feareth God and escheweth [shuns] evil?" (Verses 6-8, A.V., except "Eternal" from Moffatt.)

"Satan answered, 'But is it for nothing that Job reverences God? Have you not hedged him safely in, his house and all he has? You have prospered him in his business, and his flocks are teeming on the land. Only put out your hand, touch whatever he possesses, and see if he will not curse you to your face!'" (Verses 9-11, Moffatt, except "Job" and "Satan" from A.V. throughout.)

### This World's Philosophy

Notice, please, Satan couldn't point out one imperfection in the man's righteousness. Even God said it was perfect. Yes, undoubtedly Job was the most righteous man who ever lived.

But Satan tried to get around it. He argued that it *paid* Job to be righteous. So, Satan argued, just take away from him what he has, and the man will lose his temper and start cursing God!

Well, God deliberately PERMITTED Satan to take away Job's possessions and put Job to this test.

"Then said the Eternal to Satan, 'There! I leave all he has within your

power; but lay no hand upon the man himself" (verse 12, Moffatt).

Notice, will you, Satan did this *with God's permission!* Satan was the active agent. But he did it with God's express permission; he could go just as far, in inflicting evil, as God permitted, and *no further!* God set a limit on how far Satan could go! There is no contest here between God and Satan — no equality. God is master of the situation! He gives the orders, grants permission, sets the limitations!

"So, away went Satan from the presence of the Eternal."

### What Happened to Job?

Then one day a servant came running to Job with the startling news that Arabs in a foray had carried off all his oxen and asses. Even while he was still talking, in dashed another servant shouting that lightning had just struck and burned up all the sheep, goats, and shepherds. While he was yet speaking, another rushed in breathlessly announcing that three parties of Chaldeans had carried off all his camels in a raid, slaying all the servants except the one who escaped to bring the news.

And even while he was yet speaking in burst another, "Your sons and your daughters," he exclaimed, "were eating and drinking wine in the house of their eldest brother, when a whirlwind swept across the desert and struck the four corners of the house, till it fell upon the young folk; they are dead; and I alone escaped to tell you" (verses 18-19, Moffatt).

Well, now Job was stripped of all his great wealth — wiped out! Worse, all his children were killed!

Did Job blame this ill fortune upon God? Did he lose his temper and curse God? Did he sin, as Satan expected?

"Then Job rose, tore his tunic, shaved his head, and dropped upon the ground in humble worship, crying, 'Naked I came from my mother's womb, and naked I must return: the Eternal gave, the Eternal has

taken — blessed be the Eternal!' In all this Job did not sin, nor did he give offence to God" (verses 20-22, Moffatt).

Notice, Job attributed ALL to God. The wealth he had had, God gave. The good — the prosperity — all came from God. But also "The Eternal has taken"! The Eternal, too, was responsible for the disaster! Nothing happens contrary to God's purpose!

### Satan Tries Again

One day the sons of God again came to present themselves before the Eternal, and among them came Satan.

"Where have you been?" said the Eternal to the Adversary; and the Adversary answered, "Roaming here and there, roving about the earth."

"Then the Eternal said to the Adversary, 'Have you noticed that there is no one like my servant Job on earth, a blameless and an upright man, who reverences God and shuns evil? He still holds to his loyalty: it was idle of you to entice me to undo him.' But the Adversary answered,

"He has saved his own skin! A man will let all he has go, to preserve his life. Only put out your hand, touch his flesh and bones, and see if he will not curse you to your face!" (Job 2:2-5, Moffatt.)

Notice, there is no contest here between two equals. God sits in supreme authority. Satan cannot do one thing without permission from God!

And here, in this heavenly court, God permits Satan to advance his arguments — even to put them to the *test of experience* on the most righteous human on earth! It is a thrilling drama here being enacted — a drama with great purpose — tremendous meaning!

"So the Eternal said to Satan, 'There! He is in your power; only, spare his life'" (verse 6, Moffatt).

Notice again, all authority comes from God. It is God who put poor Job in Satan's power. Satan was permitted to devise his most cunning and cruel affliction — with but one restriction: "Spare his life," com-

manded God. Satan could go no further than God had specifically authorized! And God did permit this evil! Why, we shall soon see!

So, "Away went the Adversary from the Eternal's presence, and he smote Job with painful ulcers from the sole of his foot to the crown of his head, till Job took a potsherd to scrape himself.

"As he sat among the ashes, his wife said to him, 'Still holding to your loyalty? Curse God, though you die for it!'"

### Was God Just and Fair?

But Job retorted to his wife, "You are talking like an impious fool. Are we to take good from God's hand, and not evil too?"

Notice, all the good had come from God. Also *all the evil!* Besides Him there is no God — no power equal or superior to His. God is responsible for EVERYTHING — both good and evil — because God's power is supreme — absolute! Is this a sin to charge the evil, as well as the good, to God?

"In all this," answers God's Word, "*Job sinned not with his lips.*" Charging this evil to God, then, was no sin — no error. It was the truth!

### Job's Friends Argue

"Now, when Job's three friends heard of all the trouble that had befallen him, they came, each from his own home, Eliphaz from Teman, Bildad from Shuah, and Zophar from Maan; they arranged to go and console with him, to comfort him. But when they caught sight of him at a distance and could not recognize him, they wept aloud; every man of them tore his tunic and flung dust on his head. For seven days and seven nights they sat beside him on the ground; none said a word to him, for they saw how terrible was his anguish" (Job 2:7-13, Moffatt).

Here is human suffering to compare with the horrors of World War II. Here is anguish almost beyond description! Satan inflicted it. But God



permitted it, and is therefore responsible!

Now in the long conversation that followed between Job and his three friends — a conversation occupying the next 34 chapters in the Bible — Job's friends blamed Job's suffering all on Job. Their idea was a good deal like what many people believe today. Since God is good, it was impossible to attribute this evil to God.

But Job continually denied his friends' allegations. Continually, he upheld and maintained his own righteousness. He attributed it all, rightly, to God — yet, *without imputing any blame or fault* to God. Job understood God's great purpose being worked out here below!

And it is important that we understand! For here Job, as one single individual, is used as an illustration for our learning. He is typical of all the mass suffering we see about us in this world today!

### God Enters the Argument

Finally, after all these long conversations run themselves out, God Himself takes a hand in the conversation.

Now we begin to see why this affliction had come to Job.

"Then the Eternal answered Job out of a storm, saying:

"Who darkens my design with a cloud of thoughtless words? Confront me like a man; come, answer these my questions" (Job 38:1-3, Moffatt).

Let me interrupt here with an interesting sidelight explanation which throws light on the conversation to follow. Some authorities believe that Job was the architect and director of the building of the Great Pyramid — still today one of the largest buildings on earth, and, prior to the construction of the Woolworth building, the tallest. That Job was proud of his righteousness is plain. That he also might have been puffed up over constructing the world's greatest building clears up much that God now says to him.

Job was too well aware of his right-

eousness. God now proceeded to deflate his ego. Can it, then, be possible that God now compares His creation of the earth, and all that is, to the comparatively insignificant accomplishment of building the Great Pyramid? It's interesting to keep this possibility in mind.

"When I founded the earth," God opened up on Job, "where were you then? Answer me that, if you have wit to know! Who measured out the earth? — do you know that? Who stretched the builder's line [on it]? What were its pedestals placed on? Who laid the corner-stone, when the morning-stars were singing, and all the angels chanted in their joy?" (Verses 4-7.)

It is significant that a pyramid is the only kind of building on earth where the cornerstone is the top stone — the last stone laid — at the completion of the building! And here God represents the symbolic "corner-stone" of the earth as being laid at its completion — when the angels shouted for joy!

And so God continued to deflate poor Job. Job may have been the most righteous man on earth — yet how *insignificant* he was, compared to God!

Man was created to need God! Man cannot live his full life, fulfill his mission, or be happy, unless he keeps himself in his right relationship with God! That is the very first lesson man needs to learn and keep ever in mind!

A first principle in character — in the purpose of our existence — is to exalt and worship only God, to *humble* the self, to realize man's utter helplessness, and his total DEPENDENCE upon God!

"Who helped to shut in the sea," God asked, "... when I swaddled it in clouds of darkness, when I fixed its boundaries... saying, Thus far, and no further! Here your proud waves shall not pass?" (Verses 8-11.)

"Have you ever roused the morning, given directions to the dawn? ... What path leads to the home of

Light, and where does Darkness dwell? Can you conduct them to their fields? ... Have you grasped earth in all its breadth? How large is it? Tell me, if you know that" (verses 12-18).

"Can you bind up the Pleiades [cluster of stars] in a cluster, or loose the chains of Orion? Can you direct the signs of the Zodiac, or guide the constellations of the Bear? Can you control the skies? Can you prescribe their sway over the earth?" (Verses 31-33.)

God does all these things. How mighty is God! And how little, how weak, how impotent and insignificant is man — yes, even the most righteous man, Job! How Job must have begun to shrivel up in his own estimation! Smaller and smaller Job shrank, as God continued. Job didn't seem too important, now.

"Who then," God is not through yet — "is able to stand before ME? Who hath prevented me, that I should repay him? Whatsoever is under the whole heaven is mine" (Job 41:10, 11, A.V.). And so God continued to bring down Job's self-righteous importance — and to show the unmatched, awesome magnitude of God, through four whole chapters, before He finished.

And by the time God finished, Job's estimation of himself was exactly nil. All through his conversation with his three friends, Job stoutly maintained *his own righteousness* — his *self-importance*! Even though Satan had taken away his wealth, his children — even though reduced to a pitiful sight, covered with nauseating boils — Job's own righteousness he stoutly maintained!

Job was able to maintain his case against Satan — against his friends. But now he could not answer God. Job's trouble was not what he had *done*, but what he *was* — SELF-RIGHTEOUS!

The *self* in Job had never died!

In just 5 verses of Job's conversation, he used a personal pronoun 17 times to refer to himself (Job 27:2-6); and in the 29th chapter alone, he used

it 31 times! Now, for the first time, he began to realize the truth — he began to catch a vision of GOD!

### The Lesson Learned!

"Then Job answered the Eternal and said,

"I know that thou canst do everything, and that no thought can be withholden from thee. I thoughtlessly confused the issues; I spoke without intelligence, of wonders far beyond my ken. . . . I had heard of thee by hearsay, but *now mine eyes have seen thee*, wherefore I ABHOR MYSELF, and REPENT in dust and ashes'" (Job 42:1-3, 5-6 A.V. and Moffatt).

That was Job's surrender to Almighty God, a surrender every human must make before he can be converted — before God's purpose in him can be fulfilled! A man may be naturally GOOD — but even the self-righteousness of a Job, God says, is like a filthy rag to Him! The only righteousness that is really good is the righteousness of God, imparted to us BY FAITH!

Job at last had learned his lesson! Just human goodness is not enough. God is all in all. And the only goodness that is good is *God's own goodness*, imparted, through God's Holy Spirit, within us! All true righteousness comes from God.

ALL humans have this great lesson to learn. It's the *one supreme lesson of life!* To learn it, and conform to it, is the purpose of human existence!

Job's calamity and great suffering proved a great blessing to him, in the end! Actually, great good, double prosperity, and eternal happiness came of it! For, after he repented, and came to really *know God*, he was given another seven sons and three daughters and twice the material possessions he had had before!

"So the Eternal blessed the latter end of Job more than his beginning," it is written (Job 42:12, A.V.). And verse 11 speaks of "all the evil that the Eternal had brought upon him."

### Satan Never Altered God's Purpose

So notice this! Satan has never upset God's program — *never* altered God's purpose! In Job 42:2, the alternate marginal translation of the original inspired Hebrew words is: "no purpose of thine can be restrained."

Almighty God is supreme in the universe! Supreme not only in love, and in power — but in WISDOM! There is divine wisdom in God's permitting Satan to afflict Job. Out of all this experience of suffering, Job was humbled, his ego deflated, his self-pride removed. It hurt to have these things torn out of his character — Job suffered — even as you and I suffer, today! But he was brought to repentance, surrender to God, dependence upon God, a filling of God's Spirit, without which he never could have known real happiness, never could have gained eternal life!

All Job originally had was material wealth and possessions, and more human righteousness! Now Job had double the material possessions — but infinitely greater, he now had the supreme security of the faith of God, and that true source of happiness, reliance upon the Supreme One and the indwelling of all His attributes! God's Spirit in us is the only thing that will satisfy the heart-hunger. It is the only thing that can warm, fill, and energize the human soul with happiness and joy.

### The True Answer to Our Questions

Now we are ready to see, and to understand, the true answer to our questions!

The real answer was brought out by Job during his conversation, even as it is illustrated by the experience of his life.

"If a man die, shall he live again?" asked Job (Job 14:14).

And the answer is the answer to all our questions! Here it is:

"All the days of my appointed time will I wait, till my change come.

Thou shalt call, and I will answer thee: *thou wilt have a desire to the work of thine hands*" (Job 14:14-15).

The part of what Job said that is most often carelessly overlooked is the part that answers the questions of this article! Notice it again!

"Thou wilt have a desire to the work of thine hands"!

Study that! Job knew he was merely the work of God's hands, merely a clay model, which God, the Master Potter, was to mold and fashion and reshape. Let Isaiah explain it: "We are all as an unclean thing, and *all our righteousnesses are as filthy rags*; and we all do fade as a leaf; and our iniquities, like the wind, have taken us away. . . . But now, O Eternal, thou art our Father; we are the clay, and thou our potter; and we all are the work of thy hand" (Isaiah 64:6-8).

Our own righteousness will not save us. We must REPENT, surrender unconditionally to GOD, come to Him through Jesus Christ as personal Saviour, and then God PROMISES to beget us with His Holy Spirit — actually put His SPIRIT *within us*. His Spirit is His very life — His Love, His understanding and wisdom, His power, His faith, His righteousness. We drink in, through His Spirit, His NATURE and His CHARACTER.

Through a long life of Christian living — of *overcoming* self, of growing spiritually, through the very power of GOD imparted to us, we develop spiritually ready to be finally born of GOD — by a resurrection, or instantaneous conversion from mortal to immortal — from human to divine — from weakness to power — from dishonor to glory!

And what about all these human sufferings which work character within us?

The Apostle Paul settled that: "For I reckon that the sufferings of this present time are not worthy to be compared with the glory which shall be revealed in us. For the earnest expectation of the creature waiteth for the manifestation of the sons of God" (Rom. 8:18-19). □

# what you can do...

**TIMELY Tips and Helpful Suggestions for YOU and YOUR FAMILY**

## • Warning on Chocolate for Children

It is common knowledge that chocolates and chocolate drinks are heavy contributors to tooth decay in children. But there is another serious reason why children's consumption of chocolates and chocolate drinks should be limited. Chocolate contains considerable quantities of caffeine and theobromine (a crystalline compound closely related to caffeine).

Because of this fact, the American Medical Association Council on Foods and Nutrition does not recommend foods consisting largely of chocolate or cocoa for children.

Caffeine is a stimulant. It increases the amount of urine secreted by the kidneys, makes the heart beat faster, and increases blood pressure. It is therefore especially harmful for children whose bodies and body organs are in the very process of growth and development.

In place of chocolates, chocolate desserts, and chocolate drinks, one may substitute carob-made desserts, snacks, and drinks. Carob has a taste similar to sweetened chocolate, is safer, and much more healthful.

## • Be Economically Sound Before Marriage

Who hasn't heard the timeless proverb: "First work your farm, and till the soil — then marry and set up house"? Yet how many of us follow this wise advice?

In the Western world, most people do not live on farms and will not be farmers. But the principle is still sound wherever you live.

The ability of a future husband to hold down a steady job or maintain a business and provide an income adequate enough to support a wife and family is extremely important. There is an inescapable relationship between the job and income of a husband and marital happiness and stability.

The reason is elementary. It takes an income from a steady job or from a going business to pay the rent or the mortgage and the utilities, to buy the food, to pay for the clothes, and to enable a family to have occasional entertainment and nights out. Love alone can't pay for these or for any number of other expenses that confront a family from time to time.

Every young man contemplating marriage should seriously and objectively consider his economic condition for the good of his future marriage. Every future bride should deeply weigh this financial factor before marrying her romantic knight in shining armor.

For more pertinent information about this important subject, marriage, write for our free article, "What Is the Best Age for Marriage?"

## • Take Precautions Against Rape

Rape, the crime most feared by women, is skyrocketing with no immediate end in sight. According to FBI-indexed crime statistics, the incidence of reported rape rose an astonishing 121% from 1960 through 1970. (The true rate of rape increase is three or four times higher. Because of fear and embarrassment on the part of rape victims, many rapes are never reported.)

In view of this pessimistic outlook, it behooves women to take the following precautions against rape.

\*\* If single or sharing an apartment with another woman, don't advertise it. Use initials rather than your full name in the lobby directory, the city phone book, or on your mail box: M. Smith rather than Mary Smith.

\*\* Keep a chain on the door at all times. Buy a chain if your door doesn't have one. Don't open your door for delivery men or strangers. If they have a package for you, ask that the package be left by the door.

\*\* Lock your door even if you are only going out for a moment.

\*\* Consider keeping a dog. It can provide a certain degree of protection.

\*\* To discourage prowlers, keep a light burning on the front lawn or in the backyard.

\*\* Avoid using a laundry room in an apartment-house basement by yourself at night.

\*\* Keep your window shades down at night.

\*\* Avoid wearing revealing clothing because it might incite a potential rapist.

\*\* When driving a car, keep the car doors locked. Park only in well-lighted parking lots at night. Be sure you lock your car when you leave it (even if you will be gone for just a few minutes). When you return to your car, check the back seat before getting in to make sure no intruder is hiding in wait for you.

— Patrick A. Parnell

# Who Pays When Everybody Quits?

by Charles F. Vinson

**T**RY TO imagine this wildly improbable situation: Humanity has suddenly and dramatically given up the use of all tobacco products — no more cigarettes, cigars, snuff, or chewing tobacco. Nothing. For the first time since tobacco was introduced to Europe from the New World, there isn't a smoke-filled room to be found.

Depending upon whether or not you smoke, this scenario could seem either wonderful or downright disastrous. Certainly many smokers would suffer reactions. Most would regain their health. But what would be the immediate effect of such an unheard-of action? It could trigger an entire chain reaction of economic misery for all those involved in the tobacco industry.

## The Man at the Bottom

Suppose, for a moment, that you own, or possibly lease, a small farm — not more than, say, eight or twelve acres in the state of Kentucky, the heart of burley tobacco growing country in the United States.

The land in your section of the country is generally rolling, if not hilly, and it erodes easily. This fact forces much of the land to remain in sod much of the time. You simply

don't have the financial resources necessary to invest in more machinery and manpower to force that land into production. This leaves you with about three or four workable acres of land — average for that region.

Suppose, then, that someone shows you how to produce a special crop easily grown on your small acreage, but one that will reap a truly high, *guaranteed* profit on the market. Would you grow it? Probably.

Tobacco is just such a crop, perfectly suited to much of the otherwise difficult-to-make-a-living-on land common in large regions of the southeastern United States.

To suddenly remove this crop would be immediate economic suicide for the thousands of small farmers who make their living by growing this fifth largest crop in United States agriculture.

## Why So Profitable?

Tobacco produces a relatively high income from a relatively small amount of land, primarily because — in the United States, at least — the federal government strictly controls production and won't allow farmers to grow more than their *allotment*. The allotment system is part of a rigidly guided program of agricultural

price controls dating all the way back to the early 1930's during the height of the Great Depression. The government originally controlled the number of acres which could be planted in tobacco, but now regulates the crop on a poundage basis. Thus the price of tobacco remains relatively constant.

Another point in tobacco's favor is its relative immunity to economic recession or depression. During the recent recession in 1970, tobacco farmers were not hurt at all — in spite of anti-smoking campaigns and tight money. Farmers simply produced all their quotas, the market was guaranteed, and the profits rolled in.

But the most important factor of all is tobacco's value in comparison to other crops, the basic reason it remains so economically vital to small farmers. In recent years, most growers could realize a net profit — in flue-cured tobacco, for instance — of \$600 to \$700 per acre. This compares to a net profit of \$32 per acre for corn, \$37 per acre for soybeans, \$113 per acre for peanuts, and \$20 per acre for cotton. The figures speak for themselves. Tobacco is far in the lead as far as value per acre is concerned, and on a small farm, that is what counts.

But back to our hypothetical situ-

ation. Everyone has given up using all tobacco products. What would happen to the tobacco farmer? What if you were that farmer?

#### One Man's Experience

*Plain Truth* correspondents traveled to Owen County, Kentucky, to find out. Owen County, located in northeastern Kentucky, is neither the largest producer of tobacco nor the smallest, neither the poorest nor the richest. To an outsider, it is a pleasantly rural area of small farms located wherever the hilly topography will permit.

The County Agricultural Agent introduced us to farmers with a good cross section of incomes in the area, but all having one common farming interest — tobacco.

Was there, we asked them, really anything they could do in order to survive economically without tobacco?

The answer, in theory, was yes. One man indicated positively that there were any number of alternatives to tobacco farming in the region. Comparing Kentucky with certain of the northern states which have a short summer season and a long, severe winter, he suggested that Kentucky





John Kilburn — Plain Truth

## “Very little hope for the farmer in this area without tobacco. . . . That’s what keeps this part of the country alive.”

— Mr. J. D. Howard, farmer  
Owen County, Kentucky

could produce feed and dairy products in competition with that region.

But, he stressed, the tobacco farmers would somehow have to acquire the same knowledge of dairying as they now have of tobacco, and this would mean major reeducation. The average age of the tobacco farmer is around fifty, not generally a good age to embark on a completely new career. And to further complicate matters, the average basic education of most Kentucky farmers of this type is only nine or ten years.

In addition, he emphasized that it would be very difficult to convince most of them to make such a conversion in the first place. Something like dairy farming is a seven-day-a-week, twice-a-day proposition. Tobacco, on the other hand, demands much labor, but not constant attention. This is another point in its favor.

### In Theory Only

Conversion from tobacco production to another form of agriculture is, however, only talked about. While some undoubtedly may have made the switch, no one really knew of any farmers who had actually done so.

Dr. Milton J. Shaffet, Agricultural Economist at the University of Kentucky, put it this way: “There is no way, really, for Kentucky tobacco farmers to make the switch and re-

main in agriculture — and still have the income that they have now. The reason, I think, is because tobacco uses very little land and a lot of labor and a pretty substantial amount of capital. . . . Well, a few producers, I suppose, could raise some real intensive crops like vegetables. But immediately when you do this, you’re in competition with California, where there’s a commercial, highly productive, highly capitalized unit. And only a few producers in Kentucky could afford to do this — not the 136,000 farmers presently working in tobacco.”

When asked how this changeover could be accomplished, he replied:

“There would be some farm units which could be combined. Where you’d have the terrain and topography and type of land, you might eliminate several farms and combine others and get a unit where you might possibly go into grain and/or cattle, with an income comparable to one farm producing tobacco. Most of Kentucky, however, is not the kind of land you could combine. Even if you *could* get one thousand acres in east Kentucky, there’s not much cropland on it. I don’t really think, in practical terms, that there’s any way the income from tobacco could be replaced if for some reason the demand ceases. The only thing I can see is that most Kentucky farmers would have

to find some source of income outside agriculture.”

What would that be?

“This means some kind of non-farm employment — well, we know what that means. The average Kentucky farmer does not have the technical skill to go pull down some kind of industrial situation and it would be *economic chaos* for Kentucky if tobacco were to go.”

### Tobacco Is Big Business

As one farmer surveying his growing field of healthy tobacco put it:

“I don’t know what we would do around here without tobacco. I really don’t. It would take some time to convert into something else — by that time, the man that is in debt from his farm would go under.”

But the small farmers of Kentucky and other tobacco regions around the world would not suffer alone. The cumulative effects of such a situation would be much greater. The economies of many nations could be rather hard hit. While the United States produced 1,741,000,000 pounds of tobacco in 1971, other nations such as India produced 771,000,000 pounds, Brazil produced 435,000,000 pounds, Pakistan (now divided) produced 349,000,000 pounds, Japan produced 350,000,000 pounds and Turkey produced 325,000,000 pounds. While the United States may be the largest to-

bacco exporter, it is also the third largest importer of tobacco — much of which is used in domestic cigarettes to improve the blend of tobaccos.

The domestic American market, in fact, is by far the world's largest. According to figures put out by the Tobacco Institute in Washington, D.C., the total U.S. consumption of tobacco products (including overseas armed forces personnel) was this:

- over 555 billion cigarettes,
- about 7.8 billion domestic and imported cigars and cigarillos,
- about 70 million pounds of smoking tobacco,
- over 71.8 million pounds of chewing tobacco,
- about 26.6 million pounds of snuff.

In terms of manpower, tobacco manufacturers employ about 720,100 men and women. This is only a small percentage of the overall work force of the United States, but it is concentrated in certain areas containing approximately 200 tobacco products' factories. In addition, there are 200 li-

censed warehouses which store cigarettes, cigars and other tobacco products before shipment.

Tobacco is obviously big business, without which thousands of people, and even the economies of nations, would suffer.

#### Mountains vs. Molehills

Such dire predictions of economic, social and agricultural disaster, however, seem a little out of place in light of the present situation. The tobacco industry has rarely been more prosperous than at present. To predict gloom and doom on the "what if" chance of tobacco's demise seems to be creating a mountainous problem where, in reality, only a molehill exists.

In fact, such a situation would probably never even occur unless tobacco were banned completely by some sort of unprecedented governmental order — a highly unlikely occurrence. Even though the use of tobacco is physically damaging and

potentially harmful spiritually, it would take a powerful force to get heavy users "unhooked," even though many would actually like to quit. Just take a look at how little change the U.S. Surgeon General's reports and other antismoking campaigns have produced. Certainly, millions of people have given up the habit. But the percentages of those who quit in comparison to those who don't are small and are hardly enough to counteract the increasing numbers of persons taking up smoking.

In view of these facts, it is hard to believe that there actually will come a time when everyone will quit smoking. But, as utterly ridiculous as it may sound, that is precisely what is going to happen. A new age is about to dawn — an age of peace in which man will be confronted with the laws which regulate his life, but which he presently ignores — God's laws! You may not believe it now but in this very generation man is going to learn that there is a reason for all his suffer-

**THE GREEN LEAVES OF TOBACCO** — This field of tobacco is located in north-central Kentucky, heart of the burley tobacco region. Tobacco is the sole or significant source of income for the farmers in this area.

Gary George — Photo Truth Photo



ing. That cause is broken law. We don't seem to realize that God set in force, at creation, inexorable laws, including basic spiritual principles summed up in the Ten Commandments — and even health laws — which are violated when one smokes. (For a more thorough explanation of the hazards of smoking, write for a free copy of our booklet, *You Can Quit Smoking* and the article "Should a Christian Smoke?")

#### How the Problem Will Be Solved

The unlikely "what-if-everyone-quit-smoking" situation will then become a factor to be dealt with when God is forced to intervene in man's affairs to save him from himself. Formerly theoretical questions, such as which agricultural reforms to make

or how to make former tobacco regions profitable, will become real-life problems — and will demand solutions.

But don't imagine that simply because God is going to terminate the "hands off" policy He has been following for approximately six thousand years that men are going to appreciate what He will do. God's way of doing things will somehow seem unattractive and not be the way which seems right to follow.

It's not that mankind is not capable of solving the problem on its own. Given enough time, humanity can tackle almost any physical problem and come out on top. Unfortunately, however, there are many problems which could be solved but aren't — because of the all-too-human characteristic of self-gratification,

even when the results are negative.

Most people realize the use of tobacco is bad for them physically, even though they claim to enjoy it. Some realize that the use of it is wrong on a spiritual basis. Yet to do away with such a vital agricultural industry, even though it is based on a bad habit — and to solve the resulting economic problems — is a more difficult and financially less rewarding course than to simply continue as is. A concerned government, for instance, could offer financial assistance for the education of former tobacco farmers to help them learn new methods and practices necessary in order to convert to another type of agriculture suitable to the areas involved. But this type of remedial action would involve unselfish effort and expense — and that goes contrary to human nature.





Tobacco is only a very minor problem compared to war, famine, disease epidemics, corrupt government and all the ills currently plaguing the world. Yet, even though it is only a small problem by comparison, it will be solved in much the same way as the others.

#### How Will God Do It?

One basic culprit behind all the ills man brings upon himself is his own human nature, geared to personal gain rather than to outgoing concern for others. If man could somehow al-

ter his nature, he could solve some of those situations. The plain truth is that he can't, by himself, alter his nature — but God can.

How? Certainly not by divine fiat. God is not going to abolish human nature — not at all. Men will still have it as long as they are human. But He is going to give all men a choice — a chance to come, of their own free will, to "repentance," a term which simply means changing from man's way of living to God's. Upon repentance, God will give men the help they need and provide that miss-

ing ingredient in their nature, which is the spiritual power that men are born without — the Spirit of God.

God's spirit in man will enable humanity to resist the negative side of human nature and to find a way out of its self-inflicted misery. Once men have made the decision to repent and have received the Spirit of God, the changing process will begin and problems — such as how to deal with tobacco — will be solved unselfishly. That time is not far distant. Just like the song says, "There's a new world coming." □

#### INSIDE A CIGARETTE FACTORY —

In the processing house, cured leaves are passed through a redryer. This is an early step in the making of a cigarette (below). The woman checking packages of cigarettes is one in a series of inspectors controlling the grade of the finished product (right).

John Kilburn — Plain Truth Photos



## Personal from



(Continued from page 1)

reduce the Gross National Product.

"Britain, one of the world's leading 'cheap food' importers, should try to reduce its 55 million population to a level commensurate with its own agricultural capacity — 30 million by such methods as contraception and abortion on demand. Currently Britain is heading for a population of 66 million by 2000.

"Britain should stop building roads. The labor force should be redeployed on restoring defunct railway lines and reclaiming canals. This proposition is based on the presumption that the energy outlay for cement and steel required to build a motorway is four times greater than that required to build a railway. And a motorway takes four times as much land.

"All usage of raw materials (i.e., non-replaceable) ranging from coal to gold should be subjected to punitive taxation."

That is only a *part* of the radical recommendations for solutions. But it is enough to make clear that the solutions will not be tried. Governments, industries, society, will NOT change their present direction. This world will go on polluting the air, the rivers and the lakes — and, in turn, even the oceans and the soil.

But *another* manifesto has been presented that *DOES* really present the solution. Actually, it was first presented a long time ago, but the world didn't hear much about it until the last few years. When it was first presented, it was so violently opposed that they PUT TO DEATH the man who made the ANNOUNCEMENT of that solution. And today those making that announcement around the world are reaping a harvest of bitter opposition and persecution.

The announcement of *that* blueprint for *survival* was not offered as a *suggestion* for people to decide and VOTE on — it was, rather, an announcement of the REAL SOLUTION of this human survival problem. Also it embodies the solution of ALL this world's problems and evils. It WILL be applied, regardless of, or in spite of what governments, industry, and human society decide. It does not even *require* the approval of society or government.

That announcement of the blueprint for survival — that manifesto — was NEWS — and it was GOOD news. Not many seem to KNOW that Jesus of Nazareth, who walked this earth more than 1900 years ago, was a *news announcer*. People call His GOOD NEWS the *Gospel* — yet for 18½ centuries THAT Gospel was NOT PROCLAIMED to the world — and MOST of the world, even today, *doesn't know what it is!* Don't be too sure *you* do. Because a DIFFERENT so-called "gospel" has gone to the world for 18½ centuries. And this *different* gospel has so deceived and confused the world that the most important announcement ever sent to mankind is looked on askance, as an unintelligent superstition!

But we need to wake up to the fact that this world today is in *deep trouble!* The annihilation of all human life threatens!

Scientists, heads of nations, and educators say the world's ONLY HOPE for human survival lies in the emergence of WORLD GOVERNMENT. Yet in the same breath they deny any possibility of the nations getting together in a single world government, with a single military force.

It would seem that it might be expedient to take one good look at this MANIFESTO of Jesus — this BLUEPRINT FOR SURVIVAL He announced. Just what *was* the Gospel Jesus Christ brought from God? What *was* the GOOD NEWS He announced? What *was* this announcement hushed up and unproclaimed for 1850 years?

Was it the MIRACLES He per-

formed? No, the miracles were not the Gospel.

It is written that He went about doing good. But *that* was not His Gospel. For 18½ centuries there was preaching *about* Jesus Christ — about His Person. But that was not HIS MESSAGE.

There was much preaching that people should BELIEVE on Christ. Many did — and yet DID NOT BELIEVE His Gospel — His ANNOUNCEMENT.

Notice: "As he [Jesus] spake these words, many believed on him. Then said Jesus to those Jews which believed on him, If ye continue in my word, then are ye my disciples indeed; and ye shall know the truth, and the truth shall make you free. . . . I know that ye are Abraham's seed; but ye seek to kill me, because my word hath no place in you. . . . but now ye seek to kill me, a man that hath told you the truth, which I have heard of God. . ." (John 8:30-32, 37, 40).

Those people BELIEVED ON JESUS, yet they sought to kill Him because they REFUSED TO BELIEVE WHAT HE SAID — they rejected His Gospel.

What, then, is that Manifesto — that Blueprint for Survival — that Gospel — for which they *did* kill Jesus Christ? Notice the plain words in the Bible:

Mark 1:1: "The beginning of the gospel of Jesus Christ, the Son of God. . . . Now after that John was put in prison, Jesus came into Galilee, preaching the gospel of the kingdom of God, and saying, The time is fulfilled, and the kingdom of God is at hand: repent ye, and believe the gospel" (verses 14-15).

His Gospel — His ANNOUNCEMENT — was the Kingdom of God.

What is the Kingdom of God? Some say it is the Church. Some say it is a nebulous, mysterious something "set up in men's hearts" — something *within* people — that is, *something entering into people*. Some have said it was the British Empire.

But notice what Christ said: ". . . I say unto thee, except a man be born

of water and of the Spirit, he cannot enter into the kingdom of God" (John 3:5).

So, according to Jesus, the Kingdom of God does not enter into a man, but, after being born again, a man may enter into the Kingdom of God.

Notice the very next verse: "That which is born of the flesh is flesh; and that which is born of the Spirit is SPIRIT" (verse 6). When one is "born again" — "born of the Spirit" — he is no longer composed of flesh — no longer HUMAN — he is COMPOSED OF spirit — he is spirit. The Church is composed of flesh-and-blood humans, and IS NOT the Kingdom of God.

Notice, next in I Corinthians 15, beginning verse 50: "Now this I say, brethren, that flesh and blood cannot inherit the kingdom of God." So the Kingdom of God can be INHERITED, but not while one is human flesh and blood.

This whole question of what is the Kingdom of God and being "born again," to use the words Christ used, cannot be thoroughly covered within the space of this "Personal," but we have two booklets, sent free, which cover the subjects in depth: one, *Just What Do You Mean . . . Kingdom of God?* and the other, *Just What Do You Mean . . . Born Again?* These are intriguing, important, interesting, and necessary subjects. I suggest you request them, if you have not already.

Suffice it to say here, a kingdom constitutes four things: a king, ruling over subjects, within a definite area over which he has jurisdiction, with laws and government.

Jesus Christ's ANNOUNCEMENT was the coming WORLD-RULING GOVERNMENT, when Jesus Christ shall return to earth in all the supreme POWER and GLORY of the Creator God, to set up the Kingdom of God, to rule ALL NATIONS. One super and supernaturally ruled WORLD GOVERNMENT, ruling all nations with the LAWS of God.

Notice a few brief Biblical passages describing it.

In Isaiah 9:6-7 is the prophecy of a

child to be born who shall be given the GOVERNMENT. He is to be called "Wonderful, Counsellor, the Mighty God, the Everlasting Father, the Prince of Peace." He is to rule upon the throne of David, in Jerusalem.

Then notice this passage regarding the birth of Christ in Luke 1:30-33: "And the angel said to her, Fear not, Mary: for thou hast found favour with God. And, behold, thou shalt conceive in thy womb, and bring forth a son, and shalt call his name Jesus. He shall be great, and shall be called the Son of the Highest: and the Lord God shall give unto him the throne of his father David; and he shall reign over the house of Jacob for ever; and of his kingdom there shall be no end."

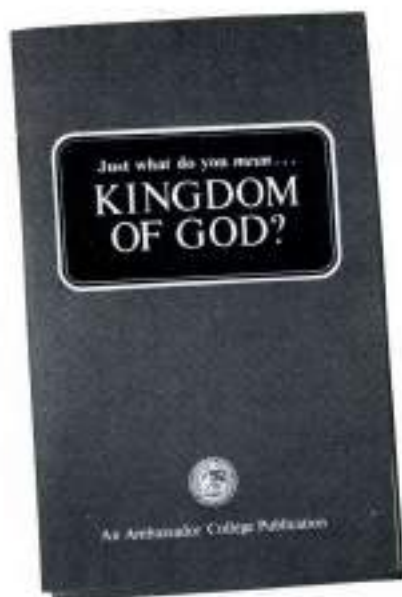
On trial for His life before Pilate, notice this conversation in John 18:37, "Pilate therefore said unto him, Art thou a king then? Jesus answered, Thou sayest that I am a king. To this end was I born, and for this cause came I into the world, that I should bear witness unto the truth. Every one that is of the truth heareth my voice."

But in the preceding verse, Jesus explained His Kingdom was not of this world — this age — this time, but is to follow the present world, age, or society.

Christ's whole MESSAGE — GOSPEL — ANNOUNCEMENT — was in regard to this now soon-coming WORLD GOVERNMENT that is to rule all nations with FORCE, with justice, and in PEACE — and of the human potential of being born into that Kingdom — that family — receiving the gift of eternal life, being composed of spirit, not of matter.

That, of course, is a big subject. It is the most important knowledge in life. It is the PURPOSE of human life.

It is much too big a subject for this "Personal." But the two booklets mentioned, plus a third free booklet, *The Wonderful World Tomorrow — What It Will Be Like* will explain it with reasonable fullness. These booklets are a free service — no charge. We have nothing to sell. □



## What IS the Kingdom of God?

Is it the CHURCH? Is it something "set up in the hearts of men"? Is it the British Empire? Is it "the good within you"? Is it "the Millennium"? Each of these is widely taught — yet none is right! Read the shocking TRUTH in this booklet. Write for your free copy today!

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## ★ HAPPINESS IS . . .

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## ★ AMBASSADOR COLLEGE IS UNIQUE

Here is the answer for those who would be truly educated. Here is the story of a college destined to set the future standard of true education. See page 16.

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## ★ WHY MUST MEN SUFFER?

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Printed in U.S.A.

The PLAIN TRUTH  
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690720-0453-1 1 P013  
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