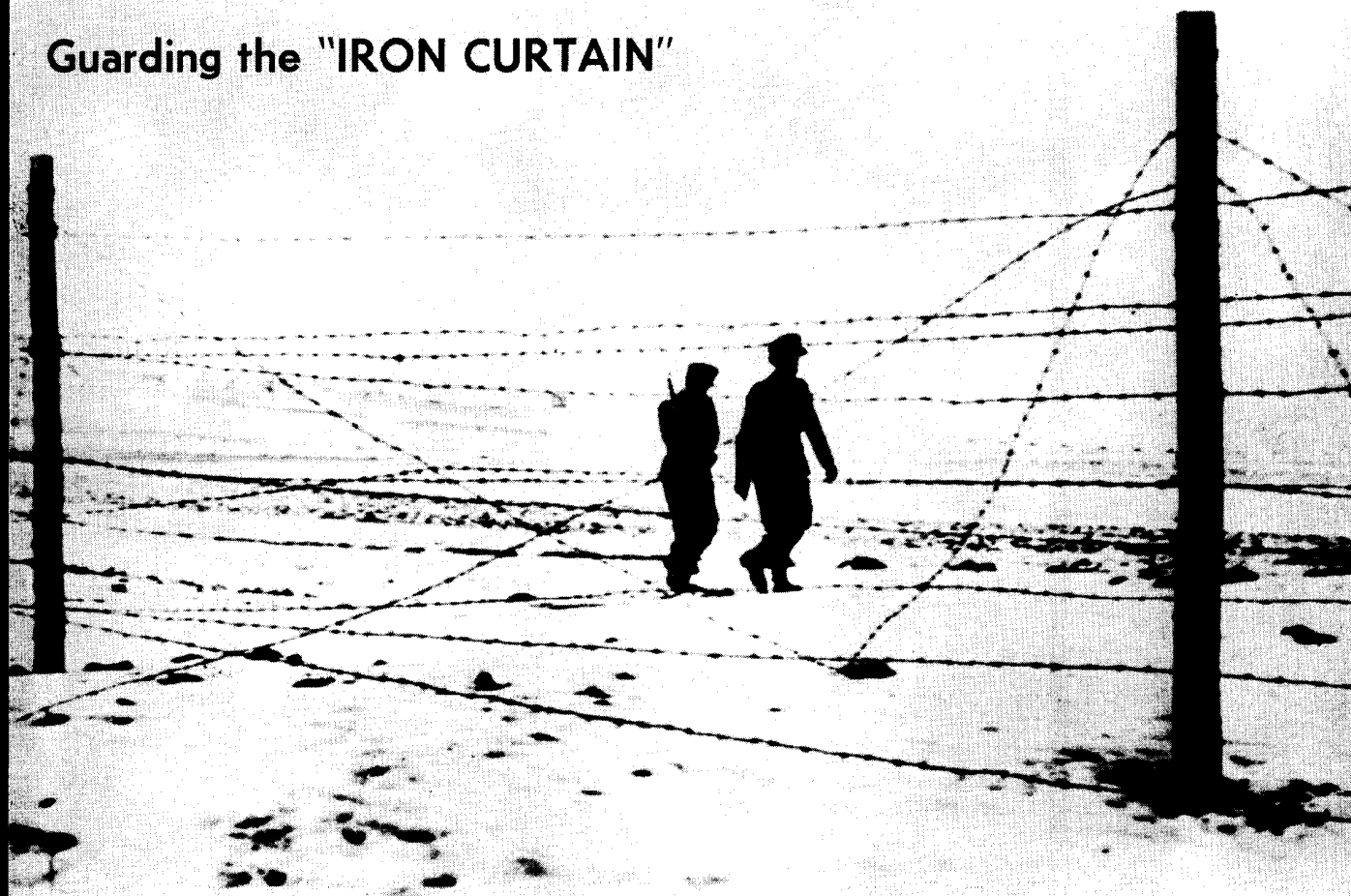


the
PLAIN TRUTH
a magazine of understanding

VOLUME XXIII, NUMBER 6

JUNE, 1958

Guarding the "IRON CURTAIN"



—Wide World Photo

COMMUNISM ENSLAVES MILLIONS BEHIND IRON CURTAIN—

More millions of people are enslaved today than ever before in human history! Here you see the "Barbed Wire Curtain"—part of the "Iron Curtain"—by which Russian Communism keeps its slaves from escaping. This photo is taken from near Göttingen, Germany. East Germans are absolutely forbidden to go near this sealed-off border. Communist patrols are stationed, not so much to keep foreigners out, as to keep the enslaved peoples of Eastern Europe from fleeing westward!

The PLAIN TRUTH

A magazine of understanding.

VOL. XXIII

NO. 6

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By the Radio Church of God

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LETTERS TO THE EDITOR

Dear Mr. Armstrong:

"I acquired a small Portable Wireless set, and last night switched on to your very enlightening programme.

"Soon the office was filled with interested colleagues, including the Night Manager, two of the Works Police Patrollers and two of the Foremen who were all having their midnight break."

Man from Sheffield

"I would like to say that all your Booklets and Broadcast . . . are helping me to understand life much better and they have made me see how wrong I have been going about life."

Man from Birmingham

God's Promise Tested and Proved

"Please accept my tithe. You know it is really amazing how God has kept His promise to bless those who pay His tithe in this time of money problems and worries over making ends meet. . . . Since I started paying the tithe I

always seem to have more than enough money for my needs. . . . Some of my fellow workers make much more, but they are always in need of more. They all wonder how I keep my head above

water, and why I've never gotten a wage attachment. Well, I know, and hope that the day will come when they also will know of God's wonderful promise."

Man from Chicago, Illinois

RADIO LOG

"The WORLD TOMORROW"

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

TO THE U.S. & CANADA

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TO ASIA

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

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

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TO AUSTRALIA

2AY—Albury—Sun., 10:00 P.M.

2CH—Sydney—Sat., 10:15 P.M.

2GF—Grafton—Sun., 9:30 P.M.

2GN—Goulburn—Sun., 10:00 P.M.

3AW—Melbourne—Sun., 10:30 P.M.

3BO—Bendigo—Thurs., 4:15 P.M.

4BQ—Brisbane—Sun., 10:30 P.M.

4CA—Cairns—Sun., 10:00 P.M.

4TO—Townsville—Fri., 10:15 P.M.

4WK—Warwick—Tues., 9:30 P.M.

6BY—Bridgetown—Sun., 10:30 P.M.

6IX—Perth—Sun., 10:00 P.M.

6MD—Merredin—Sun., 10:30 P.M.

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7HT—Hobart—Wed., 10:25 P.M.

TO SOUTH AMERICA

7:00 P.M., Sundays—HOC21, Panama City—1115 k.c.; HP5A, Panama City—11170 k.c.; HOK, Colon, Panama—640 k.c.; HP5K, Colon, Panama—6005 k.c.

RADIO AMERICA—Lima, Peru 6:00 P.M. Saturdays—1010 k.c.

SLAVE LABOR CAMPS are coming back!

America is heedlessly plunging toward the greatest national humiliation of her history! It's time you faced the cold FACTS of prophecy—it's time you KNEW the truth about YOUR OWN FUTURE!

by Garner Ted Armstrong

SLAVERY has not been abolished from the earth. At this moment, MILLIONS of hapless human beings are held in abject slavery under the iron rule of Communism in Asia.

History is filled with the accounts of captive peoples, held as slaves in the aftermath of war—bought and sold as laborers, herded and driven as cattle. The bestialities imposed on men, women and children in past ages *in the name of religion* are virtually unbelievable.

It Happened Only Yesterday!

Most of these shrink into the distant past, and are easily forgotten. *Not* so easily forgotten are the scenes of the concentration camps, the slave labor camps of the NAZIS during the Second World War. The untold suffering during World War II by millions of Jews, Poles, Czechs, Belgians, Lowlanders and others will never be accurately recorded. But simple eyewitness accounts, described in war trials, serve to bring a keyhole glimpse into the blackest chapter of modern history.

A former prisoner at Maidenak, near Lublin, for instance, described to the Polish-Soviet Atrocities Commission some of the executions he had witnessed: "In October, 1942, a great number of women and children were brought to the camp. Those in good health were picked out for work, while the exhausted and sick women as well as children were asphyxiated in a gas cell. In March, 1943, 250 more women and children were murdered with gas in the same cell . . . On May 16 or 17, 1943, 158 children of two to ten years were brought to the camp in trucks. These children were murdered in a gas cell . . ."

A captured German SS trooper, testi-

fying before the Polish-Soviet Atrocities commission, said: "On the evening of October 21, 1943, Camp Doctor SS Untersturmführer Rindfleisch told me that on that very day 300 children of 3 to 10 years of age had been asphyxiated with the cyclone preparation [a type of gas released from pellets thrown into a small chamber] in a gas cell."

Yes! I know it's horrifying! It's difficult to BELIEVE such cruelties and bestial treatment could be perpetrated on helpless women and children, sick, wounded and exhausted prisoners of war!

But it happened!

And YOUR BIBLE foretells IT WILL HAPPEN AGAIN—ON A MORE GI-GANTIC SCALE THAN EVER BEFORE!

Sudden Changes Underway

You will be ASTOUNDED, 10 years from now, by the many CHANGES on the international scene. There is a shifting, changing, pulsating series of events taking place between nations AT THIS MOMENT that have a great deal to do with *your life!*

For years, The PLAIN TRUTH Magazine has been making Bible prophecies PLAIN. This straight-from-the-shoulder, courageous magazine has dared tell you what NONE other has—and back it up from the BIBLE! These startling prophecies show a dramatic *change* underway NOW—a shifting of power in Europe and the East—the beginning struggles of a vast TRADE WAR that is yet to burst into full bloom, and drastic changes taking place within *our own borders* that will threaten the nation's very existence in the future!

Do not be deceived!

It's easy to "kid" yourself by seeking the temporary pastimes of motion pictures, TV, novels and comic strips—

it's easy to play the role of the "escapist" who wants to forget about it all—but the situations developing around you are REAL—and YOU are going to be affected by them!

Let's understand what they are!

The Stage Is Set

Without realizing it—the stage is being set for a coming WAR! It is all revealed in Bible prophecy.

But the vital KEYS to prophecy have remained HIDDEN during the centuries, until it came GOD'S TIME to REVEAL THEM TO HIS SERVANTS!

God promises, "Surely the Lord God will do nothing, but He revealeth His secret to His servants the prophets" (Amos 3:7).

One of the greatest keys to Biblical prophecy is the DUALITY of prophecy. You have often heard the statement, "History repeats itself." There is a REASON! It is because there is One who is GUIDING AND MOLDING HISTORY! History is only a recording of world events as they occur! But PROPHECY is a recording of those world events in ADVANCE!

And God has foretold some STAGGERING things for our nations!

Ezekiel was sent from God as a *watchman*—to give the people WARNING about impending national disaster unless they repented of their sins! God has set His watchmen TODAY. And a great WARNING is being issued—from The WORLD TOMORROW program, and through the pages of The PLAIN TRUTH.

In the first few chapters of Ezekiel, some of the most shocking prophecies of the whole Bible are revealed. God sent Ezekiel to a *rebellious*, and a *stiffnecked* people—ISRAEL! (Ezek. 2:3-10.)

We are Israel! If you have not proved

that startling fact to yourself then write in immediately for the free booklet, "The United States and the British Commonwealth in Prophecy."

The entire Bible centers around Israel and Judah—and one-third of the whole Bible is PROPHECY!

But God said the *warning* to be carried was not of man's devising—it was a warning straight from Almighty God Himself! "Son of man, I have made thee a watchman unto the HOUSE OF ISRAEL. Therefore hear the word at My mouth, and give them warning from ME!" (Ezek. 3:17.)

Then God gave Ezekiel a mysterious duty to perform. He said, "And thou, son of man, take thee a sharp knife, take thee a barber's razor, and cause it to pass upon thine head and upon thy beard. Then take thee balances to weigh and divide the hair."

What a strange commission to perform! What did God *mean* by it? "Thou shalt burn with fire a *third* part in the midst of the city, when the days of the siege are fulfilled, and thou shalt take a *third* part, and smite it about with a knife, and a *third* part thou shalt scatter in the wind, and I will draw out a sword after THEM" (Ezek. 5:1-2).

God then *revealed* to Ezekiel what the *meaning* of the dividing of the hair was. He said, "Because ye are turbulent [margin] more than the nations that are round about you, and have NOT WALKED IN MY STATUTES, neither have kept MY JUDGEMENTS, neither have done according to the judgements of the nations that are round about you, Therefore thus saith the Lord God. Behold, I, even I, am *against* thee, and will execute judgements in the midst of thee *in sight of the nations*" (Ezek. 5:7-8).

God says we have not obeyed His perfect LAWS! Today, we hear the hue and cry from every quarter that God's laws are "done away!" You've been hearing "another gospel" of NO WORKS—NO OBEDIENCE TO GOD! God indicts *any* who DARE to preach such a message in *many* different scriptures. Read Jer. 23, Ezek. 13, 34, Mal. 3 for just a few!

"My people are destroyed for *lack of knowledge*. Because you have rejected knowledge, I will also reject thee, that

thou shalt be no priest to me, seeing *thou hast forgotten the LAW OF THY GOD*, I will also forget thy children" (Hos. 4:6).

We believe in LAWLESSNESS today! We have been duped by false *religious* doctrines of NO LAW! And God says He is going to PUNISH us because of it.

Ezekiel went on to describe horrifying events to take place!

"And I will do in thee that which I have not done, and whereunto I will not do any more the like because of all thine abominations. Therefore the fathers shall eat the sons in the midst of thee, and the sons shall eat their fathers, and I will execute judgements in thee, and the whole remnant of thee will I scatter into the winds" (Ezek. 5:9-10).

Not pleasant to think about, is it?

Lord Russell of Liverpool, cataloging German atrocities during World War II in his book entitled "Scourge of the Swastika," described hints of cannibalistic practices among starving prisoners in Hitler's concentration camps!

And God says IT SHALL HAPPEN AGAIN!

"A *third* part of thee shall die with the pestilence, and with famine shall they be consumed in the midst of thee, and a *third* part shall FALL BY THE SWORD [a symbol of ARMED ATTACK—of WAR] round about thee, and I will scatter a *third* part into all the winds, and I will draw out a sword after them" (Ezek. 5:12).

That is what God meant by the dividing of the hair! The hair symbolized the PEOPLE—and the prophecy is for TODAY! This prophecy was for the HOUSE OF ISRAEL! And it foretells of a future ARMED ATTACK from enemy nations—a scattering INTO SLAVERY of the final remnant of the population!

The *changes* taking place in the United States, Great Britain—and all over the world are bringing about THAT VERY PROPHECY!

In a special bulletin appearing in the *Los Angeles Herald Express*, April 30, 1956, a *Congressional expert* said that 57 MILLION Americans living in metropolitan areas would have only 1 chance in 100 of escaping "sure death" if an atomic-hydrogen war should come now!

THINK OF IT!

This man was *not* some wild-eyed fanatic, pronouncing judgements of "the end of the world" to the disdain of the "educated" and wise of the world! He was a CONGRESSIONAL EXPERT—who had the facts at his disposal! Multiply 57 million by 3! You come to ONE HUNDRED AND SEVENTY ONE MILLION—approximately the *population* of the United States!

Perhaps this is only coincidence. But isn't it a bit strange that this Congressional expert should declare ABOUT ONE THIRD of our people would be killed by a hydrogen bomb attack—EXACTLY THE FIGURE THE BIBLE GIVES?

Yes, it's time to WAKE UP!

SLAVE TRADE to be Renewed!

God's prophet said a THIRD would be left alive—but that third would be "scattered" into all the *winds*. That means they'll be taken into *many* different nations as CAPTIVES—used as abject *slaves*. They will be used to build bridges, hydro-electric projects, highways, airfields, housing, and other major construction projects. Even as our forefathers were forced to construct huge cities for the Pharaohs—so will OUR GENERATION BUILD FOR A MODERN BABYLON—A SPIRITUAL EGYPT!

Ezekiel the 27th chapter is a dual prophecy, showing a coming TRADE combine! This amazing prophecy identifies certain nations who will be trading back and forth with the revived ROMAN EMPIRE coming in Europe! Read verse 13! "Javan, Tubal and Meshech, they were thy merchants, they traded the PERSONS OF MEN and vessels of brass in thy market." JAVAN is the Hebrew word for GREECE. It is so rendered, wherever it is translated into the English. Tubal represents the "Great Russians," along with Meshech. We derive "Tobolsk and Moscow" from these tribal names.

God pictures SLAVERY going on between the Great Russians and Greece in the future! Read Joel 3:3-6! This same power, the Roman Empire revived—is figuratively called "TYRE" in the Bible. Ancient Tyre was a type of a

(Please continue on page 18)

Christians Have Lost Their POWER!

Probably YOU, too, are spiritually powerless! Here is the shocking TRUTH! Read WHY your prayers are not directly—miraculously—answered!

by Herbert W. Armstrong

THE CHANCES are that even you, if you believe you are a Christian, are today on *mighty dangerous ground!*

You'd better STOP—and *check up!*

Open your Bible! Take a look at the *real Christians* back in the days of Peter, John, and Paul—AND COMPARE! Take a look at the POWER in the original true Church—in the lives of *those* Christians. See how *your* life stacks up!

. . . but are You SURE?

You *think* you are under God's GRACE? Safe and secure for all eternity?

Well, *listen!* "Let him that *thinketh* he standeth *take heed*, lest he FALL!" So warns God's Word (I Cor. 10:12). It's time to realize you are going to be finally *judged* by the very WORD OF GOD. You need to see to *what standard* you must measure up.

Jesus told His disciples, just before He ascended to heaven, that they should receive POWER when they were converted. "Ye shall receive POWER, after that the Holy Spirit is come upon you," He said (Acts 1:8).

Do *you* have that same POWER today? Did you ever study closely to see *what that power IS?* Have you ever been concerned about *HOW you may receive it?*

Have you ever checked to see *WHETHER you need it?* It's time you did, for without it YOU ARE NOT TRULY CHRIST'S!

What We DO See

Of course many of you professing Christians see that you must accept Jesus Christ as personal Saviour, to be saved.

You may even see that you must *repent* of transgressing God's Law—His spiritual Law, as summarized in

the Ten Commandments—because sin *is* the transgression of the law.

Perhaps you've gone far enough to realize WHY you were born—you've learned God's great PURPOSE being worked out here below.

You may *see* that today ALL NATIONS are spiritually *drunk* on the false pagan doctrines of the modern spiritual "Babylon"—that all nations are *deceived*—that the TRUTH has been turned upside down.

You may *see* that even the churches are deceived, and have turned away from the truth and embraced fables.

You may *realize* that GRACE has been turned into *license!*

You may even have progressed so far as to comprehend that God is *moulding* our lives until we shall be literally BORN of Him—HIS character created within us—this *mortal* becoming *immortal*—this human, *divine* in the very Kingdom of God.

But haven't you overlooked, or *failed* to "see" the POWER of the Holy Spirit of God within you?

You may have come to see how rotten and paganized this world has become, and to be *disgusted* with its ways.

You may *recognize* that you must forsake YOUR WAY, and turn to and *live* GOD'S WAY! Yes, you may fully understand that Isaiah said: "Seek ye the ETERNAL while He may be found, call upon Him while He is near. Let the wicked *forsake HIS WAY*, and the unrighteous man HIS THOUGHTS" (Isa. 55:6-7).

But have you *overlooked*, or neglected, the 1st verse of this chapter: "Ho, every one that thirsteth, come ye to the WATERS . . ." Thirsty for *what?* WHAT "waters"? Why, the very "waters" Jesus spoke of:

"If any man thirst," He said, "let him

come unto me and *drink*. He that believeth on me, as the scripture hath said, 'out of his innermost being shall *flow RIVERS of living water*.' (But this spake He of the Spirit, which they that believe on Him should *receive*: for the Holy Spirit was not yet given; because that Jesus was not yet glorified.)" (John 7:37-39.)

Have you ever fully realized that the Holy Spirit is something that was not born in you? We hear a lot today about tapping your own inner hidden resources—the dormant powers *within* your mind. Modern religions are springing up calling that sleeping, dormant, latent *part* of your mind GOD! But the Holy Spirit is something you have *not had*—something you must RECEIVE from GOD!

It is the essence—the very *life*—the NATURE of God. But it also is something from God, which He *gives* you from Himself, which is actually a *part* of Himself—and which IMPARTS POWER!

Do you know *what* that power *is?* Has *that* POWER come into you, so that you can *wield* it?

You, as a professing Christian, may have come to realize, to see, to comprehend, many of these things—to have accepted them—but is this POWER actually being manifested in *your* life? Are you *sure* you know WHAT that power *is?*

What IS this Strange POWER?

First, let me tell you what this power is NOT.

It is *not* an emotion physically worked up thru the senses. It is *not* something that *you* can generate, or work up, yourself.

It is *not* a "loosened tongue" which suddenly becomes glib and loud and

forward in such "spiritual"-sounding phrases as "Praise the Lord!" and "Glory Hallelujah!" and "Bless you, Jesus!" It is *not* a *bragging* tongue that repeatedly shouts out in "testimony meeting" how proud you are that you have your "baptism"—that you are now perfect—how thankful that *you* are not like this publican and sinner!

It is *not* falling over backward "*under* the power."

It is *not* being *robbed* of all power, as such people who have accepted the counterfeit *emotional* religion are, while "*under* the power."

It is *not* something that makes people shout, shriek, jerk, laugh insanely and uncontrollably, or go thru ridiculous and childish antics in a meeting where the preacher *generates* a fake, false "power" and a counterfeit spirit by constantly calling for loud emotional responses of "Hallelujah!" "Praise the Lord!" "Amen!" etc., in response to his oft-repeated: "All who believe it say 'AMEN!'" etc., etc.

To know what it truly IS, look into your Bible!

Jesus is our example, and we find this POWER first of all in His life. It was nothing inherent within Him. He said: "I can of *mine own self* do NOTHING" (John 5:30). But, He said, "the Father that *dwelleth in me*, He doeth the works" (John 14:10).

The Father dwelt IN Jesus by the Holy Spirit. The Holy Spirit manifested POWER. What WAS that power?

The inspired Peter, bringing salvation to the first gentiles, explained: "God annointed Jesus of Nazareth with the Holy Spirit and with POWER; who went about *doing good, and healing* all that were oppressed with the devil; for *God was with Him*." (Acts 10:38).

Notice, that POWER *in* Jesus did none of those things that are done today by the very ones who most loudly profess to have the power of the Holy Spirit. He used that power, going about quietly, unobtrusively, not shouting, bragging, falling helpless "*under* the power," or any of those "wild-fire" things—but DOING! Yes, His was a life of DOING—but doing *what*? Doing GOOD! Serving, helping, OTHER PEOPLE! There was *divine* power—with it He performed MIR-

ACLES—He HEALED all that were sick—He cast out demons, and had discernment to *know* when a person was demon-possessed.

His was the POWER of the Creator GOD! The *very same* POWER that produced all creation—when "He spake!" GOD is a *miracle-working God*! With that POWER, which came from the Father, and was *in* Jesus, He stilled the storm, He turned water into wine, He fed five thousand with only five loaves and two fishes!

The POWER of the TRUE Church!

Now notice that POWER in the original Church, before the apostasy set in, and the degeneracy of our day.

Soon after being filled with that power of and from God, Peter and John went up together into the temple at Jerusalem, at the 3:00 P.M. hour of prayer. They entered through the gate called "Beautiful." At the gate a beggar, crippled from birth, asked for money.

"Look at us," said Peter. "Silver and gold have I none; but *such as I have* give I thee: In the name of Jesus Christ of Nazareth rise up and walk!"

Grasping the beggar's right hand in perfect faith, Peter lifted him sharply to his feet. The beggar was healed instantly. He *leaped* up, and then walked with Peter and John into the temple, leaping as he went, shouting out praises to God (Acts 3:1-8).

Jesus, powerless of His own *human self*, was filled with the divine POWER of the very Creator. The very supernatural power of God did the WORK OF GOD through His human BODY. Jesus said, "the works that I do in the Father's

name, they bear witness of me." (John 10:25). And again, "if I do *not* the works of my Father, believe me not. But if I do . . . believe the works: *that ye may know*, and believe, that the Father is in me, and I in Him" (John 10:37-38).

This POWER from God, using His human body as God's instrument, and what it accomplished, was the PROOF that He was IN the Father. Today that *same Spirit*—that SAME SUPERNATURAL POWER—utilizes the *collective body* of the true Church of God as God's human instrumentality, through which God accomplishes HIS WORK here on earth. In that way the true CHURCH is also the BODY OF CHRIST (I Cor. 12:27).

And Jesus said: "Verily, verily, I say unto you, He that believeth on me, the works that I do *shall he do also*; and greater works than these shall he do" (John 14:12).

Do YOU believe on HIM? Do YOU do those works—is the power of God IN you manifesting itself as it did in those original Spirit-filled Christians?

That same POWER of God was in Peter and John. It did the WORK OF GOD in healing the beggar instantaneously. This attracted a large audience around Peter and John in the temple. It prepared this audience to listen—struck them with awe! Then this same POWER OF GOD enabled Peter to preach a sermon with such impact that *two thousand* were converted!

God's POWER in Action!

This, in turn, aroused the antagonism of the priests and Sadducees until they seized them and threw them in prison for the night. The next day, these religious leaders threatened them, commanded them not to speak at all nor teach in the name of Jesus, and let them go.

Then these *true* Christians went immediately to their own group of believers. And here is a point I want you to get. Even though Peter and John had been *filled* with so much FAITH—and so much of the POWER of God's Spirit that the miracle was performed, and the inspired speech had converted two thousand, these men were still *men*. They were human. They had none of

JETZT IN DAS DEUTSCHE ÜBERSETZT!

Bereits ist das Büchlein
„Wie oft sollten wir das heilige
ABENDMAHL nehmen?“
veröffentlicht!

Postanschrift:

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

this power inherent within themselves. They, themselves, were not the *source* of this dynamic power. It had come from God. And the important point is this: WE DO NOT RECEIVE ENOUGH OF THIS DIVINE POWER ALL AT ONCE TO LAST FOREVER. God does not put within us a sort of miracle-producing dynamo which continually *generates* this POWER.

Remember, Jesus said this power of God SHALL FLOW OUT from our innermost being! (John 7:38). This POWER of God is active—dynamic! It is not static. You cannot get a supply of God's Spirit, and then bottle it up within you. This power comes into you from God *daily!* It *circulates*—from God, into YOU—and then on out from you in love, in faith, in joy, in patience—even in performing miracles.

You might have been imbued with this power yesterday, and depleted of it today! You might have been *led* of the Spirit yesterday, and *resisting* the Spirit of God today. You might have been filled with God's LOVE, and peace and joy yesterday—and have permitted yourself to become humanly resentful, bitter, and hating today because of some incident that has occurred—and the Spirit of God will have largely flown from you!

Jesus was not given the Spirit of God by measure. But Jesus kept Himself in *constant contact* with the Father! He was *always* in the *spirit of prayer!* He spent long *hours* in earnest, *intensive* prayer, *alone* with God! DO YOU? That's why you don't have the POWER Jesus had!

A RE-filling of Power

The threatenings of these chief priests and elders, after a night in prison, apparently left Peter and John a little depleted of faith and the confident POWER of God. Yes, they were human!

They went to the company of their brethren in Christ. When they reported what had happened, all their brethren were shaken. They, too, being human, must have felt a sudden sense of spiritual inadequacy—a lack of power! But they sensed and knew their NEED. They knew the SOURCE of con-

(Please continue on next page)

THE BIBLE ANSWERS

Short Questions

FROM OUR READERS

Here are the Bible answers to questions which can be answered briefly in a short space. Send in your questions.

What fish and fowl are good for food?

Many have asked for more specific information on this question after reading Mr. Armstrong's article "Is all Animal Flesh good food?" in the February PLAIN TRUTH.

The Bible itself defines what sea life is good food. "Whatsoever hath *fins and scales* in the waters, in the seas, and in the rivers, them shall ye eat" (Leviticus 11:39). In verse 10 it is further clarified: "and all that have *not* fins AND scales in the seas . . . they shall be an abomination unto you."

"But *which* fish have both fins and scales?" is the question asked by many readers. Two points to remember is that many fish have very small or minute scales and some have merely patches of scales near the head and the tail fin. In either case, such fish are clean and fit for food.

First, let us name the commonly known *unclean* fish—these are scaleless fish—which are not fit for food: catfish, eels, paddlefish, sculpins, sticklebacks, sturgeons and swordfish. These fish do not have true scales. Together with these creatures are other forms of sea life unfit for human consumption: abalone, clams, crabs, lobsters, oysters, scallops, shrimp, whale.

The complete list of fish fit for human consumption would be too lengthy to enumerate in this column. Only the most important clean fish—having BOTH scales and fins—can be named. They are: albacore, anchovy, barracuda, bass, blackfish, bowfin, buffalo, carp, characin, cod, croaker, darter, flounder, gaby, gar, grayling, haddock, halibut, herring, jack, mackerel, minnow, mooneye, mullet, needlefish, perch, pike, salmon, sardine, shad, silver side, smelt, snapper, sole, sucker,

sunfish, surffish, tarpons, trout, tuna, weakfish, whitefish. If any question arises about other fish consult such books as *Field Book of Fresh-Water Fishes* by Ray Schrenkeisen which may be found in public libraries.

Some people, who are not competent to judge fish, have thought certain of these clean fish were without scales, but this is not true.

The second part of the question concerns fowl. Which birds are fit for human consumption? The answer is found in Lev. 11:13-19 and Deut. 14:11-20.

Each of these sections lists specific varieties of birds *unfit* for human consumption. No clean birds are listed. Only about two dozen unclean birds are listed out of thousands found the world over. These unclean birds illustrate the characteristics of *all unclean birds*. They fall into types each of which is unclean "after its kind." The question is, how do these unclean birds differ from those known to be clean or fit for human consumption? The characteristics of clean fowl are, of course, determined by the dove and the pigeon (Luke 2:24 and Lev. 1:14-17) which were anciently used for sacrifice.

By comparing the differences between these clean birds and those listed as unclean, we can arrive at the following six characteristics of clean birds: 1) they must not be birds of prey; 2) they catch food thrown to them in the air, but they bring it to the ground, where they divide it with their bills, if possible, before eating it; whereas unclean birds devour it in the air, or press it with one foot to the ground and tear it with their bills; 3) they must have an elongated middle front toe and a hind toe; 4) they must spread their toes so that three front toes are on one

side of a perch and the hind toe on the other side; 5) they must have craws or crops; 6) they must have a gizzard with a double lining which can easily be separated. (Consult articles in *Jewish Encyclopaedia* under "Poultry," and "Clean and Unclean Animals.")

Clean birds have all these characteristics; unclean birds lack one or more of these characteristics. If a bird lacks any one of these characteristics, it is unclean.

Beside the pigeon and dove, the following birds are clean: chicken, pheasant, quail, partridge, grouse, turkey, all song birds, ducks, geese, swan (the word swan is a mistranslation in the King James Version).

Unclean birds not listed specifically in the Bible are roadrunners, woodpeckers and the parrot family (which divide their toes so that two are on either side of a perch); aquatic and wading birds and gulls which have no crops or craws, no double lining of gizzards, and often no hind toe or no elongated middle front toe.

Christians Have Lost Their POWER!

(Continued from page 7)

stant *refilling* of this POWER OF GOD within them! They didn't delay! They went immediately to the SOURCE of their divine power!

"And when they had heard that, *they lifted up their voice to GOD with one accord*, and said, Lord, thou art God, which hast made heaven, and earth, and the sea, and all that in them is: . . . and now, Lord, behold their threatenings: *and grant unto thy servants*, that with all boldness they may speak thy Word, by stretching forth thine hand to heal; and that signs and wonders may be done by the name of thy holy child Jesus."

Yes, suddenly this company realized their own human inadequacy—realized their need of renewed POWER FROM GOD. They didn't run from their difficulty! They didn't cower and tremble in fright and fear. They didn't give up in their Great Commission. They went directly to the SOURCE of their power. They yielded themselves into God's

hands, as His servants, anew. They urgently, intensively, cried out to God to FILL THEM with His power—to give them boldness, faith, power of speech. They asked God fervently and believingly to heal and perform miracles.

Was there any God listening? Was there any response?

Listen! Do such things happen *today*?

"And when they had prayed, the PLACE WAS SHAKEN where they were assembled together; and they were all FILLED with the Holy Spirit, and they spake the word of God with boldness! . . . And with GREAT POWER gave the apostles witness of the resurrection of Jesus" (Acts 4:23-33).

We Need it, Today

Do *you*, today, have the SAME POWER the original Christians had? They were just as human as YOU! The *real* question, then, is this: Do *you* yield yourself as fully—surrender your will as unconditionally to God—pray as often, as earnestly and intensively, as they? If *you do* you will be filled with as much of the divine POWER as they—for God is no respecter of persons!

This same POWER OF GOD operated, actively, in those early original Christians continually. They actually *did* do greater works than Jesus—until even the shadow of Peter passing over the sick healed them! THEY DID THE VERY WORK OF GOD!

The work of God, which God *started* in the individual body of Jesus, was carried on thru the *collective* body of disciples, now becoming the BODY OF CHRIST—the true CHURCH of God!

The Great Commission is this: "Go ye into all the world and preach the Gospel!" Not some *other* Gospel, as Paul prophesied (II Cor. 11). That true Church of the first century, empowered by GOD, did carry on this true WORK OF GOD!

Then the great apostasy set in. The professing Christian church turned away its ears from the TRUTH, and turned to FABLES (II Tim. 4:4). Pagans flocked in, embracing what they called "Christianity" wholesale—bringing in with them their pagan beliefs and practices! The ancient Babylonian "mysteries"

came to be labeled, falsely, "Christianity!" The WHOLE WORLD, TODAY, IS DECEIVED! (Rev. 17:1-2,5; 12:9).

But Jesus also commanded, prophetically, that just before the END of this world—*right NOW!*—"This Gospel of the KINGDOM shall be preached *in all the world* for a witness unto ALL NATIONS, and *then* shall the end come!" (Mat. 24:14).

Today *that* prophecy is being fulfilled, right before your eyes this very second! Today the dynamic broadcast, "The WORLD TOMORROW," is going out in the POWER OF GOD, reaching *the millions* around the world! Today God is opening *gigantic DOORS*—the doors of radio, television, and the printing press. The original, true Gospel of Jesus Christ—the *same* Gospel HE brought from GOD and taught—is broadcast into EVERY CONTINENT around the world! It is hitting this world with terrific IMPACT—with tremendous POWER!

This very WORK OF GOD for our day is foretold in the prophecy of Rev. 3:7-13. But there it is revealed that *we*, today, are a people of but *little* strength—*little power!* (verse 8)—though we have faithfully KEPT GOD'S WORD! The impact of this WORK OF GOD today is going out only thru the *power of God!* Are you having *your part* in this very WORK OF GOD?

But—*let's face it!*—WE DO NOT HAVE WITHIN OURSELVES, AS GOD'S INSTRUMENTS FOR HIS WORK TODAY, ANYWHERE NEAR THE POWER OF GOD THAT ACTIVATED THAT ORIGINAL FIRST CENTURY CHURCH!

We need to present our *bodies* a living sacrifice to GOD! (Rom. 12:1). We need to receive a greater TRANSFORMING—and to be less CONFORMED to this present evil world! We need to REPENT! We need to more earnestly SEEK GOD! We need to put on the WHOLE ARMOR OF GOD, as we are admonished in Ephesians 6:10-18! Perhaps some of us need to FAST and PRAY—and to PRAY ALL NIGHT TO GOD, as Jesus did!

Have *you* ever prayed *all night long* to God? JESUS DID!

Have YOU enough of the POWER OF GOD flowing dynamically into, and out from, you? YOU need to seek a much closer contact with your GOD!

The Autobiography of Herbert W. Armstrong

This is the seventh installment of the eventful story of Mr. Armstrong's life. In this installment he is driven to develop resourcefulness to work out of some tight situations—continuing the experiences of formative years.

MY NEARLY three years of training on the staff of *The Merchants Trade Journal* were behind me.

Haunted by fear of being "fired," due to a misunderstanding of a pep letter from Mr. Boreman, I had "hired myself another job." Once again I got off the advertising main track. I became assistant secretary of the South Bend, Indiana, Chamber of Commerce. I had sent in my resignation to the Des Moines office of the *Journal* before completing the third and last "Idea Man" tour.

Chamber of Commerce Experience

Mr. Spaulding, secretary of the South Bend Chamber, had come up with the idea of forming a new Motor Club for the purpose of putting thru a new cross-country highway. It was called the Dixie Highway, from the Gulf to Canada, probably identical with U. S. #31 today.

There were no national or state highways in those days, late spring of 1915. These pioneer cross-country highways were privately promoted with the cooperation of civic bodies. They were merely graded and gravelled. A paved highway between cities was as yet unheard of. I do not remember how the funds were provided, but probably by popular subscription from property owners along the right of way. I do remember we had to get all the farmers along the way signed up for it.

The South Bend Chamber of Commerce had endorsed this Dixie Highway project. But the promoters had run into a provoking snag. The farmers of the northern township of Marshall County, next south of St. Joseph County of which South Bend is County Seat, were refusing to sign up. They were stubborn. One little township might block

the entire project from the Gulf of Mexico to Canada. A chain is no stronger than its weakest link.

It was my job, among other things, to sign up these adamant farmers.

For some little time, however, probably the first three or four months at South Bend, my activities were bent on selling memberships in the new St. Joseph County Motor Club. This brought me into close personal contact with some of South Bend's prominent millionaires. I worked fairly closely with Mr. E. Louis Kuhns, a millionaire capitalist. I believe he was Vice President of the Chamber of Commerce.

Several times I went out to the Studebaker works to chat with the sole remaining of the famous Studebaker Brothers. Mr. J. M. Studebaker was then 84 years of age, hale and hearty, still somewhat active, and arrived at his office precisely at eight every morning. He arrived always with a rose or a carnation in his lapel. Two or three times, on my visits to his office, he removed his carnation from his lapel and stuck it in mine. I remember Mr. Studebaker as a very kindly old man, and I always counted it a rare privilege to have been able to spend a few hours in conversation with him. He and his brothers originally founded the Studebaker Brothers Wagon Works, long before the days of the automobile. But by 1915 they were one of the leading automobile makers.

Also I knew Mr. A. R. Erskine, at that time president of the Studebaker works. I believe Mr. Studebaker was Chairman of the Board.

Mr. L. P. Hardy, head of the L. P. Hardy Company, which I believe was the country's largest sales-book manufacturers, also was very active in Chamber work and I knew him well. The last time I passed thru South Bend, driving

a new car home from the factory, I looked in the telephone directory and failed to find the L. P. Hardy Company listed. They must have moved elsewhere or gone out of business.

Most of these prominent and wealthy men bought multiple blocks of Motor Club memberships, which, as I remember, sold for \$2 each.

Frugality of the Wealthy

The one man reputed to be the wealthiest of all South Bend's multimillionaires at that time was Mr. J. D. Oliver, head of the Oliver Chilled Plow Works. He was reputed to be worth one hundred and ten million dollars.

Here, I thought, was a man who could easily afford to purchase even a few *thousand* memberships. I began to count my commission in advance. As explained previously, Mr. Spaulding had not been able to create a salary job for me, and I was promoting this Motor Club on a commission basis of 25%.

In order to psychologically build up to my one BIGGEST order of multiple memberships, I had planned first to contact all the other prominent men. I felt it would have a good effect on J. D. Oliver to be able to tell him how many memberships the others had taken. He, I figured, would want to outdo them.

I had a nice talk with Mr. Oliver. He listened to my entire explanation of the purposes of the Motor Club—the need of better roads—the benefit that would accrue to the community and every business in South Bend. He listened to the explanation of how generously the other prominent businessmen of South Bend had purchased multiple memberships. He seemed quite interested. My hopes for a BIG commission rose.

"Mr. Armstrong, I think this Motor Club is a splendid activity. It will be a

fine thing for the community. Yes, you may surely count me in. I want to join!"

MAN! Now my hopes *soared!*

"That's certainly splendid, Mr. Oliver. How many memberships shall I put you down for?"

"Just one single membership. Two dollars!" came the businesslike reply.

Did you ever have a bucket of ice water thrown in your face at the moment of greatest anticipation?

It was incredible! A man who had \$110,000,000—and he took one little, tiny, measly membership—just \$2—just the poor widow's two mites! But that's what he said.

"Maybe," I thought, as I left the Oliver Chilled Plow plant, "that's why Mr. Oliver *has* a hundred and ten million dollars. He holds on to what he gets." I was a disappointed young man. But I still had a job to do.

Learning to Drive

After selling Motor Club memberships to most of the important businessmen, I went after those running smaller businesses, and even citizens who were employed. I needed to get out into the country and neighboring suburbs.

I suppose the dealers who handled some of the leading automobile makes might have loaned me a car for this civic-betterment work, but they didn't. It remained for the dealer of the smallest, lowest priced of all to offer me the free use of a car.

No—it wasn't a Model-T Ford. It was a smaller and lower priced car—a little baby Saxon. Not many of my readers today will remember the Saxon, and my memory of it is pretty dim, but I believe it was smaller than today's German Volkswagen. I had never before driven a car. This is where I first learned—with a baby Saxon in South Bend, at age 22.

While I was there Ralph DePalma, then the world's most famous automobile racing driver, came to South Bend with his famous racing car. I don't remember much of the occasion, but I do remember DePalma—he made quite an impression on me.

Also while I was in South Bend two then famous movie stars came thru.

They had soared to the top in a serial thriller, "The Million Dollar Mystery." It created about the same national sensation in that day that the TV show "The \$64,000 Question" did in 1955. These two actors told me that they had personally made very little money out of it. No one knew how it was going to catch fire with the public before it started, and they were employed on straight salary by contract. It made a big fortune for its owners, not its actors. Then, in an effort to cash in on their popularity, these two actors put all the money they had into promoting the sequel, titled "The HUNDRED Million Dollar Mystery."

But, as they should have known, had they been better psychologists, the sequel was a total dud. They lost all they had. A million dollars seemed like an unheard-of amount of money, and those words in the title coupled with the magic word "MYSTERY" captured the fascination and interest of the American public back in the early "silent" days. But it was like a child with a new toy. Once the glamor and excitement of the toy wears off, it becomes "old stuff." Give the child another toy just like it, only bigger, and he won't be interested.

The star of these serials was James Cruze. The other actor was Sid Bracey.

Cracking the Adamant

It must have been about mid-summer or a little later that the time came when the Dixie Highway project could not be delayed any longer.

The farmers to the south of us, in the north township of Marshall County, were adamant. The road was approved thru Marshall County up to this township line, and again as soon as it entered St. Joseph County. This little three or four mile strip of road was the only link incomplete along the entire length of the highway from Mobile to Canada.

It was now my job to crack thru that human stone wall.

I had been quite intrigued in watching the strategy Mr. Spaulding had employed in "selling" the Motor Club idea, and a job for me, to the Board of Directors of the Chamber.

One morning we received a telegram at the Chamber of Commerce from the

Director of the Dixie Highway project in Atlanta, Georgia. It stated tersely that he would be in South Bend in a few days, and unless we had the highway completed thru this county south of us, the entire highway would be re-routed by way of Chicago, and South Bend would lose out altogether.

This was the ammunition I needed.

This was the signal to spring to action, *in high gear!*

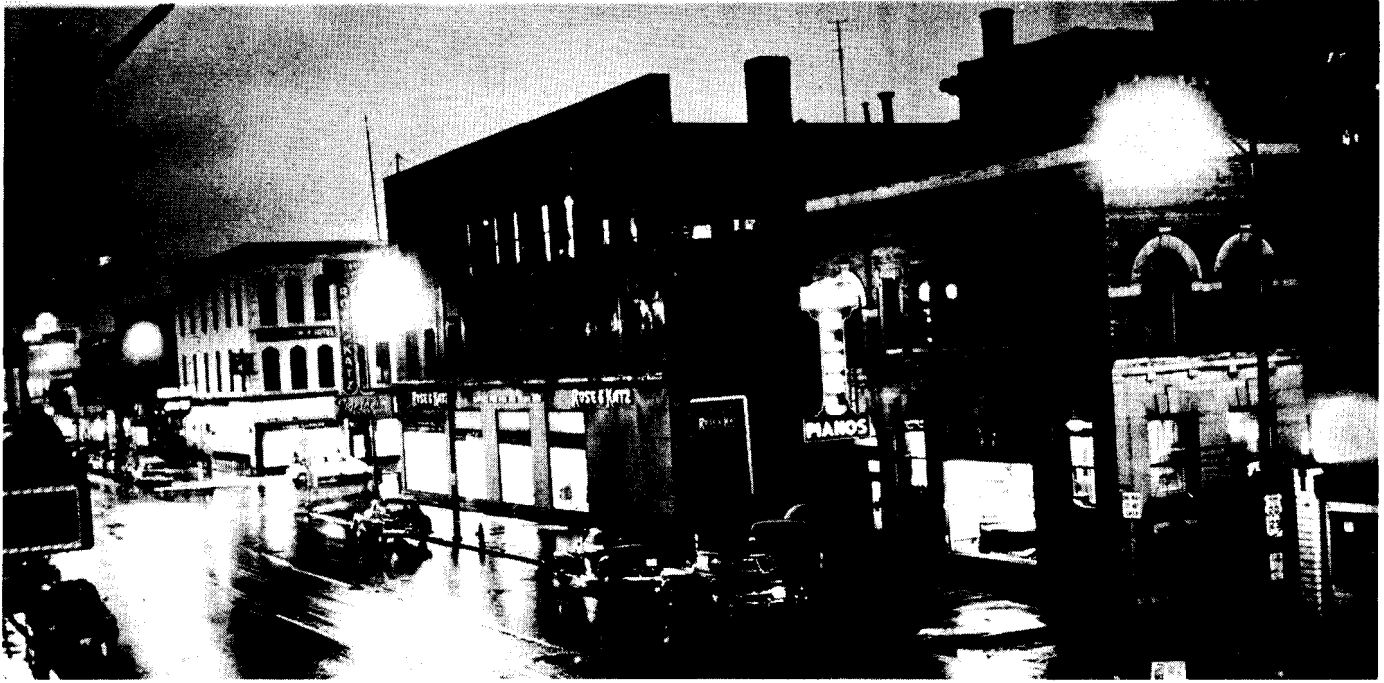
I decided our only chance was to utilize the same principle of psychology Mr. Spaulding had used in putting the Motor Club thru with the Chamber directors. But this was tougher. I decided it needed a big show—a real "whoop and hurrah!" The only way to break thru the obduracy of those farmers was thru their emotions. I had learned, as an advertising principle, that you can move people to action easier and quicker thru their emotions than thru their reason.

I decided we had to appeal to both—with terrific impact!

Hurriedly I called Mr. Hardy and Mr. Kuhns. I told them I planned to stage a big rally that night at the little town of Lapaz, in the very center of this reluctant township. I asked them if they would come down and make an impassioned speech to the farmers in favor of the Dixie Highway. When they had agreed to this, I asked them if they would approve the expense, to be paid by the Chamber of Commerce, of a big brass band to help get out the crowd at Lapaz. Having agreed to speak, they couldn't well refuse to approve the expense of the band. Mr. Spaulding agreed to call other Board members and get the band approved.

Then I arranged for a big platform to be built during the afternoon at Lapaz. These arrangements made, I borrowed my little Saxon car and drove to Plymouth, county seat of Marshall County. There I arranged with the telephone company to put thru a "general ring" on every rural party line in that township, and notify all the people that there was to be a BIG RALLY that night at Lapaz—with a big brass band and noted speakers from South Bend.

Excitement of this kind was a very rare thing in such rural areas in those



Wide World Photo

South Bend, Indiana, at 10:00 o'clock in the morning during a freak cloud formation. It was at South Bend, in 1915, that Mr. Armstrong was assistant secretary of the Chamber of Commerce and aided in the completion of what today is U.S. Highway 31.

days. I knew this would get all the people out. In Plymouth I went first to the hotel, and wrote out the message I wanted the telephone operators to announce over all their telephone lines in that northern township. You may be sure I put all the advertising punch I knew in that message.

This accomplished, I went to the office of the county attorney. I explained my mission, and what the South Bend Chamber was trying to do, and its value to Plymouth and Marshall County. Then I asked him to draw up for me a legal petition for the completion of the road improvements thru this northern township, with several sheets attached for signatures. He dictated the legal document and his secretary typed it while I waited.

Armed with this, I drove back to the vicinity of Lapaz. I had previously obtained the names of four leading farmers in this township, thought to be less hostile than most to the new highway.

Now my REAL task began. I had to "sell" these four men on the project in person, and I didn't dare fail on a one. I was armed also with the telegram from Atlanta received that morning. I had facts and figures on how the new highway would increase the value of

their farms, bring more trade to the towns of the community, and in every way benefit the farmers.

The Big Show

With necessity as a prod, I didn't fail. One by one these four key farmers were won over. I explained that they would have to appear ENTHUSIASTIC. All four finally agreed to act according to my plan.

Now the stage was all set—and not a bit too soon—it was by that time sundown.

The crowd began to arrive. The platform had been erected. The delegation from South Bend arrived, and took its place on the platform. I simply do not remember, now, whether I myself acted as Master of Ceremonies or who, but it seems that this was done by a leading businessman from South Bend.

The band struck up lively tunes, designed to whip up emotional fervor. We got the crowd to singing, laughing, dancing, shouting. It was a real show. Then the men selected as the best public speakers in the South Bend Chamber of Commerce, Mr. Hardy and Mr. Kuhns, gave their stirring, impassioned speeches, reading the telegram, telling the farmers it was their last chance—

tonight or *never!*—and the advantages to them, their community, and probable increased value of their land that the new highway would bring.

"Now, gentlemen, step right on up here and SIGN this petition right now! Who'll be the first?" shouted all six-foot-four of E. Louis Kuhns.

This was the signal. I shoved my number one farmer forward.

"I want to sign that petition right now!" shouted my first farmer.

"I'm *for* it! I want to sign it!" shouted out my number two farmer, crowding forward to the platform.

"Me, too!" barked my third man. "This is just what this community has been needing!"

"Hey! Let me thru!" roared my number four farmer. "We ALL want in on this! Come on, men—let's ALL sign it!"

And they all did. Like sheep, they all crowded forward and signed to put the highway thru! Every farmer who had been bitterly opposed was carried away with the emotion of things, and was convinced that everybody else was *for* it, so he might as well go along, too!

The adamant wall was cracked!

The Dixie Highway was built—today known as U.S. #31, now a major paved highway from Canada to the Gulf. And,

to my readers who live along U.S. Highway #31, this is the story of how the last link of your highway was put thru, and how it finally came into being!

Arriving in Danville "Broke"

The two to four months spent in Chamber of Commerce work in South Bend had been valuable experience as part of the groundwork for later accomplishments—but far from profitable as immediate financial return.

It seemed that I was doing as well as could be expected. Many multiple memberships had been sold. But I was running behind financially. I was living in a small room with an alcove bed in the YMCA. I ate mostly either at the "Y" cafeteria or the coffee shop in the Oliver Hotel, inexpensively. Yet I was running into debt. And the "cream"—the multiple memberships sold to leading businessmen and Chamber members—had all been skimmed off, and it had become a matter of soliciting single memberships at \$2 per person. My commission of 25% was not sufficient to keep me going.

Finally the decision had to be made to leave. I should have taken this problem up with Mr. Spaulding, or Mr. Kuhns, but I was too embarrassed to go to them about a personal financial problem. Actually I took the more embarrassing course, as I was to learn later. It is always best to face a problem and solve it. Running away from it is never the

solution. I left debts behind in South Bend. Later, when they became very pressing and I was still unable to pay them, I wrote to Mr. Kuhns.

I had by then learned that the standard rate of commission on activities similar to mine in South Bend was 50%. Actually I had been only half paid. I wrote Mr. Kuhns about this, to see whether the Chamber of Commerce could rectify the mistake and pay me the additional 25% which I actually had earned. He replied that, on investigation, he had confirmed my contention that the commission should have been 50%. But he maintained it was then too late. Had I come to him about it before leaving South Bend, he said, something might have been done to adjust the commission properly. Of course he was a millionaire, and he *could* have paid these small debts and cleared the good name of a barely 23-year-old chap, who had, in this instance, been the victim of an unintentional injustice, without missing the change. But that does not seem to be the way millionaires get to *be* millionaires!!

A year or more before I had come to South Bend, the Chamber had employed an assistant secretary, whose name, I believe, was Vaughn. He had visited South Bend while I was there, was about my age, and I had become acquainted with him. He was now secretary of the Chamber at Danville, Illinois.

Why I took the train from South

Bend directly to Danville I do not remember. Apparently I had thought, or Mr. Spaulding had thought, that Vaughn might be able to turn up something for me to do in Danville. And I *had* to get something else to do immediately! I had barely enough money to get me to Danville.

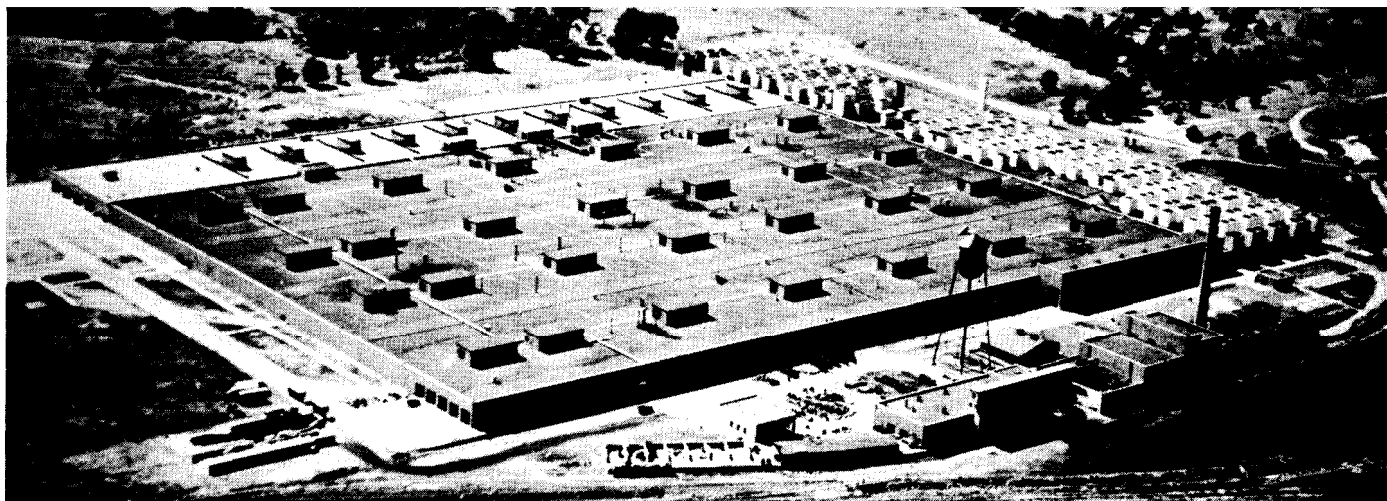
Arriving in Danville one morning, stone "broke," not even a dime, I went first to call on Vaughn, but he had absolutely nothing for me—not even any ideas.

I walked back down on the street. I had no money for lunch. I had no money for a place to sleep that night. I was too proud to beg. Actually, that thought didn't even occur to me—I'm merely stating it now. My experience indicates that no honest man *ever* begs. I have given to many beggars on the street, and have put many of them to many different tests to see if I could find an honest one. Some had a "line" that sounded real sincere. But not one ever proved honest. I think the police will tell you there is no such thing as an honest beggar.

Perhaps all are like one I knew of in Vancouver, Washington—tho most are not as successful. This fellow could throw his body into a pitiful-appearing contortion, put a pleading, pity-arousing expression on his face, hold up his hat with some cheap pencils in it from his squatting position on a busy corner, and wring the hearts of passers-by. Then every evening he would get up, limp a

While in South Bend, Indiana, Mr. Armstrong visited several times in 1915 the sole remaining of the Studebaker brothers, 84-year-old Mr. J. M. Studebaker. Though Mr. Studebaker later died, the Studebaker Corporation is still in business. Here you see the aviation engine plant at South Bend, which the Studebaker Corporation purchased in 1947.

Wide World Photo





Wide World Photo

The \$4,000,000 Bankhead Tunnel at Mobile, Alabama, set the pace for a program of underwater vehicular tunnel construction in the South. Mobile was the southernmost city on the highway from the Gulf of Mexico to Canada which Mr. Armstrong helped to complete in 1915 through his advertising campaign.

few blocks to his Cadillac parked on a back side street, unkink his legs and spine, and gingerly hop into his car and drive home to his wife who wore an expensive mink coat!

King David knew human nature. He said, "I have been young, and now am old; yet have I not seen the righteous forsaken, nor his seed begging bread" (Ps. 37:25). No, *honest* people just never do beg!

Enforced Resourcefulness

Perhaps I should never have come to realize that RESOURCEFULNESS is one of the seven laws of success, or to have acquired any of that ingredient, had circumstances not *forced* it upon me!

If so, I'm grateful for the dilemma!

Here I was, almost 2,000 miles away from my parents, with no place I could call home, just arrived in a strange city, "BROKE!"

I had to think!—and think FAST!!

One thing came to my mind in this emergency. The surveys of retail business conditions I had made in Richmond, Kentucky, and in Lansing, Michigan, had been sensational in what they had uncovered. They had been of very great value to the merchants of those cities. While I had been in Des

Moines, after resigning from the *Merchants Trade Journal*, Mr. Boreman and I had talked about the idea that there ought to be some way of *selling* these surveys to merchants so that such investigations might be made everywhere.

But no way to sell the idea had occurred to us. Unfortunately men will not pay money to hire an investigator to find out what's *wrong* about them—to discover and show them their faults and mistakes, and to criticise them.

The thought came that Danville was an ideal size city for such a survey. But *how* could I induce anyone to pay me a fee to unearth the mistakes the local retailers were making?

"I've got it!" I suddenly said to myself. "I'll sell the idea to the local NEWSPAPER. Why, this kind of information I dig up in a survey is just the ammunition the advertising department of the newspaper needs to sell bigger advertising space to the merchants! It's just the information they need to show the merchants how to write their copy—what individual merchants need to do inside their stores to make their advertising bring in better results! WHY didn't I ever think of this before?"

With brisk and confident steps, I

walked into the office of the business manager of Danville's daily newspaper. Enthusiastically I told him of the surveys I had made—the national sensation they had created in *The Journal*—the value to the merchants—and how this information could be used to perhaps *double* the advertising revenue of his paper.

"I'll buy it!" exclaimed the business manager without a moment's hesitation. "How much is it going to cost?"

Caught Flat-footed

He snapped out his decision as if he was afraid I might change my mind about being willing to do the investigation if he delayed.

His answer came so suddenly it caught me flat-footed!

The FEE? I hadn't thought of that! I was so bent on solving my dilemma and getting some money into my pocket before lunch time that I had not thought the idea quite that far thru. I had no time to think.

"Why," I blurted out, "Fifty dollars, I guess."

Again I had far underestimated the value of my services. As I found out later, I should have said \$500, and he would have paid it just as readily!

Actually I did later put on a number of surveys for \$500 fees. These experiences will be covered in due time.

I had outlined to this newspaperman that I proposed to get at least 100 interviews with consumers, so selected as to be representative of the whole population, even out into the country and neighboring suburban towns; I was to obtain as much information as possible from local banks, the express company, post office, freight houses, etc., as to mail order business and trading in Chicago stores. All my information was to be typewritten in detail, accurately tabulated and summarized, with separate PRIVATE reports and recommendations for each major local store. The newspaper was to arrange a dinner at which all local retailers were to be invited, and I was to give a talk, revealing what I had found.

So, on blurting out the \$50 fee, I added:

"I'd like a \$10 advance right now, the privilege of drawing another \$10 during the survey, and the balance when I turn over to you the complete typed report and summary on the night of the dinner." This was to be either the third, or the fourth night.

Actually I had cheated myself out of \$450! Nevertheless, the predicament was solved. I walked out of his office with ten dollars in my pocket! I ate lunch! And I slept that night at the "Y"!

It certainly *could* have been worse! What I *really* did was to pay \$450 to learn another lesson. Experience is a DEAR teacher! But, truly, "the laborer is worthy of his hire!" (Luke 10:7) in the words of Jesus. This experience helped me to learn that it is not wrong to charge a fair and just price for services or commodities, and that an employer should not underpay employees. Later, after my mind was opened to understanding of the Creator's Biblical wisdom, I learned there is a condemnation on employers who underpay.

God's way is the way of fairness and justice for ALL. But that is not *business*! The business manager of that newspaper must have realized, at least after receiving my 40 or 50-page typed report and analysis, that the professional effort and "know-how" that went into that

investigation was worth several times the little fee I had spontaneously blurted out. But, in the business world, "*business is business!*" He paid what he agreed. No more!

This world's way is based on selfishness, greed, competition—GETTING all you can, *giving* as little as possible—the *profit* principle.

A New Job

The merchandising survey was completed, typed, summarized, data tabulated and analyzed in some three or four high-pressure days.

The dinner given by the newspaper for the merchants of Danville was well attended. My report of the investigation, as had been the case at Richmond and Lansing, was something of a bomb-shell. It really shook up the merchants to learn existing facts about their own businesses and their own town of which they had been totally unaware.

Nevertheless, a young man barely twenty three is still just a "young man" to others of senior maturity. I didn't realize it then, but even the brilliancy of this report did not conceal the obvious fact that I was a youngster, and probably in need of a job. I do think, however, that this investigation and the revelations it disclosed gave these businessmen the impression that I was a fairly "live" young man who would be a valuable employee, because four or five of them tried to employ me. And I was in no position to turn down a job.

I took the job that appeared, at the time, to be most promising. It was with the Benjamin Piano Company, selling pianos. I devoted a month or two in determined effort, and never sold a single piano!

This perfect goose-egg record reminds me of the "punch line" of old "Lightnin' Bill Jones" in a play that broke all records on Broadway some 38 or 40 years ago. Old "Lightnin' Bill" was a likeable good-for-nothing old codger who *knew* all, and had *done* all.

"Yep," he exclaimed at the climax of the show, "I was in the bee business once. Drove a swarm of bees clear across the desert, and never lost a bee!"

I managed to get pianos in many houses, on trial, and never sold a piano!

I learned something about the piano business. It was not conducted like other businesses. The method was to work thru piano teachers. The piano teachers always had prospective customers—homes where a child was at the age for learning to play the piano. The company had a number of piano teachers working for it in Danville, and over its entire trade territory. The teachers supplied us with the names of prospects they had already approached with the idea of lessons for their children. Then I would call and try to talk the parents into giving the child lessons—which necessitated the purchase of a piano. I would induce them to let me put a new piano in the home on trial—without any obligation to buy. Then I would notify the teacher, and she would "accidentally" happen to be passing by, and drop in for a friendly call—discover the piano, play it, tell the people it had a wonderful tone, and a perfect action, and highly recommend that they buy it.

Unfair Competition

This seemed like a "sure fire" method of selling pianos.

There was just one thing wrong with this set-up.

I soon found that our competitors *also* had piano teachers working for *them*! I knew, of course, that our store paid a commission to their piano teachers if the sale was made. What I didn't know was that our competitors paid a commission to their teachers if they could knock the sale of a Benjamin piano, once it had been moved into a home on trial.

When I called back at a home a few days after placing a trial piano in it, I usually found the woman angry.

"Why did you talk me into letting you bring that old tin pan into my home?" she would demand. "I want you to send your truck and get this out of here at once! Miss Anderson is a music teacher, and she happened to call on us, and she tried out this piano and told us it was *no good!*"

I had been successful selling advertising space, but as a piano salesman I was a total flop. That kind of competition seemed to me so absolutely rotten, foul, and unfair I didn't have the heart

to try to combat it. Getting a local music teacher to recommend a good piano, which I knew was worth recommending, and paying her a commission, seemed legitimate. But employing a teacher to go into homes and lie about competitors' pianos was a dishonest method I refused to engage in. Instead I permitted disgust and resentment to discourage me on the entire dirty business. Also I found there was no honesty in pricing pianos. They were usually far over-priced at the start, and the salesman was expected to keep cutting the price until he sold the instrument.

I never believed in price-cutting. A product or a service ought to be fairly and honestly priced in the first place, and then the price maintained.

I learned that men fall into two classifications, so far as salesmanship is concerned. Some men are born to be salesmen—others are not. Even the man with the hereditary aptitude for it must *learn*. But salesmen are of two kinds. One can sell a commodity, the other can sell an *idea*. I was of this latter type. As a piano salesman I was a square peg in a round hole.

Back Into Advertising

Of course I had been keeping in touch with my uncle, Frank Armstrong, by occasional letter. He realized I had become sidetracked again, and came to my rescue.

About the time it became evident to me, and also to Mr. Benjamin, that I was not headed for an overwhelming success as a piano salesman, I received a letter from Uncle Frank saying he had lined up a temporary job for me, putting on a special "Bank Building" number for The Northwestern Banker. This publication was a leading sectional bank journal, read by bankers in Iowa, Minnesota, North and South Dakota and Nebraska.

Without delay I landed back in Des Moines. At that time a large number of banks, especially small country banks, had been erecting new bank buildings—some were small bank buildings occupied solely by the bank—some were multiple-story office buildings, with the bank occupying the ground floor.

The magazine had conceived the idea of a special number devoted to the

subject of new buildings. I was to sell ads to as many as possible of those banks who had constructed new buildings, showing a picture of the new buildings in the ads.

Small city newspapers are always working up special issues, with the purpose of selling special one-time advertising space. I did not believe in these special issues—and I detested them, after this experience, to the point that thereafter I always refused to take part in them.

Actually there was no benefit to be gained by the bank in buying a page or a half page in this special bank building number, except to enjoy the vanity of seeing a picture of their new building in this trade journal, with the knowledge that most of the other bankers in these five states would see it also. But, that's the way business is done. One of the strongest advertising appeals is *vanity*. You'll see it constantly on TV commercials, and especially in all the women's magazines and the newspapers, utilized by cosmetics manufacturers, automobile companies, even the cigarette and many another industry. Advertising men appeal to human weaknesses a great deal in order to sell goods.

I started with a trip thru the southern half of Iowa. I was making very disappointing headway. The truth is, my heart wasn't really in it, for I realized I was selling nothing more valuable than flattery.

Selling a Sales Manager

One incident occurred on this trip which might contain some interest. At Red Oak, in Southwestern Iowa, was a nationally prominent calendar factory. What idea I had in mind as to how they could profitably use advertising space in a sectional bank journal I do not remember. But I do remember that I called to see the sales manager. He turned me down without a hearing. He refused to see me.

This only made me determined. Of all people, I felt a *sales manager* had no right to refuse to see a salesman.

I went to my hotel room, and wrote him a brief and very pointed letter. I reminded him that he sent salesmen all over the United States to call on cus-

tomers and sell his company's product. Also I reminded him that if his salesmen met with the kind of treatment he accorded me, his factory would soon be covered over with rustimania instead of the beautiful green ivy vines that covered it then. I didn't mind being turned down if what I had to sell did not fit in with his program or prove profitable to use. But I did demand at least a hearing!

I rushed with the letter to the post office, registered it, and mailed it special delivery, to be delivered to and signed by addressee only. I knew the special delivery mail carrier would get in to him.

This strategy got me the interview. As I remember it, I did not sell him any advertising space. But I did have the satisfaction of gaining the interview. That cockiness and conceit that pervaded my personality in those days was full of persistent determination, and a difficult thing for another to turn down.

I guess the lesson that came to mind on Goat Island at Niagara Falls on December 25, 1913, had its effect. Obstacles were things to *find a way* around, or over, or thru, or under. *Resourcefulness*, coupled with determined *drive*, remember, are two of the seven laws of success. "Where there's a *will*, there's a *WAY*!" I hope some of this will rub off on my readers. Not the egotistic conceit—but the determination, resourcefulness, and right principles of a true success.

Success Out of Failure

This swing thru Southern Iowa was anything but a success.

Clifford DePuy (pronounced De-Pew), publisher of the Northwestern Banker, was discouraged. I think he was willing to call it "quits" and write off the expenses and advanced drawing account of my efforts so far as a loss. But again Uncle Frank came to the rescue.

"I've always noticed," he said, "that salesmen who fail in Southern Iowa usually succeed in the northern part of the state. I don't think you'd better give up yet. My advice, Cliff, is to send Herbert up into Northern and Northwestern Iowa, and see if the results are

not different." Mr. DePuy agreed to one more trial.

In the northern half of the state I began to sell ads, and it soon became apparent that we would publish the special bank building number, after all.

Several of the new bank buildings I visited had been constructed by The Lytle Company, of Sioux City. I was specially impressed by the fact that officers of these Lytle built banks were far more than ordinarily enthusiastic about this company and its methods. They worked on the cost-plus basis. Most bankers told me they considered this the most economical way to build, provided one is certain he is dealing with a fully competent and thoroughly honest contractor. This construction company was headed by Mr. J. A. Raven, and all bankers who had dealt with the company spoke highly of him. I jotted down their comments.

An idea was beginning to perk in my mind.

Arriving in Sioux City, I waited outside the Lytle Company office building until I saw Mr. Raven go out to lunch. I was not ready to see him—yet! Then I walked in, and from his secretary obtained all his catalogs, circulars, printed matter, and especially photographs or cuts of several of these bank buildings I had visited.

Next I proceeded to a stationery store and procured a large sheet of good quality drawing paper, somewhere near 14 x 26 inches in size. The next three days were spent in my hotel room.

Down in Des Moines, Cliff DePuy was getting grey-headed wondering what had happened to his new salesman. I had nothing to report, until I had completed my idea. I did put on the pressure, but it had to be just "right," and it took time.

At the end of three days, I had produced a very forceful complete FOUR-PAGE advertisement, with attractive lay-out sketched and carefully designed on this large sheet of drawing paper, replete with cuts of several bank buildings. It contained statements from these bankers, which I had jotted down while in their banks, expressing their full satisfaction with Mr. Raven's system of building construction. It even contained

the endorsement of *The Northwestern Banker*, which I felt safe in offering, based on such unanimous approval from so many banks. The ad, of course, invited banks and bankers to write for catalog and a consultation with Mr. Raven with a view to constructing a new bank home for them.

Selling a BIG Ad

At last I was ready to see Mr. Raven. When I walked in and showed him this big layout of a four-page insert, he almost fainted. It happened he was a regular advertiser in *The Northwestern Banker*—he ran a tiny sixteenth of a page card every month!

The audacity of trying to jump him from a sixteenth of a page to four full pages seemed incredibly preposterous! Of course, I knew it would. I was prepared for that.

Mr. Raven was a calm, steady, conservative type of man.

"Why!" he exclaimed, "we couldn't afford to run an ad anywhere near that big!"

"On the contrary, Mr. Raven," I rejoined, "you can't afford *not* to run it. Now let me *read* this ad to you. I want you to *HEAR* it, before you decide. Here! You hold this layout, and see with your eyes where each bit of text matter will be printed, among these big headlines and pictures of banks you've built."

Of course, he wanted to *hear* it. But he was convinced he didn't want to *buy* it.

One thing I had learned at the *Merchants Trade Journal* was the effective method of selling advertising copy. There must be a well designed and very attractive dummy, or layout, with the headlines sketched in, the pictures or illustrations showing, and boxes or horizontal lines showing where the smaller text matter will be printed. The trick was to let the prospective advertiser hold and look at this attractive dummy, while I held and read the typed text-matter, putting into it all the emphasis where it belonged, and the proper tone of enthusiasm and drive.

This layout *was* very attractive—Mr. Raven had to admit that! The ad certainly sounded convincing! He admitted

that! Running in this special number, devoted to new bank buildings, it ought to have a terrific effect. He couldn't get around *that!*

"Yes," he said, "that's all true enough But—FOUR PAGES! why, that's *unheard* of! We can't afford anything like that!"

"Yes," I agreed, remembering John R. Patterson's sales strategy, "it is certainly UNHEARD OF! The bankers of these five states have never seen anything as audacious, as important looking, as a FOUR PAGE AD! And *that's* the very reason you *can* afford it, Mr. Raven! Now look! This entire four page ad is going to cost only \$160. The very *smallest* country bank jobs you get run around \$8,000, and your bigger jobs into the hundreds of thousands. You construct on a 10% fee basis for yourself. Your profit on just one tiny little \$8,000 country bank building is \$800. If this big ad results in bringing you only one little \$8,000 job, it will have paid you, won't it?"

"Well, yes, I suppose it *would*," he replied thoughtfully. "I never thought of advertising in that way, I guess."

"And, be honest, now," I pursued. "How many new construction jobs do you think you really ought to get as a result of a dominating ad like that?"

"Why, I should think it ought to bring us *several* new jobs," he admitted. "Mr. Armstrong, I guess you've shown me a new and more effective way to advertise. But I, myself, could never have designed and written an ad like that. Yes, I think that ad will *really pay!* All right, we'll run it, and see what happens!"

Paying for Vanity

Leaving the Lytle Company office, I literally *ran* back to the Hotel Martin, and from my room called up Cliff DePuy in Des Moines.

"Where have you *been?* What in the world's *happened* to you?" he demanded on hearing my voice. "Have you sold any space yet?"

"Have I!" I exclaimed. "I've spent the past three days writing up an entire FOUR PAGE insert for this special number, and I sold it to Mr. Raven of the Lytle Company!"

"WHAT!" he gasped, unbelievably.

"Say that again!"

I learned later that Cliff forgot momentarily that he was a grown man, all 6 feet 3 of him, and all 28 or 30 years of him, as his age was at that time, and that he jumped up and down for glee like a little boy, and then took off a half holiday and ran out to tell every banker in town that we were running a whole FOUR PAGE ad in the next issue! *Never* had anything that big been heard of!

Before describing the result of that ad, I must recount, here, an incident that occurred at this same time while I was in Sioux City.

Mr. Raven told me he knew where I could sell a full page to a bank. He grinned as he explained. Up in Royal, Iowa, a little town of perhaps less than 500 population about 80 miles northeast of Sioux City, he had built two small bank buildings. On completion of the first one, the bank across the street called him in. The president said he had watched the Lytle Company's work, had checked up on them and was convinced of their reliability and honesty, and had decided to employ them to build a new building for his bank.

"Now, can you tell me how much that little new building across the street cost?" he asked.

Mr. Raven said it had cost \$8,000. (Remember, this was 1915. The same building would probably cost \$50,000 to \$75,000 today.)

"Well, Mr. Raven, we want you to draw up plans right away to build a \$16,000 bank for us."

It was going to take an entire day to go to Royal and back, on the slow branch-line railroads up in that country. But I decided a sure-fire page ad was worth it.

I arrived in Royal and went immediately to this larger bank. I had a full page ad already designed, with a picture of the building, which I had obtained from Mr. Raven. Also I had a layout of another full page with a picture of the smaller bank across the street, which I managed carelessly to permit this banker to see.

"Well, that ad looks nice," commented this bank president, "but Mr. Armstrong there's no reason for us to advertise in

the *Northwestern Banker*. We have nothing to sell to other banks."

This was only too true. Today my conscience would not let me sell such an ad. There was only one reason for him to buy it—VANITY. And, perhaps, spite, or competitive spirit to prevent his competitor across the street from getting it. But I was prepared with the answer.

"Well," I said, "in that case, I suppose I'll have to see the bank across the street. You see, this is an EXCLUSIVE proposition. Just one ad is sold in each town. If you take it, the other bank can't run their ad. If they do, then you can't. And it really *is* too bad—for now I suppose all your fellow bankers you know and meet at the group meetings and state conventions will see the picture of that little bank across the street, and they won't even *know* that you have a building twice as big and fine."

I emphasize, this occurred long before I was converted. But I knew the satanic appeal to vanity and jealousy had been harpooned into him. It was almost pitiful, when he asked, like a whipped dog, "How much did you say this page is going to cost?" as he reached for a pen and signed the one-time space contract without another word.

Yes, I learned that there is jealousy and competition among dignified and conservative bankers, just as there is between all humans!

Result-Getting Ads

After this Sioux City episode, I worked my way, selling a few page and half page ads to banks which had constructed new buildings along the way, on over to Charles City, Iowa. In Charles City was another company which ran

regular but small ads in the *Northwestern Banker*, The Fisher Company, manufacturers of bank fixtures and interiors.

They worked to some extent with the Lytle Company, since they installed most of the interior of a bank, including the cages and counters.

Here, again, I took a couple days or so, first getting their catalog, with illustrations of many of their interiors of banks, and designed and wrote a double-page spread for them. By the same method used with Mr. Raven, this double-spread was sold to Mr. Fisher.

Both this two-page ad, and the Lytle Company four-page ad produced unexpected results, and each sold a number of new jobs.

Before the next issue of the trade paper went to press, I called again at both Sioux City and Charles City, and each company signed up on a yearly basis, the Lytle Company for a full page or more each issue, and the Fisher Company for a half page or more each issue.

Actually, thru the following seven years each company never used less than this minimum space, but many, many times the Lytle Company used double pages, and the Fisher Company full pages, and, I believe, a few more double-page ads. These ads, which I continued to write for them over a span of the next seven years, proved very profitable to them, and expanded their businesses.

For a few months I continued to work around in Iowa, using the procedure of selling advertising space for ads I had already written before calling on prospective advertisers.

Developing a Business

By this process a temporary one-month special issue job was converted into not only a steady job, but a developing and growing business of my own.

I had taken this special issue job on a commission basis, with a drawing account of, I believe, \$40 per week, as an advance from the publication to cover expenses. This drawing account was deducted from commissions earned. The commission basis, common for all publications of this nature, was 40%.

In other words, publishers of bank

Nous sommes heureux d'informer nos lecteurs que nous tenons à la disposition de ceux qui nous en font la demande une copie des livrets suivants, traduits en français:

"Dieu guérit-Il toujours?"

"Qu'est-ce que la Foi?"

"Pourquoi êtes-vous né?"

Adressez vos demandes à:

DÉPARTEMENT FRANÇAIS

Box 111

Pasadena, Californie

journals and similar publications had found that it actually *cost* them 40% of the space-rate to get business, regardless of the method used in paying—whether salary and expense, commission, or what.

Clifford DePuy had, at that time, been the publisher of the *Northwestern Banker* only a comparatively short time,—possibly two or three years. His father had been editor and publisher before him. But when the elder DePuy had died suddenly, the entire responsibility came crushing down on Cliff's shoulders. His father had been most highly respected by the bankers of the Central Northwest, and very popular personally.

Clifford DePuy had a frank conference at the bank which held the publication's account. He agreed to roll up both sleeves, plunge into the business, do everything in his power to preserve the publication. The bankers of the Northwest had a real love for this journal. They didn't want to see it suspend publication. Altho Cliff was inexperienced in this field, they agreed to back him.

I recount this experience here because it is one that frequently occurs and it illustrates a principle. The sudden plunging of heavy responsibility on Clifford DePuy stirred him to dynamic action, and brought out dormant qualities and abilities. In a few short years he had developed the publication into a very profitable enterprise with adequate reserves. Later he expanded, purchasing other publications.

Cliff and I had a business relationship together for the next seven years. He was tall, about six feet three as I remember, very aggressive—a human dynamo. I respected his abilities, and I'm sure he respected mine. Later, in Chicago, he periodically came in, once or twice a year, and we would spend a couple or three days calling on prospective advertisers together. We flattered ourselves in those days that we were an unbeatable team. We both worked at a terrific pace, and we fancied prospective advertisers found us almost impossible to turn down. I think we did pack quite a persuasive wollop, at that!

After a month or two of soliciting

advertising accounts for the *Northwestern Banker* over the state of Iowa, it seemed advisable for me to go in to Chicago.

So, late fall in the year 1915, now age 23, I obtained desk space in an office at 123 West Madison Street, in the heart of Chicago's loop, and a half block off South LaSalle Street, which is Chicago's "Wall Street." I retained an office at that address for seven years.

How I developed the representation of one sectional bank journal into becoming a Publisher's Representative, with a string of the nine principal bank journals of the nation, and a growing business of my own—how I met, fell in love with, and married my wife—my experiences with the draft board in World War I, and many other interesting occurrences, will be covered in the next installment.

SLAVE LABOR

(Continued from page 4)

modern "Babylon" which will be directly RESPONSIBLE for these atrocities in the future, is pictured as trading *with* the GREEKS—TRADING JEWISH CAPTIVES!

"The children also of Judah and the children of Jerusalem have ye SOLD unto the Grecians, that ye might remove them far from their border."

The 18th chapter of Revelation is a direct parallel with Ezekiel 27. The two chapters are describing the SAME GREAT CITY—a city in a nation that is IN THE MIDST OF THE SEAS! The people of ancient Tyre gave their *name* to one of the seas, the Tyrrhenian Sea—and also a chain of mountains forming the "backbone" of the entire country, called the Tyrrhenian Mountains!

God pronounces the coming DESTRUCTION of this great city and the nation that spawned her! And John revealed, in the prophecy of Revelation 18, that THIS VERY CITY is responsible for dealing in the CAPTIVE ISRAELITES—*selling* like so much *merchandise*, both LIVING and DEAD HUMAN BEINGS!

"And the merchants of the earth shall weep and mourn over her, for no man

buyeth their merchandise any more. The merchandise of gold . . . and cinnamon . . . and wine and oil, and fine flour, and wheat, and beasts, and sheep, and horses, and chariots, and SLAVES, and SOULS OF MEN!" (Rev. 18:11-13). The Greek word here rendered "souls" comes from "psuche" and is rendered BODY in some translations.

Here are live slaves, and even *dead bodies*, being bought and sold!

Even as trainloads of captive Jews, Poles and Czechs rumbled across Europe in 1940, '41, '42 and '43, and as Hitler's efficient scientists conceived of the burning of bodies, and scattering their crushed bones and ashes on the fields for fertilizer—SO SHALL THESE THINGS BE DONE AGAIN!

BUT THIS TIME—UNLESS WE REPENT OF OUR SINS AND CALL OUT TO GOD IN REAL DEAD EARNEST—it will happen HERE!

God Will Deliver His People Again

Just as God called Moses and Aaron, and sent them to the ancient Pharaoh to DELIVER His people—so God will set His hand a SECOND TIME to recover those that survive the coming time of great trial!

Notice! Ezekiel was also told to HIDE a few of the hairs! "Thou shalt also take thereof a *few* in number, and bind them in thy skirts" (Ezek. 5:3).

Later, God revealed, "Yet will I leave a REMNANT, that ye may have some that shall escape the sword among the nations, when ye shall be scattered through the countries" (Ezek. 6:8). God shows it is only by means of SLAVERY that our peoples will finally come to their senses!

"And they that escape of you shall *remember me* among the nations whither they shall be carried captives, because I have broken their whorish heart [margin] which hath departed from me, and with their eyes, which go a whoring after their idols, and they shall LOATHE themselves for the evils which they have committed in all their abominations. And they shall know that I am the ETERNAL, and that I have not said in vain that I would do this evil unto them" (Ezek. 6:9-10).

(Please continue on page 24)

What Is the Reward of the Saved—HEAVEN?

What assurance have we that our departed loved ones have gone to heaven? By WHAT AUTHORITY have we believed that we shall go to heaven, if we're saved?

by Herbert W. Armstrong

THIS may be a little shocking—but I want to ask you a candid question: Did you ever look into your Bible to see whether it really does say you will ever go to heaven, if you are saved? Did you ever look into your Bible to see what *it* reveals about what the saved shall inherit for eternity?

It's going to come as a surprise to most of you to realize that you never did. Of course, you've always *heard* that you'll go to heaven, if you're saved—you've just accepted it, probably—but did you ever stop to *PROVE* it—did you ever try to find it promised in *your Bible*? If you do, you'll probably be even *more* surprised!

God Makes a Promise

I want you to notice a statement in *your Bible*, as *little* understood as any passage in this wonderful Book which Bruce Barton said is the Book *NOBODY* understands! It's Galatians 3:16, and 29. This was written primarily for the *GEN-TILE*-born converts in Galatia:

"Now to *ABRAHAM* and his Seed were the *PROMISES* made; . . . and if *YE* be Christ's, then are *ye* Abraham's children, and *heirs* according to the *PROMISE*."

The Christian is not yet a possessor of his reward—he is an heir—and what he shall inherit, if saved, is the *PROMISE* made to Abraham. Whatever shall be the reward of the *SAVED*—wherever we shall spend eternity if *SAVED*—is a definite, specific *PROMISE* of God—and that *PROMISE* was made to Abraham, called, in this same Book of Galatians written for *GEN-TILE* converts, the *FATHER* of the faithful. If one is converted, whether Jew or Gentile—regardless of race or color or sex—*IF* one is *CHRIST'S*, then he becomes one of Abraham's children, and an *HEIR* of the *PROMISE* made to Abraham. What he is to *inherit*, then, is

whatever was *PROMISED* to Abraham.

If you'll look into your Bible to find out what God *PROMISED* to Abraham—to find out *WHAT* is the reward to those who are saved—to find out *WHY* we have to be *ABRAHAM'S* children to inherit this promise of salvation—*WHEN* and *HOW* we shall inherit the promise—you're *in for a shocking surprise!*

There is *NO MORE IMPORTANT QUESTION IN YOUR LIFE*—why, *this* matter concerns *YOUR ETERNITY*—and yet you probably never thought to really look into it, for yourself—*IN YOUR OWN BIBLE!* The statement we read from the Book of Galatians actually sums up the *WHOLE* of the Gospel—it is a condensed statement of the very *PURPOSE* and *PLAN* of God for mankind! Your hope of *LIFE ETERNAL*—of salvation—depends altogether on what is stated in that greatly *misunderstood* passage!

Christ Confirmed the PROMISE

In order to *UNDERSTAND* this most important question in the world, notice what is written in Romans 15:8: "Now I say that Jesus Christ was a minister of the circumcision for the truth of God, to *confirm* the *PROMISES* made unto the fathers."

In bringing a *new message*—the *GOSPEL*—Jesus came to *confirm* the *PROMISES* made to the *FATHERS*. But *WHO* were the *FATHERS*?—and *WHAT* are the *PROMISES* made to them?—heaven — purgatory? *YOUR SALVATION* depends on the answer! You read in Acts 3:13, in the inspired words of Peter: "The God of *ABRAHAM*, and of *ISAAC*, and of *JACOB*, the God of *OUR FATHERS*, hath glorified His Son, Jesus." The *FATHERS*, then, were Abraham, Isaac, and Jacob. If you are *CHRIST'S*—if you are a *CHRISTIAN*—you are an heir to inherit—*NOT* what *MEN* might de-

vised in their imaginations—you are an heir *according to the promise!* If you're an *HEIR*, you are going to *inherit* something. If you're an heir *according to the promise*, you are going to inherit whatever was *PROMISED*—and not something else.

That *PROMISE* to Abraham is *important!* Whatever it is—that is what *YOU* shall inherit—if you are saved! You find the account of that *PROMISE MADE TO ABRAHAM* in the Book of Genesis.

It begins in the 12th chapter of Genesis—verse 1: "Now the Eternal had said unto Abram, Get thee out of thy country, and from thy kindred, and from thy father's house, unto a *land* I will show thee."

First, God called Abram—as his name was then—out of the land of *BABYLON* where he lived—surely symbolic of the spiritual *BABYLON* in which *WE* live, today—just as, today, God calls you and me out of *THIS* world—*THIS* Babylon! Abraham didn't quibble or argue. The verse says: "So Abram *DEPARTED*." He went to a *CERTAIN LAND*, where God led him—the land we call Palestine today! Abraham *OBEYED* God. "So Abram departed!" it is written! That's why *HE* was made the *FATHER* of the precious *PROMISES* on which *YOUR* eternal salvation rests! He *OBEYED*—immediately he *DEPARTED!* Yes, just as *YOU* must *obey*, if you, *with* Abraham, are to inherit that *PROMISE!*

Men today have *NO CONCEPTION* of what is really in store for the one who is really *SAVED*. The inheritance that awaits *YOU*—if you surrender to God—if you *OBEY* as Abraham obeyed—if you rely, not on *YOUR* faith, but the very *FAITH OF CHRIST*—if you are really *BORN AGAIN*—that very inheritance surpasses anything you have ever conceived *SO FAR*, that you haven't the

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As we read I Corinthians 2:9—"Eye hath not seen, ear hath not heard, neither have entered into the heart of man the things which God prepared for those that love Him . . ." The inheritance which God has prepared for YOU cannot even be CONCEIVED by the natural mind of man—but God DOES reveal it to us "BY HIS SPIRIT!" (I Cor. 2:10.)

Now what *did* God promise ABRAHAM?

Genesis 12:67: "And Abram passed thru the land unto the place of Sichem, unto the plain of Moreh. And the Canaanite was then in the land. And the Eternal appeared unto Abram, and said, Unto *thy seed* will I give THIS LAND." So the promise was the inheritance of the LAND OF PALESTINE.

The PROMISED Land

Let's continue. Genesis 13:14-15: "And the Eternal said unto Abram, after that Lot was separated from him, Lift up now thine eyes, and look from the place where thou art northward, and southward, and eastward, and westward: for ALL THE LAND WHICH THOU SEEST, to thee will I GIVE IT, and to thy seed FOREVER! The land where Abram was, is the land of Canaan, called PALESTINE today. That, then, is the PROMISED LAND—that's why it's called the PROMISED LAND!

But for how long?—FOREVER! The inheritance is to be ETERNAL inheritance, which of necessity involves and includes EVERLASTING LIFE!

If one inherits a piece of LAND, the deed must describe the exact BOUNDARIES of the property. Is such a description given in THIS deed of the land we

may hope to inherit?

Genesis 15:18: "In the same day the Eternal made a covenant with Abram, saying, Unto thy seed have I given THIS LAND, from the river of Egypt unto the great river, the river Euphrates." From the NILE River in Egypt, to the EU-PHRATES in the Near-East!

We've all seen enough WAR MAPS to know where that is, and I'm sure we all know it isn't up in heaven somewhere, but RIGHT HERE ON THIS EARTH. If ye be CHRIST'S, then are ye ABRAHAM'S seed and heirs ACCORDING TO THE PROMISE—and the PROMISE—the promise of ETERNAL INHERITANCE—is the land of PALESTINE, from the Nile clear to the Euphrates, HERE ON THIS EARTH! God help us to put our trust in the SURE WORD OF GOD, *not* in the fables of men!

Incidentally, let me add, OTHER Scriptures show that the TERRITORY of Christ's Kingdom is to expand and spread until ultimately it shall include the WHOLE EARTH.

Obedience Before Inheritance

In making this promise to Abram, God conditioned it on OBEDIENCE. Abraham DID obey! First, he left his native land, his friends and relatives, his old ways of life—he forsook ALL, and followed where God led. AGAIN God conditioned the promises on obedience. Abram was commanded to sacrifice his only son Isaac. And again he did not stop to reason it out, or make excuse, or rebel—he OBEYED! God didn't take the son—He merely wanted Abram's WILLINGNESS to obey, in and thru FAITH.

But now notice, AFTER Abraham HAD obeyed—HAD been put to the test and found faithful—were there any further

CONDITIONS to the promise?

Let's read Genesis 22:15-18: "And the angel of the Eternal called unto Abraham out of heaven the second time, and said, By myself have I sworn, saith the Lord, for *because* thou HAST DONE this thing, and hast not withheld thy son, thine ONLY son, that in blessing I will bless thee, and in multiplying I WILL multiply thy seed as the stars of the heaven, and as the sand which is upon the sea shore; and thy seed shall possess the gate of his enemies; AND IN THY SEED SHALL ALL THE NATIONS OF THE EARTH BE BLESSED; BECAUSE THOU HAST OBEYED MY VOICE."

Now it was UNCONDITIONAL. Abraham already *had* performed HIS part of this COVENANT—this AGREEMENT. And so today WHOSOEVER WILL from EVERY nation may come and take of the waters of LIFE freely, because God has kept His promise, and the promised Seed, Christ, has come.

Yes, the PROMISE is now ABSOLUTELY SURE. Why? "BECAUSE," as we read further in Genesis 26:5, "Because ABRAHAM OBEYED my voice, and KEPT my charge, MY COMMANDMENTS, MY STATUTES, AND MY LAWS." Again let me say that SIN is the transgression of the LAW, the same fundamental eternal SPIRITUAL law that Adam transgressed when he SINNED, and the same laws and commandments Abraham obeyed and KEPT—long before the sacrifices and rituals or Moses—making possible all the blessings we have today, both material AND spiritual!

Now you remember that Isaac and Jacob also were included in "the FATHERS." And so we find now that these same PROMISES were made also to them.

Notice Genesis 26:1-3: "And the Eternal appeared unto ISAAC, and said, Go not down into Egypt; dwell in the land which I shall tell thee of: sojourn in *this* land and I will be with thee, and will bless thee, for unto thee, and unto thy seed, I will give ALL THESE COUNTRIES, and I will perform the oath which I sware unto Abraham thy father; and I will make thy seed to multiply as the stars of heaven, and will give unto thy seed *all these countries*; AND IN THY SEED SHALL ALL THE NATIONS OF THE

EARTH BE BLESSED; *because* that Abraham obeyed my voice, and kept my charge, my commandments, my statutes, and my laws."

And again the promise was made to JACOB, recorded in Genesis 35:9-12: "And God appeared unto JACOB . . . and said unto him, Thy name is JACOB: thy name shall not be called any more Jacob, but ISRAEL shall be thy name . . . I am God Almighty: be fruitful and multiply; a nation [today the United States] and a company of nations [today the British Commonwealth] shall be of thee, and KINGS shall come out of thy loins; and the LAND which I have given to Abraham and Isaac, to thee will I give it, and to thy seed after thee will I give the land."

Even the Gentile-born, THRU CHRIST, becomes not only Abraham's seed, but a spiritually adopted ISRAELITE AS WELL.

The PROMISES were made to Abraham, Isaac, and Jacob, and THEIR CHILDREN. Their children are ISRAELITES, not GENTILES. There is a mistaken idea, today, that Christianity is a GENTILE religion. But Jesus said plainly, "Salvation is of the Jews." Or, as the Apostle PAUL wrote: "To the Jew first—and also to the Gentile." The SCEPTRE promise, thru which Christ and salvation were promised, went to the House of Judah, whose people were called JEWS. The BIBLE reveals that the COVENANTS and the PROMISES pertained only to ISRAEL. So we read in Romans 9:4: "Who were ISRAELITES; to whom pertaineth the adoption, and the glory, and the covenants, and the giving of the law, and the service of God AND THE PROMISES."

Christians Are Heirs to the Promise

Then how are ALL nations to be blessed thru these promises? To the Gentile-born Galatians Paul said, "If YE be Christ's, then are YE Abraham's children, and heirs according to the promise." Now let me ask you, What HOPE has any GENTILE without becoming, by spiritual adoption thru Christ, an ISRAELITE? Absolutely NONE! To the Gentile-born Ephesians Paul wrote, as recorded in Ephesians 2:11-12:

"Wherefore remember that ye being in time past Gentiles in the flesh"—doesn't that plainly say they are no long-

er considered Gentiles? Paul continues: "Ye being Gentiles IN TIME PAST . . . that at THAT time, ye were WITHOUT Christ, being ALIENS from the Commonwealth of Israel, and STRANGERS from the COVENANTS OF PROMISE."

This doesn't sound like Christianity is a GENTILE religion. THIS doesn't sound like the NEW Covenant is a GENTILE covenant! *While* these Ephesians were Gentiles—*before* they became Israelites thru Christ—they were STRANGERS from the COVENANTS OF PROMISE, HAVING NO HOPE, and without GOD in the world!"

But notice: the 13th and 14th verses: "But now, in CHRIST JESUS ye who sometimes were FAR OFF, are made nigh BY THE BLOOD OF CHRIST." And now verse 19: "Now therefore ye are NO MORE strangers and *foreigners*, but FELLOW-CITIZENS with the saints, and of the household of GOD!" Oh, WHAT a glorious MATCHLESS privilege to be taken into the very HOUSEHOLD of GOD—to be able to call the Eternal Creator our FATHER! For the UNconverted, Adam is the human father, and Satan the spiritual father. But, thru CHRIST, ABRAHAM becomes our fleshly father—and God becomes our spiritual Father.

For we read in Galatians 3:7: "Know ye therefore that they which are of FAITH, the same are the children of Abraham." That's why Abraham is called the "father of the faithful"—whether Jew or Gentile!

Again, in Romans 8:14: "All who are led by the Spirit of God are the SONS OF GOD." Yes, *begotten* sons, now—to become actual BORN sons at the time of the resurrection, when we shall INHERIT the KINGDOM OF GOD! The Kingdom of God is the FAMILY of God—the GOD FAMILY! It's a glorious FAMILY relationship! This glorified inheritance surpasses anything you have ever conceived!

NO Man Has Ascended to Heaven—Except Christ

Jesus Christ did not say WE should go up to heaven, to be with Him *there*. Instead, He said, "No MAN hath ascended up to heaven, but he that came down FROM heaven—even the Son of man"—that is, HIMSELF! He went again to heaven, from where He had come.

But He said, "Where I go *you cannot come!*" That's in YOUR BIBLE!

Also He said, "I go" (to heaven) and "I will come again"—yes, come again BACK TO EARTH—and when He comes—when He is again HERE—He will, as He said, "receive you unto myself—that WHERE I AM"—here on earth—"there ye may be also!"

And in Matt. 25, beginning verse 31, we read that WHEN Jesus will have returned to this earth, as KING of kings, RULER of all nations on earth, *then* He will say to the SAVED: "Come, ye blessed, INHERIT THE KINGDOM, prepared for you." The Kingdom of God is the very divine FAMILY of God. It will RULE ALL nations, here on EARTH! To enter into—to INHERIT—the divine Kingdom of God is a destiny of such terrible GLORY that your mind cannot possibly grasp it, now! And our inheritance, as divine members of the very GOD FAMILY, shall be THIS EARTH, for an EVERLASTING possession.

What's wrong with this earth? Absolutely nothing but SIN—rebellion against GOD and His eternal SPIRITUAL LAWS that govern PEACE and HAPPINESS and JOY! Happiness and joy—a GLORIFIED condition such as YOU *may* inherit—is not a matter of geographical location! It is a SPIRITUAL CONDITION! There will be NO SIN in that happy WORLD TOMORROW! No liars—no murderers—no thieves or robbers. Think of it—there'll be NO SATAN, no locks on doors—no jails, no hospitals—no poor-houses! No strife, no war—no sickness or disease—no poverty, nor hunger, nor want!

When Do We Inherit the Promises?

NOW let me ask, WHEN shall we inherit these promises? How shall we inherit them? Has Abraham, himself, already gone to his reward—has Abraham already inherited the promises?

First, notice the inspired words of the first Christian martyr, Stephen, full of faith and the Holy Spirit—Stephen who *paid with his life* for these inspired words of Scripture. You'll read them in Acts 7:2-5:

"And he said, Men, brethren, and fathers, hearken; the God of glory appeared unto our father Abraham, when

he was in Mesopotamia, before he dwelt in Charran, and said unto him, Get thee out of thy country, and from thy kindred, and come into THE LAND which I shall show thee. Then came he out of the land of the Chaldeans, and . . . removed . . . into THIS LAND, *wherein ye now dwell* [PALESTINE] and He gave him *NONE INHERITANCE* in it, no, not so much as to set foot on. . . ."

God gave Abraham *none inheritance* in that land—"yet He promised that he *would* give it to him for a possession, and to his seed after him, when as yet he had no child."

Abraham NEVER RECEIVED the promised inheritance—tho God's promise was made UNCONDITIONAL because Abraham *had obeyed* God! But let's go further. Notice, now, Hebrews 11:8-10, 13:

"By faith Abraham, when he was called to go out into a place which he should *after* receive for an INHERITANCE, obeyed; and he went out, not knowing whither he went. By faith he sojourned in the LAND OF PROMISE, *as in a strange country*." Notice carefully—Abraham merely *sojourned* in the land—which he was AFTER to receive for an INHERITANCE—"dwelling in tabernacles with Isaac and Jacob, the heirs with him of the same promise; for he looked for a city which hath foundations, whose Builder and Maker is GOD . . . These all DIED in faith, NOT HAVING RECEIVED THE PROMISES, but having *seen* them afar off."

Abraham, Isaac and Jacob—the FATHERS to whom the promises were made, all DIED, in faith, NOT having *received* the promises! My friends, do you grasp what that inspired Scripture of God SAYS? In plain language it says they DIED, but did NOT receive their REWARD—the very FATHERS to whom the promises were made did *not* "go to their reward at death!" **THUS SAITH THE LORD!**

Now further, the Scriptures tell us that Abraham IS DEAD. When the New Testament was written, many hundreds of years after his death, Abraham was still DEAD, as recorded in John 8:52, 53. There you read plain words: "Abraham IS DEAD." Abraham has not received the promised inheritance, *even to this day!*

All thru the New Testament you read

that Christians who become his children thru Christ are not now, in this age, inheritors—they are now HEIRS. An HEIR is one who has not yet come into his INHERITANCE.

Now WHY has Abraham, even to this day, as yet NOT INHERITED the promise? WHY? Listen! Since "eternal inheritance" of THE EARTH constitutes the BETTER PROMISES of the NEW Testament, and since the MESSAGE which Christ delivered in CONFIRMING these promises was the GOSPEL OF THE KINGDOM OF GOD, it follows that the LAND of THIS EARTH—the land of the PROMISE JESUS came to CONFIRM—is the TERRITORY occupied and governed by the KINGDOM OF GOD!

But that Kingdom, Jcsus said, is not of this world—THIS AGE!

WHEN We Inherit Kingdom

In His great prophecy of WORLD NEWS TODAY—of the World Wars, and 20th century world upheaval NOW, Jcsus Christ said in Luke 21:31:

"When ye see these things come to pass, *know ye* that the Kingdom of God is NIGH AT HAND." The Kingdom of God is to RULE THE WORLD. It is not yet established—but today it is NIGH AT HAND—and it's LATER THAN YOU THINK! In Luke 19 Jcsus gave the parable of the "pounds," BECAUSE they thought the Kingdom of God should IMMEDIATELY APPEAR. He represented Himself as the young nobleman going to the far country—heaven—to receive the right to RULE the kingdom, showing it would be set up and take over the RULE over ALL NATIONS, at the second coming of Christ!

But there's still another reason—yes, another reason why WE can be only HEIRS at this present time. I Cor. 15:50: "Now this I say, brethren, that *flesh and blood* cannot INHERIT the Kingdom of God." No HUMAN can *inherit* the Kingdom. The Kingdom of God is NOT A HUMAN KINGDOM—there are NO HUMANS IN IT—it is a DIVINE Kingdom—the GOD Kingdom!

Jcsus explained it to Nicodemus. John 3:3-8: "Jcsus answered and said unto him, Verily, verily, I say unto thee, Except a man be BORN AGAIN, he cannot SEE the Kingdom of God." Nicodemus

couldn't understand that. Nor many, today, can understand it! Jcsus continued that except a man be born of THE SPIRIT, he cannot enter into the Kingdom of God. "That which is born of the flesh," continued Jcsus, "is flesh." Yes, WE were all born of the flesh—therefore Jcsus said we ARE flesh—yes, flesh and blood—and flesh and blood CANNOT INHERIT—cannot ENTER INTO the Kingdom of God. "That which is born of the Spirit," said Jcsus, "IS SPIRIT." WHEN we are born of the SPIRIT, then we shall BE SPIRIT—so said Jcsus. Did Jcsus know what He was talking about—or do some of *us* think we know better, today?

Now to Paul's statement again in I Cor. 15:50-53:

"Now this I say, brethren, that flesh and blood cannot inherit the Kingdom of God; neither doth corruption [flesh is corruptible, subject to aging and decay] inherit incorruption [spirit things and spirit beings are immortal, never changing, never aging, ALWAYS and eternally NEW]. Behold, I show you a mystery; we shall not all sleep, but we shall all be *changed*"—now notice CAREFULLY: "we shall all be CHANGED." The word CONVERTED means CHANGED—changed from one SUBSTANCE to another—from one COMPOSITION to another.

"In a moment," Paul continues, "in the twinkling of an eye, at the last trump; for the trumpet shall SOUND, and the DEAD"—not the LIVING in heaven, but the DEAD—"shall be RAISED"—not COME DOWN from heaven, but "shall be RAISED incorruptible, and WE [the generation then LIVING] shall be CHANGED. For this corruptible must put on INCORRUPTION, and this MORTAL must PUT ON IMMORTALITY!"

Resurrection from the Dead

NOW we begin to see why Abraham, and his children thru Christ, have not, as YET, come into the promised reward!

But to go further. We cannot come into this ETERNAL inheritance until we have come into ETERNAL LIFE. And what is our ONLY HOPE of inheriting eternal life? The Resurrection! Perhaps this will prove a surprise.

I Cor. 15:12-18: "Now if Christ be

preached that He ROSE from the dead, how say some among you that there is no resurrection of the dead?" "For if the dead rise not, then is not Christ raised: and IF Christ be not raised, your faith is vain, ye are yet in your sins. Then [unless there is to be a RESURRECTION from the DEAD] they also which are asleep in Christ are PERISHED!" Strong Scripture, that!

The dead IN CHRIST are PERISHED—not alive enjoying the promised inheritance ALREADY somewhere, but PERISHED—utterly PERISHED—UNLESS there is to be a RESURRECTION FROM THE DEAD! How DIFFERENT from the modern fables to which a deceived people have been turned today!

So, Abraham, Isaac, and Jacob are DEAD. And, unless there is to be a RESURRECTION—a RISING UP from the grave—they are PERISHED. Abraham knew of Christ, and Jesus said Abraham rejoiced to see His day, and Abraham saw it, and was glad. And speaking of Abraham and the resurrection, Jesus said, recorded in Matt. 22:31-32: "But as *touching the RESURRECTION*" (notice, Jesus is using this illustration to PROVE the RESURRECTION—He is speaking of the RESURRECTION from the DEAD)—"as touching the resurrection of the dead, have ye not read that which was spoken unto you by God, saying, I am the God of Abraham, and the God of Isaac, and the God of Jacob? God is not the God of the dead, but of the living."

This text is often twisted around and perverted to try to prove that Abraham is not dead, has already gone to and come into his promised reward, and will NEVER be resurrected, just the diametrical OPPOSITE of what Jesus used it to prove. "As TOUCHING THE RESURRECTION," the resurrection of the DEAD—Jesus said, "God is the God of the living." Oh, let us be HONEST with God's precious and sacred Word. Abraham *died*. God says so in the Bible. And he *died* many centuries before Christ.

We Receive the Reward When Jesus Returns

WHEN will Abraham and his children thru Christ come INTO the promised reward? WHEN will be the Resurrection? For we read in I Cor. 15:50-53

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that INHERITING THE PROMISES occurs *at the same time* the LIVING Christians are to be CHANGED from mortality to IMMORTALITY. And Paul said it would be at THE LAST TRUMP—remember?

All right, let's turn now to I Thes. 4:16-17: "For the Lord Himself shall descend from heaven with a shout, with the voice of the archangel, and with the TRUMP OF GOD, and the dead in CHRIST [not out of Christ] shall RISE, first. Then we which are alive and remain shall be caught up together with them in the clouds, to MEET the Lord in the air: and so shall we EVER *be with* the Lord." And so the Resurrection shall occur at the SECOND COMING OF CHRIST—when HE COMES AS THE KING OF KINGS and the LORD of lords to REIGN and to RULE all nations of earth for the first time. When He comes to set up His KINGDOM, THEN, Abraham and his children in Christ who have died shall be RESURRECTED to IMMORTALITY, to INHERIT THE KINGDOM, a world-ruling GOVERNMENT headed and ruled by CHRIST, occupying the VERY LAND PROMISED TO ABRAHAM—the LAND OF PALESTINE, from the NILE to the EUPHRATES RIVERS—and THIS KINGDOM composed of IMMORTALS, which flesh and blood cannot enter, shall rule over all the OTHER nations of the earth—the OTHER nations made up of flesh and blood mortals!

Now this text does not say, as so many suppose, that Christ is coming part way from heaven to MEET THE SAINTS as the SAINTS are starting off for HEAVEN. No, Jesus said in John 14: "If I go, I WILL COME AGAIN."

What a glorious PROMISE! Jesus promised He would COME AGAIN to earth. And further, WHEN He has returned to EARTH, that He would, as He said, "receive you unto myself"—why, of course, right here on this earth! The

saints, both dead and alive, resurrected and changed to IMMORTALITY, shall rise to MEET HIM, as He is RETURNING TO THIS EARTH. They MEET in the CLOUDS, (airplanes fly higher than that every day). And, in Zech. 14:4 we read that in THAT SAME DAY Christ's feet shall rest on the MOUNT OF OLIVES, in Palestine, the promised land—and those who MEET Him as He comes will EVER be WITH HIM, where He is. Yes, that's different from the fables of this day, but that's the PLAIN TRUTH OF GOD'S WORD!

The Reward Is NOT Heaven

And Jesus said: "Blessed are the meek: for they shall inherit *THE EARTH*." That's part of the sermon on the Mount—and certainly every Christian must BELIEVE the sermon on the Mount! Then we must BELIEVE, if we are Christians, that what the saved inherit is THE EARTH—and not heaven! Jesus plainly said, "*NO man* has ascended up to heaven" (John 3:13).

David was a man after God's own heart. DAVID has the promise of being in the Kingdom of God, ruling over ISRAEL under Christ, when Christ will rule ALL nations. But on that day of Pentecost when the New Testament Church *began*, the inspired PETER said: "David is not ascended into the heavens" (Acts 2:34).

The wisest man who ever lived was inspired to write, as part of the divine WORD OF GOD, "The righteous shall never be removed, but the wicked shall not inhabit the earth" (Prov. 10:30).

I think most of you have read those Scriptures. That's the "THUS SAITH THE LORD" on the question. There is absolutely NO Scripture in all the Holy Bible that promises HEAVEN as the reward the saved shall inherit. And yet, have not most people just sort of blinded their minds to these positive, plain STATEMENTS from God Almighty, and carelessly taken for granted, without question, the idea of going to heaven?

Notice WHEN the Kingdom shall be inherited—WHEN the HEIRS of the promises to Abraham shall come finally into their reward, and receive the actual INHERITANCE. It is recorded in Matthew 25:31-34:

"When the Son of man shall come in

His GLORY, and all the holy angels with Him, THEN shall He sit upon the THRONE of His glory: and THEN shall the King say unto them on His right hand, COME, ye blessed of my Father, INHERIT the KINGDOM PREPARED for you from the foundation of the world." Yes, the KINGDOM of God is the PLACE PREPARED. Jesus said He went to PREPARE A PLACE for us. He also said He went to GET FOR HIMSELF A KINGDOM, AND TO RETURN. And WHEN He returns, as KING of kings, and that KINGDOM IS ESTABLISHED (we find it is the PLACE PREPARED), THEN it is that the joyful call goes out, "COME! ye blessed of my Father, INHERIT the KINGDOM PREPARED for you."

SLAVE LABOR

(Continued from page 18)

WHILE these now dejected, humbled wretched folk are under the oppressor's heel, God will again send TWO WITNESSES to plead with the BEAST (the coming Fascist dictator) and the FALSE PROPHET—"LET MY PEOPLE GO!!!"

Read Revelation the 11th chapter!

Just as God sent an ancient Moses and Aaron to Egypt—So God will send two modern men—His two witnesses, who will have power to "smite the earth with plagues" as did Moses and Aaron!

"Thus saith the Lord of Hosts, The children of Israel and the children of Judah were oppressed together, and all that took them CAPTIVES held them fast, they refused to let them go. Their Redeemer is strong; the ETERNAL of Hosts is His name, He shall thoroughly plead their cause . . ." (Jer. 50:33,34).

Christ will plead by MIRACLES, by PLAGUES, by SIGNS AND WONDERS! GOD WILL PLEAD WITH ALL FLESH!

Finally, Jesus Christ Himself will RETURN to this earth, in all the POWER OF THE GREAT CREATOR GOD! He will then set Himself to GATHER His people who have been scattered through all nations!

Another great EXODUS is yet future!

God says, of this great time, "Therefore, behold, the days come, saith the Lord, that it shall no more be said, 'The LORD liveth, that brought up the children of Israel out of the land of Egypt,'

but, 'The LORD liveth, that brought up the children of Israel from the land of the north, and from ALL THE LANDS whither He had driven them, and I will bring them again into their land that I gave unto their fathers' (Jer. 16:14-15).

YOU Can Escape All This

God says YOU don't need to suffer! There is something YOU can do about it! "Therefore also now, saith the Lord, turn ye even to me *with all your heart*, and with *fasting*, and with weeping and with mourning. And rend your HEART, and not your garments, and turn unto the Eternal your God, for He is gracious and merciful, slow to anger, and of *great* kindness, and repenteth Him of the evil" (Joel 2:12-13).

God now commands all men everywhere to REPENT! (Acts 17:30.) Jesus said, "Except ye *repent*, ye shall all likewise PERISH!" (Luke 13:3,5.) Those who turn to God, calling on the blood of Jesus Christ to blot out their SINS, their transgressions against the perfect LAW of God—those who truly rend their HEARTS in sincere repentance—can be SPARED from these hair-raising times yet ahead!

"*Watch* ye therefore, and *pray* always, that ye may be *accounted worthy* to ESCAPE *all these things* that shall come to pass, and to stand before the Son of man" (Luke 21:36).

Therein lies a *direct promise* from Christ Himself! If He finds you WATCHING world events, PRAYING to your Heavenly Father—OBEDIENT to God, with the *love* of God in your heart and His Holy Spirit to CHANGE YOUR LIFE—He says YOU CAN BE WORTHY TO ESCAPE these monstrous times that are to come!

Jesus Christ promises His own people—those who are in the true Body of Christ—and members of His true Church, which will be performing His WORK on this earth, will be taken to a secret place of hiding—a place of *protection* and *safety*—to KEEP them from the "hour of trial" that will come on the earth.

May God help YOU to REPENT! This IS the way out—for YOU! Grasp it while you may!

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