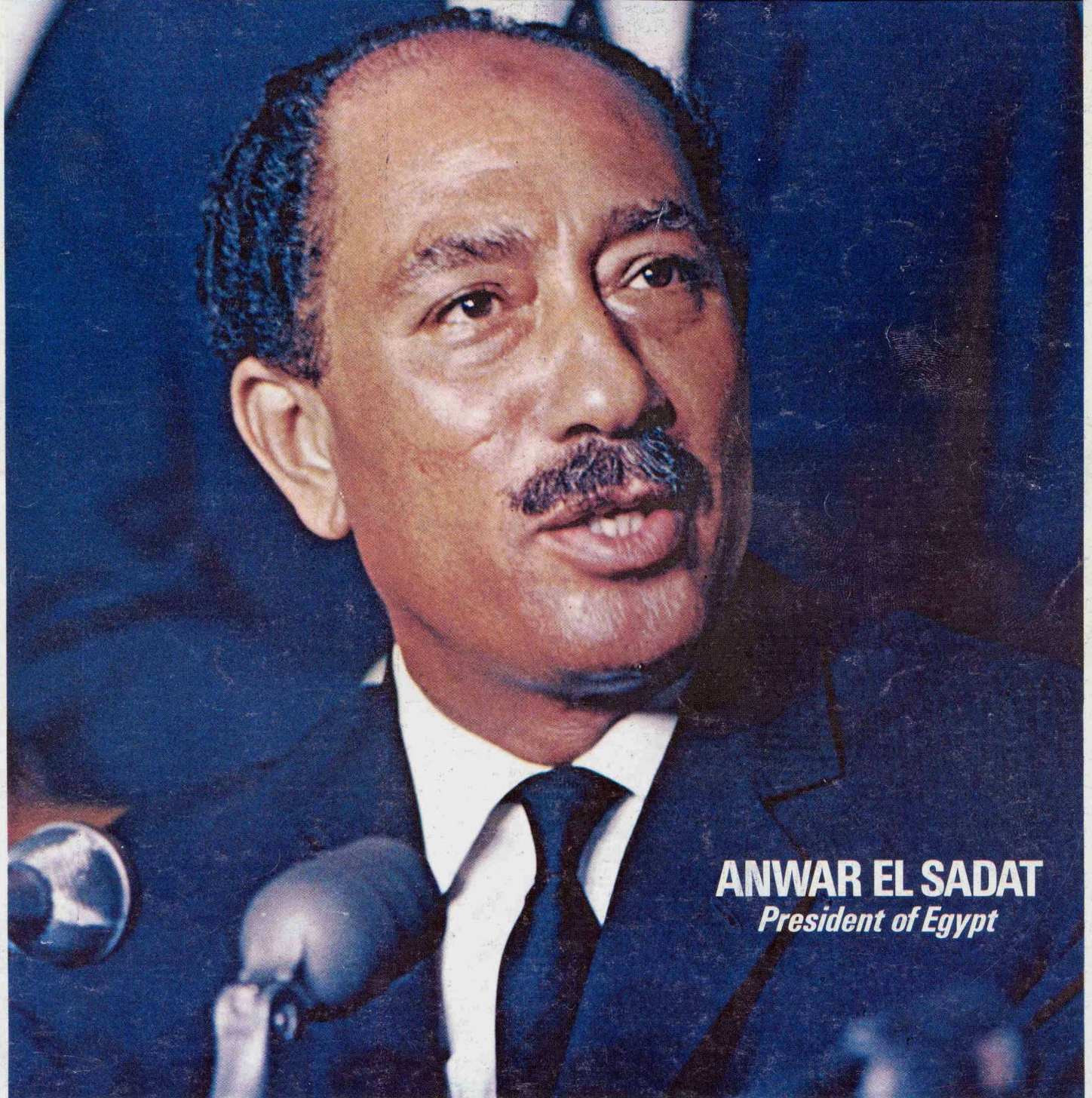


the
PLAIN TRUTH
a magazine of understanding



ANWAR EL SADAT
President of Egypt

What Our READERS SAY

General Comments

"I am writing to say how much I appreciate your publications, and to say how useful and how beneficial to their readers I feel that they must be. I confess that, as an Oxford University lecturer, I would normally tend to distrust information presented in the popularising style you use, but I recognize that it is precisely this style which enables you to 'get through' to the average reader — and I am indeed happy to receive the information which lies behind the style."

Robert P.,
Oxford, England

"We have benefitted greatly from the articles on conservation and the pressing environmental problems which the world is facing today. Although we still find ourselves much at odds with some of the political and religious opinions put forth by *The PLAIN TRUTH*, we appreciate the opportunity to see the other side of the story.

"Thank you very much for your trouble."

James S.,
Dept. of Geological Sciences,
University of Washington

"I thoroughly enjoy your magazine even though your subject treatment is pretty much on the pessimistic side. Somewhere in the back of my mind I remember some English philosopher stating once that the pessimist is far closer to the truth than the optimist. So... continue telling it like it is."

Ernest H.,
Djakarta, Indonesia

Italy and Ethiopia

"I enjoyed reading your interesting article 'Italy and Ethiopia — Old Ties Renewed' in the September '71 issue of *The PLAIN TRUTH*.

"Since you evidently did a bit of research before writing the very well written article, I wonder if you would tell me where I might find a good *history* of Ethiopia and Abyssinia with particular reference to the early visitation made by the Portuguese and Italians when these unusual people became Christians rather than Jews or Moslems."

Art D.,
Coral Gable, Fla.

• Ethiopia, by Jean Doresse, Published by G. P. Putnam's Sons. Copyright 1959, N.Y.C., N.Y.

Compassion for Emotional Problems

"My husband sent for your magazine *The PLAIN TRUTH* about six months ago and for the most part, I've enjoyed it, and have been thrilled by the information about current day events and issues. About your article in the August issue 'Why People Commit Suicide,' for the most part, it is good, but I feel that more emphasis should have been on the relationship of emotional illness in suicidals. Let's have a little more compassion for the person with

emotional problems. Even among professionals, it's dismaying to hear their ignorant comments about emotional problems. So — emphasize *help* for those who have emotional problems to work them out before they reach the point of *despair!*"

Mrs. Sharon W.,
S. Milwaukee, Wisc.

"I have just completed my third reading of Richard Gipe's very stimulating article in the August (1971) issue entitled 'Why People Commit Suicide.' And I have found it even more exciting than before!"

R. Farrell,
Brooklyn, N. Y.

A Great Loaf of Bread!

"For 13 months now I've been baking bread for my husband and myself. And for those 13 months we have striven to find a way to obtain nice, even textured, high and good tasting bread... sometimes we'd get two or three of the characteristics but not all.

"This week I baked bread as usual following the recipe by Stig R. Erlander and Leatrice G. Erlander (in *The PLAIN TRUTH*) and the bread came out nice, evenly textured, good-tasting and high!"

Bob & Anna C.,
Downey, Calif.

"Please extend my compliments to Mr. Charles Vinson for his wonderful article 'Bread — The Broken Staff of Life' in the August issue of *The PLAIN TRUTH*. It is the most informative piece of recent nutritional literature to come across my desk!

"I am a home economist working with young people and am quite aware of the necessity of teaching good nutrition and dietary habits. Mr. Vinson's article is a personal inspiration to me, and will serve as a valuable teaching resource."

Barbara W. B.,
Andalusia, Alabama

"The attack on white bread is unwarranted. Various authorities and experiments cited are either biased or inconclusive in the extreme. White bread as it is made and sold in Canada and in the United States contains B vitamins and iron in the amounts laid down by the Canadian Food and Drug Directorate and the U. S. Food and Drug Administration. There is plenty of whole wheat bread

(Continued on page 48)

IF YOU would like to share your comments with our readers, direct your letters to *The PLAIN TRUTH*, *What Our Readers Say*, P. O. Box 111, Pasadena, California 91109. Space will not allow all comments to be published, but we will do our best to select those that may be of special interest to our readers.

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a magazine of understanding

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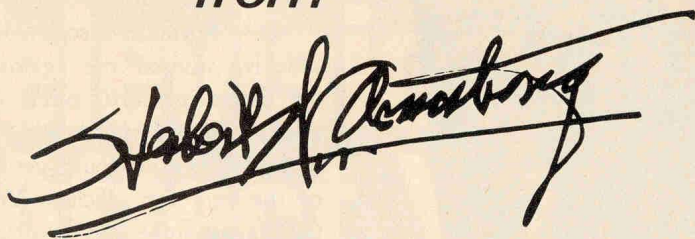
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Personal

from



LOOK Magazine Dies . . . The Secret of The PLAIN TRUTH'S Amazing Vitality

INSTEAD OF BEING the Editor of the much alive and virile PLAIN TRUTH, besides my many other heavy responsibilities, I might have been out of a job this month.

I might have been an executive on LOOK magazine. LOOK folded on October 19th. LOOK was owned and published by Cowles Communications, Inc. The parent publication of the Cowles organization is the Des Moines *Register*, often rated as one of the ten great newspapers of the United States.

Having, as a young man, chosen journalism and advertising as what I then expected to be a life profession, I was giving the Des Moines *Register* some serious competition in 1911. I was in my freshman year in advertising — in want ads — on the Des Moines *Daily Capital*. I was getting \$8 per week. The want ad manager of the *Register*, Ivan Coolidge, tried to stop the competition by offering me \$10 per week. I then took my uncle's advice by rejecting the offer, considering that I was sacrificing the extra \$2 per week to learn the lesson of "staying with it" — one of the seven laws of success.

Thirteen years later, in 1924, when I was considerably more experienced, Forrest Geneva of the *Register* insistently urged me to assume the advertising management of the *Register*. I declined. Since the area of my experience in journalism and advertising had developed more in the magazine field than newspapers, I probably would have gravitated over into LOOK when it was founded, had I joined the Cowles organization.

The demise of LOOK, therefore, had a singular interest to me.

But the magazine cemetery has received a number of other mass-circulation magazines since World War II, among them another that I had personal contact with on two occasions — *The Saturday Evening Post*. It ceased publication in January 1969.

When I was a boy eight years old, like, I presume, many of my older readers, I was a *Saturday Evening Post* "salesman." From a canvas strap over one shoulder hung a canvas bag, with

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Wide World Photo

ABOUT OUR COVER

President Anwar El Sadat became Acting President on the death of President Gamal Abdel Nasser in September 1970. He was subsequently chosen by the National Assembly as Nasser's successor — a move confirmed by plebiscite. Sadat is one of the few survivors of the nine young Egyptian army officers who plotted the overthrow of the monarchy in 1952. Originally from the little village of Mit Abou al-Kom, in lower Egypt, at 53 he has become Egypt's undisputed strong man.



MAGAZINE GRAVEYARD —
 These five major magazines
 have ceased publication since
 1950.

the words printed, "The Saturday Evening Post, Founded by Benj. Franklin."

But much later, there was another personal contact. It was in 1919 or 1920. I was a Publishers' Representative, with my own office in Chicago's downtown "Loop." I had the advertising representation of a string of magazines.

In those days the Curtis Publishing Company of Philadelphia, publishers of the "POST," as well as *The Ladies' Home Journal*, was regarded as not only the largest, but the number one efficiency organization in the publication industry. There was its legendary publisher Cyrus

H. K. Curtis, and Editor George Horace Lorimer. This giant company made a survey of advertising agencies in Chicago to find the two most promising young Publishers' Representatives as prospective members of *The Saturday Evening Post* staff. I was one of the two recommended by the many advertising agencies.

In those days I frequently sought counsel and advice from Mr. Arthur Reynolds, then President of the huge Continental and Commercial National Bank (now the Continental Illinois National), largest bank in America out-

side New York, and second largest national bank in the country. I had known Mr. Reynolds since he had been President of the Des Moines National Bank. A secretary quickly brought him a file on the Curtis Publishing Company.

Mr. Reynolds scanned the file quickly, advised me against accepting the flattering Curtis offer. He said, in effect, "It would probably take some years before you would get close to any of the very top officials. You are now the biggest stone in a small puddle, and there you would be a tiny pebble in a big lake. The Curtis people do not promote men rapidly, and they pay comparatively small salaries, because of their reputation at the top of their field. You are learning more, and have a far better future where you are."

So, had I not taken the advice of Chicago's number one banker, I might have been looking for a new job in January, 1969. The folding of the *POST* hit the publishing world like a bombshell. Curtis Publishing liked to claim that the "Post" was founded by Benjamin Franklin. It had a mass circulation of 6,400,000 copies when it was put in the magazine graveyard.

Other important mass-circulation magazines to go under since World War II (SINCE TELEVISION) were *The American Magazine*, circulation 2,800,000, founded 1876, ceased publication 1957; *Colliers*, circulation 4,179,000, existing from 1888 to 1957; and the *Woman's Home Companion*, circulation 4,288,800, from 1873 to 1957 — all three owned by Crowell-Collier.

The chief assassin of these magazines was television. Since World War II, television has been getting more and more of the national advertising dollar.

But that's not the only reason.

Meanwhile, another magazine has been having a steady, healthy, and important rise from the smallest "magazine" ever published, and now a mass-circulation magazine of more than 2,000,000 copies worldwide — *The PLAIN TRUTH*.

There are REASONS.

There is, I repeat, a CAUSE for every effect.

Next month I hope to continue this subject and give you some surprising facts. □