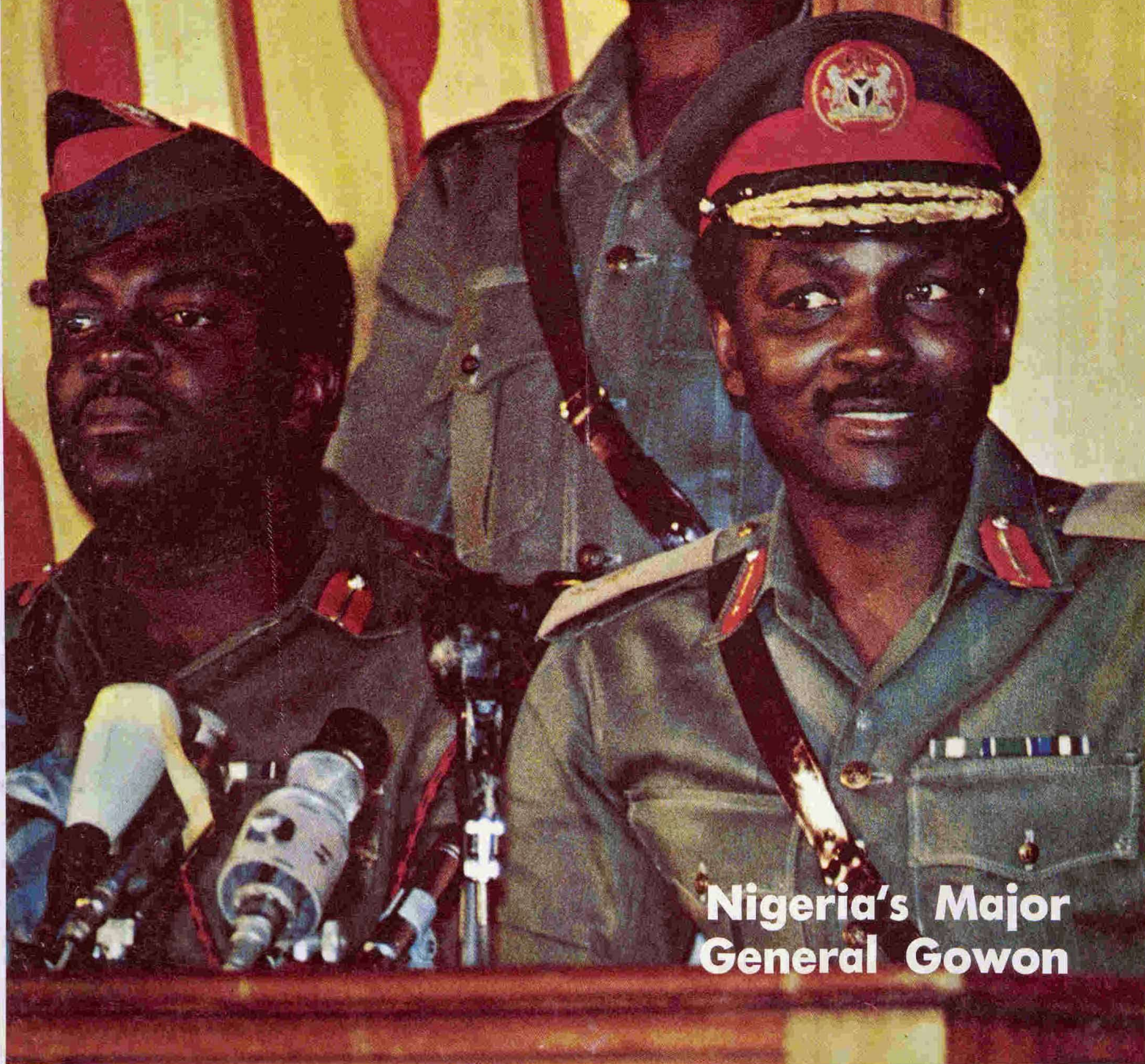


*the*  
**PLAIN TRUTH**  
*a magazine of understanding*



**Nigeria's Major  
General Gowon**



# What our READERS SAY

"I want to thank you for *The PLAIN TRUTH*. You express many things I know and have seen on my travels around the world. Having just returned from Moscow and Leningrad and from behind the Iron Curtain, I know more than ever we should guard our thinking, way of life, and freedom in the United States... Last year I was in Asia and saw the overpopulation, hunger, disease and the many troubles of many peoples. I am grateful for a group of people such as you at Ambassador College who are doing something about it. As an educator I do what I can in my small way."

Mrs. Gwen K.,  
Columbus, Ohio

"I would think many readers will ask, 'What can I do to solve these problems?' — see January, 1970 issue, 'The 60's a Paradoxical Decade.' First of all, couples can solve the population explosion and pollution by limiting their children to two. If they wish additional children, they can adopt them. Secondly, everyone can write their elected representative. Keep telling it to us like it is, but give us hope by telling us what we can do to make this a fit world to live in."

Donald G. B.,  
Linn, Missouri

"I have received my free copies of your disgusting magazine. You are extremely fortunate to be in a country which exercises the freedom of the press so that you may be allowed to print your bigoted misconceptions."

Miss Lurie G.,  
Santa Ana, Calif.

## TV

"Thank you for a refreshing look at the real threat to American youth — the Madison Avenue ad man, script writer and media... I wish this article had gone one step further. After you, the parent, turn off the TV, you should write letters saying why you've done so

to several of the leading commercial firms who sponsor the harmful programs and sexy ads. Tell them you are also asking your friends to take a second look before buying their products, and that you are not buying any of their products until there is a change in their sponsorship for American decency."

Mrs. E. E. M.,  
Seattle, Wash.

• *We, too, felt this subject deserved another article. See page 29 of this issue.*

"My own class of fifth graders admit to watching TV as much as five hours a day — school days! And parents complain about low grades — 'it's usually the teacher's fault.'"

Frances H.,  
Madras, Oregon

## Vietnam

"I am an enlisted man in Vietnam. It has seemed to me that all media in the United States have truly missed the many problems of Vietnam. You tell it exactly like it is in 'The Endless War' in your December edition of *The PLAIN TRUTH*. I wish your magazine could reach all Americans so they could all read 'The Endless War.' Gentlemen, we've lost the war."

SP5 John C.,  
APO San Francisco, Calif.

"I was amazed at how accurately your article, 'The Endless War' [December 1969] summed up the situation in Vietnam. Surely the author must have once been here himself! It is pathetic the way the U. S. restricts its men from fighting to win. In some cases, we are not even allowed to return fire when the enemy shoots at us first. Each one of us is counting the days left in his tour of duty and looking forward to returning home."

SP4 Mike P.,  
APO, San Francisco, Calif.

## the PLAIN TRUTH

a magazine of understanding

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# Personal from the Editor

THE OTHER DAY at a student assembly, Ambassador College, Pasadena campus, a shocking film was presented. It showed, in full color motion picture film, the horror conditions in Biafra.

Seated beside me as my guest was the managing director of a large motion picture corporation from Europe. During World War II he had been a prisoner at Buchenwald.

Before our eyes were living scenes of starving, rib-showing children. We were viewing sickening scenes of putrefying sores covering bodies dying from horrible diseases resulting from malnutrition. To most of us this was a moving, revolting, eye-opening picture. It produced emotions of shock, horror, sympathy for the helpless victims. But still it was a *picture!* We were not, ourselves, in Biafra. We were in an assembly room on our peaceful and beautiful campus. Surely we were *moved!* Our hearts went out to the suffering, the dying. It moved us to want to *do* something about it.

Yet, moving as it was, to us it still was a *picture*. But to my guest who had experienced the horrors of Buchenwald, it was stark *REALITY!* To him it was actuality — a living *EXPERIENCE*. He was once again *living* in the human slaughter-camp. It left him sick in the stomach for twenty-four hours.

There are two lessons here I want our readers to grasp. I wonder if many of you will.

First, one does not receive the full impact of conditions merely from pictures. To gain full comprehension, it seems one must *be* there and actually *experience* it. This guest, like so many others, had seen pictures of our college campuses. But coming in person, *being* here, is a different experience altogether. Now it becomes *REAL*.

The Vice President and General

Manager of one of the major radio stations over which we broadcast the *WORLD TOMORROW* was here a few days ago. "I never did really *UNDERSTAND* what you have here," he said, "from the pictures. One has to *be* here, to see all the happy, alert, smiling students, to *FEEL* and experience the atmosphere. Then it becomes something altogether different."

That is true of a place of beauty, peace and harmony, of progressive and constructive action. And it is equally true when it comes to grasping, in all its horrifying reality, the very *OPPOSITE* conditions that exist.

While you've been reading this far in my *Personal* talk, at least *FOUR PEOPLE* have died of starvation — mostly children. That is a fact. I can state it — you can read it — but you have not really *EXPERIENCED* it. You don't fully grasp *THE MEANING* of it! You probably have not become aroused to action over it.

The second point I want you to grasp is this. This Biafra picture ended with an appeal to viewers to send in contributions for food and medicine for Biafra. The film was moving enough to stir one's emotions to respond.

But the *BIG POINT* here is one few will realize. The appeal was to treat of the *EFFECT*, not the *CAUSE*.

To treat such an effect — to send food for the starving — to alleviate temporarily the pain of disease — is good. But it is not enough! To treat of the *CAUSE* is the *ONLY CURE!*

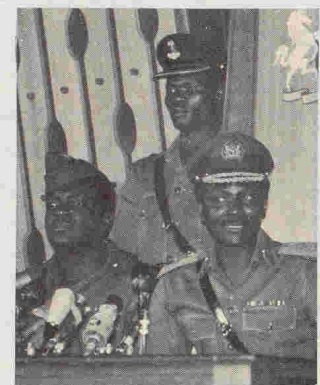
Even if all humanity is *MOVED* with sympathy and compassion to the extent of sending to Biafra great quantities of food and medicine, that will not rid the world of the *CRIME!*

If that is all we do, we shall soon have *TWO Biafras* to alleviate, then four, then ten, then a *HUNDRED* such Biafras!

There are conditions just as bad in

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UPI Photo

### OUR COVER

Major General Yakubu Gowon, commander of the federal Nigerian forces, accompanied by member of his staff at press conference in Lagos. The thirty-one month Nigerian civil war is ended. The pain and suffering will continue for many months and years to come. War and world sentiment did not guarantee the Ibos independence — only disease, malnutrition and death.



India, in Egypt, in many parts of the world. These conditions are revolting — sickening — horrifying beyond description!

Few realize the extent of such evil conditions in the world.

Doctor Paul R. Ehrlich, director of graduate study for the Department of Biological Science at Stanford University, has given some staggering facts in his recent book *The Population Bomb*.

He says it is ALREADY TOO LATE to prevent famine that will kill hundreds of millions, even by 1975. Already, he says, five hundred million human lives are slowly starving, and another five hundred million are malnourished. This, while so many of us in Europe and America are overeating and indulging in gross wastage of food.

We are, says Dr. Ehrlich, playing "environmental roulette."

Few realize what we are doing to humanity through polluting the air, poisoning the water, killing our fish, ruining our soil. The things we are doing soon will begin to reduce the amount of oxygen in the air we breathe — necessary to stay alive!

Read, if you have not already, how the United States is now using up 40% more oxygen than it produces. This is on page 9 of the February (1970) PLAIN TRUTH, article "Scientists Warn, 'Act Now on Pollution... don't just talk.'"

I have mentioned before how a country doctor-philosopher said to me, "Everything man has ever managed to get his hands on that God Almighty has created, man has polluted, contaminated, ruined, or destroyed." I didn't believe him then. That statement seemed preposterous, incredible. But I have thought about it and observed, these 37 years since I heard it, and I have just about decided he was right.

Nature has set fixed laws. There are natural laws set to maintain the proper ecological balance to maintain life in our soil, in our water, and our air. Man, in his educated ignorance and greed, upsets that balance.

There can be no LAW without a PENALTY. There are also inexorable moral and spiritual laws governing

human relationships and human happiness, prosperity and abundant well-being.

Man seems always bent on BREAKING all such laws, whether physical, chemical, moral or spiritual. The laws begin to enforce automatically their PENALTIES. It is a matter of CAUSE and EFFECT. So what has humanity been doing for thousands of years? Breaking the laws — CAUSING the effect — the penalty of broken laws. Then what does man do? He tries to treat of the EFFECT. And what does that mean? It means, whether realized or not, man's effort is to prevent nature's laws from exacting their PENALTIES. Man — even in his science, technology and higher education — seems bent on saying, in effect, "Almighty God — if there be any God — we are going to demonstrate that you can't make your laws work. We are going to find a way to prevent the penalty from taking effect."

In all this world, our human society is TREATING THE EFFECT, while IGNORING THE CAUSE — or, more properly, breaking the laws and trying to remove their penalties.

For every evil effect, there has to be a CAUSE! Humanity continues indulging in, with ever-increasing vigor, the CAUSES of crime, of violence, of wars, of sickness and disease, of unhappy marriages, of divorce and broken families.

Medical science, as one example, deals primarily with the EFFECT. As one doctor said to me, "We physicians are so busy treating sicknesses and diseases, we simply do not have time to inquire very much into the causes."

I have said time and again, other magazines, newspapers, newscasts, report the news — state the problems — describe the evils. *The PLAIN TRUTH* brings you the ANSWERS, points to the SOLUTIONS.

So what are we doing to prevent *more and more* Biafras rising up? What to SOLVE these evils?

A very great deal more than most of our readers probably realize.

We constantly point to the CAUSES.

But we are not, of course, able to force a CHANGE in these wrong CAUSES

upon all humanity throughout the whole world.

So we not only point to the CAUSES — the abuses that need to be changed. We are doing MUCH MORE, and results are ESCALATING with constantly increasing momentum!

By right education in the home worldwide, we are constantly carrying the TRUTH of conditions, with the CAUSES and the solutions, to upwards of 150 millions who are listening and reading. And gradually, this is resulting in the CHANGED LIVES of many thousands of individuals, who come to this change willingly of their own volition.

More, we are actually setting the living EXAMPLE. We are bringing about a CHANGED condition — one of PEACE, of HAPPINESS, of abundant well-being — on three college campuses! These are like model communities. Here the evil RESULTS have never occurred. It is like a model for the whole world, gradually and ultimately, to follow.

This program started 22½ years ago, with the founding of Ambassador College in Pasadena, California. It started small — *very* small. It started with four pioneer students, and a faculty of eight.

Do you realize how things grow and expand — *either* good or bad? Ever drop a tiny pebble in the center of a still and placid pool? It forms a tiny ring around the point where the pebble struck. But that ring expands, and expands, until it fills the entire pool.

The greatest news forecaster who ever lived, reporting world news far in advance, gave the advance news report of a coming world of peace, prosperity, happiness, and abundant well-being. But he said it would start the very smallest, like a grain of mustard seed, smallest of all seeds. But it would grow, and expand, until it becomes the greatest — ultimately filling the whole earth.

Ambassador College was founded as a character-building institution. It believes there is a CAUSE for every effect. It believes mankind generally, and colleges and universities in particular, are applying wrong causes and reaping unhappy results. It believes society generally is pursuing false values. It

(Continued on page 48)



## Cause of the Biafran Agony...

(Continued from page 8)

ficient *vegetables or greens*. That is for "women and rabbits." This attitude is typical of many strange and tragic customs that affect health and mind. Vast areas of West Africa, from Sierra Leone to Nigeria possess cattle but do not milk them unless influenced by Islamic or European civilization. The same is true of northwest Angola. Some tribes that have learned to milk use the butterfat as a cosmetic rather than a food.

Tribes in the eastern Congo Republic, when visited by PLAIN TRUTH editors, explained another strange custom. They filed their front teeth to a point. By the middle twenties, nearly everyone had lost all front teeth. Why the custom? Their explanation was that they did not want to look like horses! None of them had ever seen horses, but their ancestors came from northern lands possessing horses.

Along the upper (southern) reaches of the Nile, fish are in abundance. Yet Cushitic tribes living along the Nile's tributaries have refused to eat fish for nearly 4,000 years!

Nor has European food technology always been of help. Women in northern Nigeria were found by PLAIN TRUTH editors to be laboring by hand polishing brown rice. When it was explained to them that they were removing the essential minerals and other food factors needed to build sound bodies, they looked aghast. They were not about to be less civilized than Europeans! What a tragic need for education — not only in Africa but world-wide.

### Needed: Educated Women

The African woman is treated as a semi-serf to this very day in many areas. In the Congo the woman does the hoeing. The woman builds the terraces. One may see hundreds of square miles of terraces built by women who hoe by hand. Sometimes a woman carries her baby, sometimes the baby may be under a tree, but the mother hoes.

She bends over nearly all day long, never standing up. Just bends over, day after day.

Bad diet takes its toll among these babies in vast areas of Africa.

Many children often cannot remember the numbers from one to ten by the next morning. Their minds cannot function as they should because their brains and bodies are protein starved. They try to count on their fingers and toes every morning and somehow some of them remember. These children have never eaten right. They are not taught about proper diet in school. Their minds cannot understand much of what really is necessary to make civilization work. But there has been improvement in some areas.

### What Has Been Accomplished

In general, the black African today lives a little better than he did before. Diet is somewhat better. For the first time, parts of Africa have sanitary water supplies. In many places, however, the African still disposes of sewage in the same river or lake in which he bathes and washes his clothes.

All of the major work that has been done in black Africa in the past 85 years has been done by blacks under European supervision. That is why leaders in Kenya have said, in effect, "We want to rule ourselves, *politically*, but we want you [meaning Europeans] to stay as teachers, as instructors, as guides, because we have much yet to learn. *You* must stay here, *you* MUST teach us more." And Kenya has, thus far, avoided civil war.

### A Lesson to the World

A lesson which all peoples of the world should learn has been written by Biafra, *in blood*.

"The Biafrans never could understand the failure of the powers of the world to stop the Nigerians. . . Intelligent and educated as they were, the leaders of Biafra *never quite grasped* the realities of *power politics* in a *harsh, unromantic world*." (Stanley Meisler, *Los Angeles Times*, Jan. 15, 1970.)

Unfortunately the Ibos had to learn that despite their many sympathizers in many lands, *world opinion* does not guarantee independence nor freedom from disease, malnutrition and death.

It is time our nations quit serving the false god of world opinion! World opinion will never help America, Britain or any other nation any more than it did Biafra. And yet how often do our nations "flee when none pursue" before the might of world opinion? The "broken reed" of world opinion cannot be relied on.

### Hope for the Future

Africa will experience a renaissance when there is first right government, right education, and right diet. Economic development will follow inevitably as cause and effect.

The outlook may at present seem bleak. But eventually, when the deep-seated problems of Africa are overcome, the rich potential of the African continent will be tapped for the good of her inhabitants! Africa will then undergo a transformation unmatched in all history! You *may* live to see it during your own lifetime.

Write for our free booklet *The Wonderful World Tomorrow — What It Will Be Like*.

It will open your eyes to the dazzling prospect of Africa's future, and the world's! □

## Personal from the Editor

(Continued from page 2)

adopted the slogan, "Recapture the TRUE Values."

It was impossible to recruit a faculty completely in sympathy with this different approach — this new dimension in education. Few if any of those eight original instructors really believed in this different way. Some were antagonistic and opposed it.

Perhaps it was important and necessary that it started with only four students. There had been 36 applications for admission. But delays in building reconstruction prevented opening until October 8th. By that time all but the pioneer four had matriculated elsewhere.

Had there been 36, instead of 4, I am sure the determined opposition of



instructors schooled in this world's educational evils would have won over most of the student body. This would have become just another college.

As it was, I was able personally to keep so close to those four that they were won over to the Ambassador WAY. Only three more entered the second year. They, too, elected to choose the true pioneer Ambassador way. The same was true of the five additional students who came the third year — and so the college grew into the new and different Ambassador mold.

And what is that WAY? What is that CAUSE of the *desired* result? What is the way that *avoids* the CAUSE of evils that grip this entire world?

In a nutshell it is a philosophy of life diametrically opposite to that which human nature has travelled 6,000 years. It is the way of outgoing concern for *others* — instead of incoming lust, vanity and greed — the way of giving instead of getting, taking and acquiring. The way of helping, serving, sharing, and of kindness, consideration and love toward others, instead of envy, jealousy, resentment, hatred, loving only one's self.

The college grew in that way.

But we foresaw the evils of assembly-line education for multiple thousands on one campus. So we put a limit of 700 on the number of students resident on one campus. In 1960 the second campus was opened, just outside of London, in England. In 1964 the third campus was opened in eastern Texas, 100 miles east of Dallas, near the village of Big Sandy.

These campuses, with their students, are beginning to contribute a true cultural influence in their respective communities. Through the Ambassador College Extension Program worldwide, the influence of THIS WAY is reaching multiple MILLIONS — and multiple THOUSANDS have voluntarily come to changed lives, turned rightside-up. They, too, are enjoying the same increased prosperity, happiness and joy of living.

This whole activity may be termed OPERATION HAPPINESS — applying, in actual human experience, the CAUSES that produce the RESULTS of peace, prosperity, happiness, abundant well-being!

On Ambassador campuses there are no student protests, sit-downs, riots or violence. There is no faculty opposition. There is close and most harmonious CO-OPERATION between administration, faculty, and students. If students have a BETTER IDEA, the faculty and the administration will listen. No need of protest marches. Our ears are open, and minds willing to change, as Abraham Lincoln said, so often as new views are proved to be true views!

Here, we want RIGHT RESULTS! We want ENJOYABLE LIVING! We want, and have, vision, foresight, and we look an ambition-arousing FUTURE in the face with hope, and eager anticipation! We foresee a wonderful world ahead. We are pioneering in it! We are HAVING A PART in CHANGING THE WORLD OF TOMORROW! And we are having the thrill of seeing it WORK in the most practical manner, in results already achieved, TODAY!

We know what's CAUSING society's ills today. We can't force an about-face on the whole world suddenly, right now. But we can set the example — at first with four pioneer students — then seven, then twelve, now 1,300. And we can drop the tiny pebble of TRUE CAUSES into the center of the placid and still pool, and watch its rings spread until they shall encircle the whole round earth! It *starts*, in actual happy accomplishment, on these campuses. And from these campuses we offer THIS PRACTICAL RESULTFUL WAY worldwide. Already 150 MILLION are listening and reading. And MANY THOUSANDS are following *with us* in happier, more peaceful, prosperous and abundant lives.

Occasionally someone becomes angry, resentful, bitter, despising THIS RIGHT WAY! A hippie says: "Cancel my free subscription to your magazine. I thought you were hip — I didn't know you were SQUARE!" Yes, you bet we are SQUARE! We are square shooters — square dealers with others. Show us a way that is BETTER, more PRACTICAL, FOR OUR GOOD, and we will adopt it. But to go the way of the unkempt, dirty, filthy, and eyesore, the way of hopelessness, discouragement, and frustration, drowning our sorrows in drugs, drunk-

ness and sex debauchery — NO, THANK YOU!

We've found THE WAY to happiness, ambition, fitness, vigor, clear minds, right thinking, anticipation for a wonderful future, and we ENJOY this way too much to turn back onto the way of despondency and frustration.

We not only give you the answers — we set the example. We have done something about eliminating the CAUSE of Biafras. And, as more and more people *come on along*, we shall counteract the increased spawning of more and more Biafras and sore spots of human dereliction, wretchedness, filth, squalor, ignorance, poverty, starvation and disease!

Ambassador College also is doing something about the crime of soil pollution. There, again, we are dropping our pebble in the pool, and it will expand until earth's soil is restored to the living fertility nature intended. You may read this exciting, fascinating story in a series of articles starting next month's PLAIN TRUTH — the April number. This in-depth series of articles on soil pollution tells how Ambassador College, Division of Agricultural Research, on our 4,400-acre experimental farm in Texas, and our 200-acre experimental farm in England are solving this problem, restoring the life-cycle to the soil — applying right CAUSES that already are producing amazing RIGHT RESULTS.

We do not criticize the emotional appeal for contributions to HELP treat the effect — contributions for food and drugs to help those already made victims — but we want to help, also, to CORRECT THE CAUSE — to BLOT OUT and erase from the earth these horror conditions. They will multiply otherwise. God grant that THIS PRACTICAL AND CONSTRUCTIVE WORK may multiply EVEN FASTER, until a HAPPY and peaceful world is ridded of poverty, disease, filth and squalor, as well as selfishness, greed, lust, vanity, envy, jealousy, resentment, hatred and murder.

Yes, we are DOING something about it!

We are HAVING A PART in CHANGING THE WORLD! □