

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



**EDWARD HEATH**  
*Britain's Prime Minister*

# What Our READERS SAY

## Parents, Sex and Education

"The article 'Sane Sex Education' in the September issue of *The PLAIN TRUTH*, contained the most wisdom and common sense of any article written on the subject. Having read extensively regarding the pros and cons, being sickened by so-called 'experts' urging public schools to 'take over' even the most intimate details of sexual relationships, your article put the responsibility where it belongs...back on the parents. Thank you for stirring up some good common sense thinking that God intended us to use."

Fred M.,  
Garden Grove, California

"I just finished reading 'Sane Sex Education' and 'Parents Should Make The Best Teachers.' They have a real message for every parent and his children. I do not want to be classed among the parents who consider the classroom a garbage can into which they throw refuse."

W. A.,  
Kansas City, Mo.

"I would like to thank you for publishing that wonderful article 'Parents Should Make The Best Teachers.' Although we live in a rapidly changing world, basic human needs have not changed. It would be wonderful if every mother had the opportunity to carefully read this timeless and priceless article."

Anthony C.,  
Milwaukee, Wisconsin

## The Missing Dimension

"Your article on the 'Missing Dimension in Sex' is one of the best I have ever read on the subject. It is indeed true that the tragic facts that threaten the very existence of human society need to be investigated in the light of a true answer."

M. N.,  
Pretoria, South Africa

## Rhodesia

"As a respected information disseminating media, *The PLAIN TRUTH* may have unknowingly performed an injustice to millions of Black Africans in Rhodesia. Webster's Dictionary defines 'truth' as: 'Conformity of assertion to fact or reality.' What you have presented to your readers are the facts and realities as viewed by Ian Smith and his supporters. As a champion and advocator of the complete truth, it is your responsibility to expose 'all the facts and all the realities' surrounding the conditions in Rhodesia. To live up to the literal name of your magazine, you should now conduct an interview with the Blacks in Rhodesia opposed to the ruling government."

R. S.,  
Los Angeles, California

"Your September article, 'Rhodesia — Six Years After Independence,' and the interview with Prime Minister Ian Smith were both refreshing and enlightening. It was one of very few articles dealing with southern Africa that didn't contain preconceived opinions."

Carl G.,  
Hillsboro, Ohio

"The interview with Prime Minister Ian Smith in the September 1971 issue of *The PLAIN TRUTH* gave an objective and noteworthy portrayal of an admirable man. Despite the slanted and biased propaganda that has been hurled against the Prime Minister and the Rhodesian Government, I can say the intelligence, principles and stamina displayed by Mr. Smith are something the leaders of the Western nations are in dire need of. Thank you for revealing insight into the real Rhodesia."

R. L.,  
Montgomery, Alabama

"I am grateful to be able to receive your excellent magazine. The current issue of *The PLAIN TRUTH* is especially good. You make it easy for the layman to understand the current issues of the day that are so important. Many people were confused by the Rhodesian problem and your analysis is clear and unbiased. Thank you."

Lottie S.,  
Midland, Texas

## Alcoholism

"Your October issue had a good article on Alcoholism. In it was a box on the term 'skid row.' The box stated that this phrase originated in Seattle. As a 60-year resident of Seattle, I will give you our version. Yesler Way was a skid road used to skid logs down to Yesler Mill in the bay. It soon became the rough part of town and was frequented by the derelicts. Thus that part of town became known, and it still is known as the SKID ROAD."

O. P.,  
Lynnwood, Washington

## To Success . . .

"Your article 'What's Keeping You from Real Success' was so shocking and exciting to me when I read it in the October issue of *The PLAIN TRUTH*. I know that many of us Americans have shared the same downfall for not being successful like we should."

Herman J.,  
Chicago, Ill.

## Why Are We in Vietnam?

"I would like you to know how much I appreciated the article in the May 1971 issue of *The PLAIN TRUTH*: 'Why We Are in Vietnam.' I have been one of thousands who have asked that question. I believe you were very objective in your answer. I read the accompanying 'Personal' comments and noted with regret the dissatisfaction one woman reader expressed over the fact that you did not take a stand on the issue. Obviously, she did not understand that your position in writing was to be objective, not partisan. Again I want to express my appreciation for *The PLAIN TRUTH*. After I have read it, I truly feel that I have had intellectual nourishment of top quality."

Charlotte D.,  
St. Paul, Minnesota

## Middle East Peace

"I have just read the article entitled 'Peace in the Middle East,' in the issue of  
(Continued on inside back cover)

## the PLAIN TRUTH

a magazine of understanding

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United States: P. O. Box 111, Pasadena, California 91109.

Canada: P. O. Box 44, Station A, Vancouver 1, B. C.

México: Institución Ambassador, Apartado Postal 5-595, México 5, D. F.

United Kingdom and Europe: P. O. Box 111, St. Albans, Herts., England.

South Africa: P. O. Box 1060, Johannesburg.  
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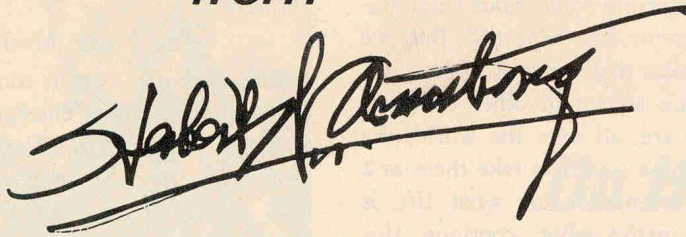
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# Personal from



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## WHY America Is So Generally Disliked By the Rest of the World

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Ambassador College Campus, England:

**I**N MY "PERSONAL" article, October-November 1970 issue, written from New Delhi, India, a brief mention was made about the United States being rather generally disliked in other countries.

The beautiful, young and charming Maharani, wife of the Maharaja of Tripura, put the question:

"America has given more generous help to other nations, and their peoples, than any country on earth," she first commented. "Not only does the United States give extensive financial aid to many other countries, but when there are national disasters, such as major earthquakes or floods, your country always seems to send generous help. Why, then, is the United States so generally disliked?"

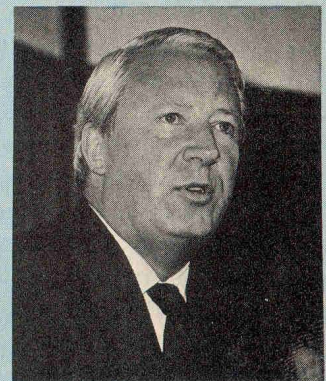
In this particular article I had written merely what I had briefly and spontaneously answered in the conversation. In a quick, off-the-cuff answer to the young lady, I attributed part of this attitude to Communist propaganda against us. Part, I suggested, might be due to human nature — a natural feeling of jealousy because of American affluence and its higher standard of living. And I felt part of the feelings against us might be caused by the inexcusable behavior of many Americans travelling abroad.

Yesterday, the manager of our office in Düsseldorf, Germany, Mr. Frank Schnee, flew over to see me. Among other things, he showed me a letter in German from a subscriber to *The PLAIN TRUTH*. It was concerned principally with this same question.

This same "Personal" article had been published in the January-February 1971 German edition. Our German subscriber thinks I omitted the most important reason for this general feeling of ill-will toward Americans. I want my readers, especially in the United States, to have a glimpse of how we in America look in the eyes of people in other parts of the world. I think this letter is typical. Below I give you a rather free

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Ambassador College Photo

### ABOUT OUR COVER

On October 28, 1971, the British House of Commons voted to enter the European Common Market by a 112-vote margin. Parliament's approval of Britain's entry into the European Community was a personal triumph for Conservative Prime Minister Edward Heath who headed the British negotiating team in 1961, while he was Britain's Deputy Foreign Secretary. Parliament's approval will help clear the way for Britain's intended entry on January 1, 1973. But the Government still needs parliamentary approval of several major pieces of legislation harmonizing British laws and customs with those of the continental nations. The opposition Labour Party promises a tough battle for Mr. Heath's Conservatives.

translation of the letter in English. He says:

"I find *The PLAIN TRUTH* very interesting, because it is thought-provoking. In the German edition of January-February, 1971, the question is asked, why America, in spite of her generous help to other nations and peoples, is so unpopular. The explanations given in the article are correct, but the most important of all reasons was not mentioned.

"That most important reason is America's own self-portrayal in American-made films and television programs. These are shown in Germany and around the world, often with subtitles in our language, or simulated voices in our language. Whoever follows these entertainment media must come to the inevitable conclusion that the U.S.A. is almost solely populated by criminals, and that murder and bloodshed are as normal, as it is elsewhere to have breakfast.

"One is inclined to ask the following questions: Why does virtually no one in America ever work? Because in your own filmed or televised self-portrayal one never sees nor hears anything like normal working men or women. Why are the American policemen, without exception, such stupid blockheads, who overbearingly and arrogantly appear on the scene after the lawbreakers have been arrested by private investigators?

"Do you seriously believe that one can like a country, where day-in and day-out acts of violence and crime are shown as the standard way of life on the television screen? For your information I enclose several newspaper clippings advertising American films and television programs."

These showed violence, crime, and sex. And a "Western" was advertised. Continuing his letter:

"To these could be added countless reports [news reports printed in the German press] by Americans themselves about the use of American troops in Vietnam, including gruesome moving pictures, showing the wounding and killing of civilians. Believe me, no man will like such a country, especially not, if he has an uncomplicated mind (embracing the larger part of all television fans), and takes the broadcasts as true, factual reports, since they are not

Communicative, but American-produced reports."

### America's Self-Portrayal

Actually, I think our German subscriber is referring to fictitious entertainment programs as "reports." But we need to realize that when American TV programs are shown in other countries — as they are, all over the world, the people in those countries take them as a factual representation of what life is like in America. But continue this letter:

"Day-in and day-out the television screen funnels into the minds of viewers:

"The Americans are the criminals . . .

"American criminals kill a . . .

"The gangsters of America cause . . .

"And so forth!

"The consequences are clear to me — it means the worldwide disapproval and rejection of America! The question comes up whether this process can be stopped. It would have to be a campaign against the false self-portrayal, but, who could do that? Who could be powerful enough to fight the mighty ones of the film industry? I don't know! Please excuse that I write in German, but my English is not good enough. With friendly greetings, Arno Amft."

There you have it! — the way we look, in the eyes of one subscriber in Germany!

And there you have one of the very CAUSES of all the evils in the world today.

I want to explain a number of things on this subject.

First, American television shows and movies are not intended to be documentaries made for the purpose of showing other peoples around the world what life is like in America. Quite the contrary! They are made primarily for the United States audience, and purely for ENTERTAINMENT. For this purpose they picture the unusual, the UNCOMMON, the daring, the shocking, the imaginary. And of course that is one of the evils.

But if we want the friendship and respect of other nations, we ought to realize that millions in those countries *do* mistake these pictures and programs as self-portrayals of what life is like in

America! If American industry is going to produce that kind of show, it would seem those responsible ought to have sufficient sense of responsibility to prevent this damage to the American image abroad.

### The Profit Motive

But of course men in commercial enterprises are in those enterprises for one purpose — PROFITS. They are much more concerned about making profits than having a sense of patriotism in respect to the American public image.

And that is the root of all our problems — of all the evils in the world.

I repeat again and again and again — there are just two broad overall ways, or principles of life. The one I call the "GET" — the other the "GIVE" way. Humanity lives on the self-centered principle — the way of greed, lust, desire to acquire, accumulate — and, as well, the way of UNCONCERN for the good and welfare of others — the way of jealousy, envy, hatred.

The principle of "GIVE" is the way of outgoing concern for the good and welfare of others equal to self-concern. It is the way of serving, helping, sharing — of cooperation, of consideration, patience, kindness.

In United States television, the cost of production and broadcasting is derived from the "commercials" — the advertising. Rates are based on viewer-ratings at the various hours of day or night — the number of viewers tuned in. The competition for high ratings is furious. Millions upon millions of dollars are involved. The *concern* is *not* for what viewers *ought* to see, but for what the largest number will prefer to see.

And television experience shows the public *wants*, not what is *good* for it, but what will *entertain*. The American TV diet would not be filled with violence, murder, crime, illicit sex, if the viewing public did not prefer that to a diet of education, instruction, useful information. The profit motive rules. And the profit motive says, "Jones pays the freight; give Jones what he wants!"

### Television: The Violent Medium

One case in point: It once became necessary, in the national interest, to  
(Continued on inside back cover)

lose the preferential trade access to the British Market that it has enjoyed in the past. Instead, it must face a reverse preference in favor of Common Market products. Affected the most will be agricultural products such as: cheddar cheese, milk powder, grains and tobacco. However, Canada sold 115 million dollars' worth of grain to the Common Market in 1970, despite the variable levy. Exports of Canadian manufactured products into the EEC tripled in the past three years, in spite of the common external tariff.

Britain's entry into the Common Market will not deal Canada's economy a crippling blow. Canada will simply have to seek other markets. It has already been in the process of doing this very thing. □

## Personal from



(Continued from page 2)

preempt a part of a popular shoot-em-up Western, to make a most important announcement, vital to the national safety. The public became vehemently angry, and stormed the network by telephone.

In the November 1971 PLAIN TRUTH appeared an article on "How Television Violence Affects Your Child." In it appeared a special box, showing: "One week of television viewing between 3 p.m. and 11 p.m. —

"113 shootings

"92 stabbings

"168 beatings

"9 stranglings

"179 violent acts

"Summary: One specific act of violence every 17.9 minutes; a killing every 43.8 minutes."

Give the general public a CHOICE between what it *ought* to have for its own GOOD, on the one hand, and on the other, entertainment depicting evil — strife, violence, illicit sex — and the public will choose that which harms, tears down, injures, and degenerates, every time. Not every individual, of course — but the general public as a whole.

The very nature that is in men tends

to relax, let down, take the course of least resistance, escape responsibility, and degenerate.

The world lives on the "GET" motive. The world wants idleness, ease, and ENTERTAINMENT. The commercial and industrial interests who sponsor and pay for television programming and broadcasting want the largest mass audience for their money. It's a matter of supply and demand — and the public demands programs that are exciting, shocking, daring — and this means violence, and illicit sex.

American television programs are tailored to what the public prefers to view. And the public does not find normal American living that exciting. Therefore the programs are not self-portrayals of what ordinary routine American life is like. It *has to be* different to be exciting and entertaining. The mass audience wants to be taken into a *different* and imaginary world of excitement and interest — to *escape* from the realities of its own humdrum routine life.

So the German audience does not see, in these programs, ordinary working men and women at their regular routine jobs.

Now we might ask, since marketing these programs in other countries creates a very distorted conception of what day-to-day American life is like — since they create such a hostile American image, WHY send them to other countries? Simply because they pay a profit — and the sellers are more interested in "GETTING" the profits than in creating a favorable American image abroad!

### The "Get" Motive

Humanity has chosen the "GET" way of life. It has brought the world all its countless evils. The world goes on suffering the evils, but refuses to recognize the CAUSE.

The "GET" motive has given America economic affluence, a higher living standard of material goods. This has failed to bring our people real happiness. It also has contributed to American unpopularity, prejudice, hostility. We in America are not generally loved around the world.

The "GET" way really does not pay the biggest dividends in the long run.

And that's what's wrong with the world today — THE WHOLE WORLD! That's the CAUSE of world problems, national domestic problems, family and individual problems.

Meanwhile we of *The PLAIN TRUTH* — of Ambassador College and our Extension Program of Education for all peoples at all levels worldwide — are showing the millions, WORLDWIDE, the CAUSE of peace, happiness, and abundant well-being. We do what we can to give the true picture of America and Americans. We are making FRIENDS in many important high places.

We can't jam it down people's throats. We can't prevent people, groups and nations from going the way that CAUSES evils. But here and there, more and more individuals are coming to see the truth. And each year additional THOUSANDS are changing their lives — as the MILLIONS hear.

Those of us who travel around the world — who have meetings with heads of state and world leaders — find that when they really see, and get to KNOW us as Americans, they *like us* — even to the point of real affection!

Many are coming to recognize that this program is doing more for WORLD PEACE than any program, operation, government, society or movement on earth. We are pointing THE WAY to world peace.

It can come from no other way. □

## What Our READERS SAY

(Continued from inside front cover)

October, 1971. (Allow me to digress long enough to express my appreciation of your magazine, with its articles of great interest and importance, on many subjects, written in such an idiom as to inform your readers, without inflammation and special pleading, of so many thorny issues.)

"The article was eminently fair, objective, somewhat (mutedly) hopeful, and comprehensive. I had considered that I myself knew so very much on the subject, but was pleasantly surprised to read of people like Mr. Nusseibeh. I had scarcely thought that such opinion existed among any Arab peoples, opinion such as a 'great future awaiting Arabs and Jews in this area...' Let such thinking blossom and expand, and peace itself will, in inverse ratio, cease to be a stranger!"

Samuel S.,  
Newton, Massachusetts