



the
PLAIN TRUTH

a magazine of understanding

Can Our
Cities Survive?

What Our READERS SAY

General Comments

"I have been a subscriber to *The PLAIN TRUTH* for some months now, and to tell the plain truth, it is probably the most meaningful and important of the forty or so publications that come into our home each month!"

Joseph V. T.,
Hixson, Tennessee

"I am amazed at the quality of the articles in your magazine. Written by authors without national reputations, they hold me glued to the pages by the facts and interpretation thereof and by good writing."

W. C. R.,
Pasadena, California

"For some time I have been buying *The PLAIN TRUTH* from second-hand dealers here in Delhi. As such I have been able to buy just five copies and even these are very much thumbed through and of various months. If I could be enrolled as a continuous subscriber of the magazine, I would be only too glad to pay for it."

Economics Student,
University of Delhi, India

• *There is no need to pay for The PLAIN TRUTH when we give it away free.*

"Would you please renew my subscription to *The PLAIN TRUTH*. I have been about 10 months without it. I just read in Oct. 28, 1970 Wall Street Journal an article on the Common Market. It sounded like *The PLAIN TRUTH* of ten years ago."

David R. B.,
Salt Lake City, Utah

"As a teacher I've been surprised at how many kids can be reached with your articles. Especially those on evolution."

J. W. J.,
Hollywood, Florida

"First may I congratulate you on a very informative magazine. My dis-

covery of its existence was maybe a little different to your many other readers — I rescued it from the load of a refuse truck, on which I work. How appropriate it should be the issue containing the article on 'the problems of refuse — *'No Deposit, No Return Society.'*"

Mr. Norman G.,
Taupo, New Zealand

"Knowledge Doubled"

"The fabulous article entitled 'Knowledge Has Doubled — So Have Troubles — Why?' should be required reading in every college and high school in our country, and in all the liberal seminaries. Even if this could be accomplished I imagine many of the fatuous, pompous intellectuals would find some way to explain it away to their satisfaction."

Wilbert E. F.,
Shelby, Ohio

Population Explosion

"Your coverage of the 'Population Explosion' in one of the recent issues really mishandles the 'plain truth' to frighten people into the realization of this tremendous problem. Your progression of figures of course is totally impossible on the basis you used. If you want to conjecture on another basis of figures, that is, the percentage of drop in population growth in this country, you can diminish it to point zero where population ceases completely to multiply."

Gordon E. G.,
Seattle, Washington

The population explosion is perhaps the most easily verified trend in the world today. The percentage of growth, as well as the number of people, has increased steadily since world population estimates began in 1650. To look at a very recent trend in one country to 'disprove' this explosion is false reasoning. If each United States couple only

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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.
Australia: P. O. Box 345, North Sydney, NSW 2060, Australia.

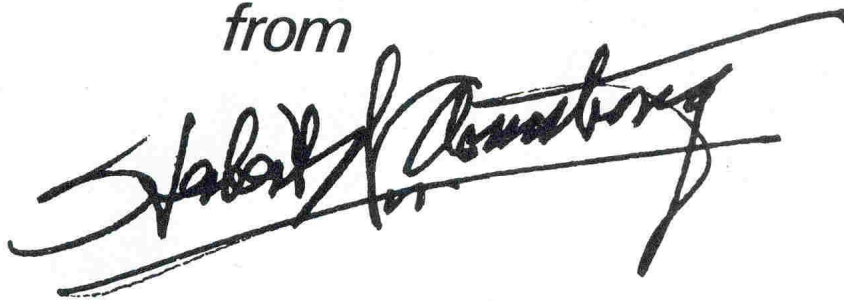
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BE SURE TO NOTIFY US IMMEDIATELY of any change in your address. Please include both old and new address. IMPORTANT!

Personal

from



What Price PROGRESS?

RECENTLY I RECEIVED from a well-known magazine dealing with mechanical interests a two-page reprint from their magazine. It contained the words of a graduation address delivered at a very large university by the retired President Emeritus of that university.

The editor of the magazine said, in a box printed below the text of the address, "We're printing (these words) because they make sense and needed to be said."

"These words" were designed to reassure a generation of college graduates who have lost faith in "The Establishment" and see no hope for the future. The Establishment, of course, is the world as it has been set in order by the generations before them.

The speaker said he was not going to tell those of the older generation, present at the ceremony, how bright these young graduates are. Nor was he going to say the older generation had made a mess of things, and now had to look to this younger generation as the hope of mankind. He proposed to reverse the process.

He asked the graduating class to look to those seated to their right and their left. He wanted to reintroduce the graduates to some of the most remarkable people who ever lived. He wanted to share with the graduates some facts about the two generations — their parents and their grandparents.

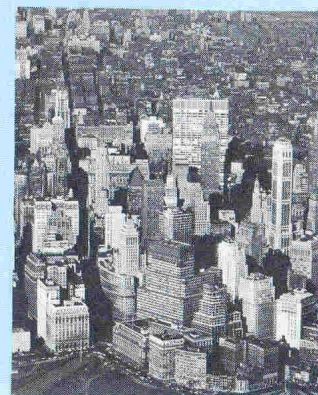
By their hard work, he said, they have increased the life expectancy of the younger generation by approximately 50%. They have shortened the working day by a third and more than doubled per capita output. They have given the younger generation a more healthy world than they found. No longer need people fear epidemics of typhus, flu, diphtheria, smallpox, measles, mumps, or scarlet fever — and T.B. is almost non-existent. They have given the younger generation better schools, greater opportunities for success.

And, he pursued, "Because they were materialistic," these graduates would work fewer hours, travel more, have more leisure time. They have made higher education available to millions,

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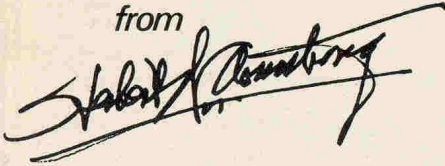
Litton Industries Photo

ABOUT OUR COVER

A dramatic skyline view of New York City and its environs. New York is one of 83 world cities having more than one million inhabitants. Fifteen cities have reached the three million mark. In the listing of entities called cities, Tokyo is classified as larger than New York. They rank numbers one and two in population among the world's great metropolitan areas. However, if the urban-agglomeration concept is applied, New York's "metropolitan area" has a population total of around twelve million inhabitants, making it the world's largest urban sprawl.

Personal

from



(Continued from page 1)

where it was only available to the wealthy few when they were young.

That is a brief summary of what he said.

He pointed out several of the ACHIEVEMENTS OF MATERIALISM.

And, as the editor of the magazine added, they harnessed the atom and sent men to the moon and back.

Material progress? Yes, assuredly. And the youth of our Western world need to realize it. Material PROGRESS, in itself, may be very beneficial provided it is put to right uses.

But material progress, alone and by itself, is not the source of peace, or happiness, or abundant well-being. Too many are too prone to overlook the other side of the coin.

The retired PRESIDENT EMERITUS of this university was speaking especially to those students who were unappreciative of the accomplishments of their elders — who were lacking in gratitude — who perhaps regarded the contributions of the two older generations to human society with disdain — who probably had been swayed with the trend of revolt against "The Establishment."

He was showing them that the older generations had striven to provide something better for today's youth than they themselves had. Perhaps there is no other sin so common and widespread as ingratitude.

Material Progress Isn't Enough

Man is a physical being in a material world. Man needs and must have material things. The preceding three or four generations have, indeed, made phenomenal progress in material advancement and production. This, in itself, is not bad, but a great benefit to mankind — as long as it is put to right and beneficial uses. But on the other hand, this, in itself, is not enough.

Because materialism, in itself, is not

enough, hippies have assumed it is altogether bad. So they remove themselves from the materialistic "Establishment" — but with NO SOLUTIONS of their own — with nothing better to replace it. So they seek solace in dirt and filth, "pot," drugs and sex.

I have said there is something criminally wrong with modern education today. It has gone wholly materialistic. I do not mean that materialism is wrong. It simply is not enough. And even though it has had beneficial results in much of our Western world, it has not been enough here, and vast populations of earth have had little or none of its benefits.

If I might have had the retired university president along with me on my recent trip around the world, I could have asked him a few questions. I could have asked questions about the widespread poverty, ignorance, filth, disease and squalor in vast areas of the Middle East, the Far East and in Southeastern Asia. Vast areas where degenerate people have not advanced but retrogressed. And these deplorable conditions hold almost two thirds of all mankind in their grip.

Material PROGRESS? Oh yes, assuredly. But we need to look at the WHOLE picture. True, we may have less T. B., smallpox, measles, and mumps. But what about the scourge of cancer and heart disease?

The Modern Messiah

About 150 years ago modern science decided that humans had now "progressed" to a point where we might safely discard our swaddling clothes, throw away the crutch of religion and belief in God. Modern science stepped forth as the modern messiah that would deliver mankind from all his woes and evils.

Given sufficient knowledge, they postulated, and we shall solve all problems and usher in utopia. The production of knowledge was stepped up. Simultaneously, belief in and reliance on God relaxed. Revelation was rejected as a source of knowledge. The instruments of knowledge production were observation, exploration, experimentation and human reason. The Bible was thrown out the window. The Western

world plunged into an era of MATERIAL PROGRESS.

But as materialism progressed, moral, spiritual and ethical values relaxed. And as these values began to disappear, problems, troubles and evils increased.

Knowledge production and material progress gradually accelerated, and the pace of acceleration increased with World War I and then still faster with, and after, World War II.

We entered the Machine Age. We were whisked into the Atomic Age and immediately in its wake the Space Age.

And as materialistic progress speeded up and knowledge increased, human problems and evils accelerated apace. Could there be a connection between the two?

Women wanted emancipation from drudgery, the home, and Victorian prudery. More and more they entered employment, became economically independent of their husbands. Family life began to deteriorate. Juvenile delinquency put in its appearance, and escalated. Crime increased, accelerated. The divorce rate started an upward spiral, home life began to fall apart.

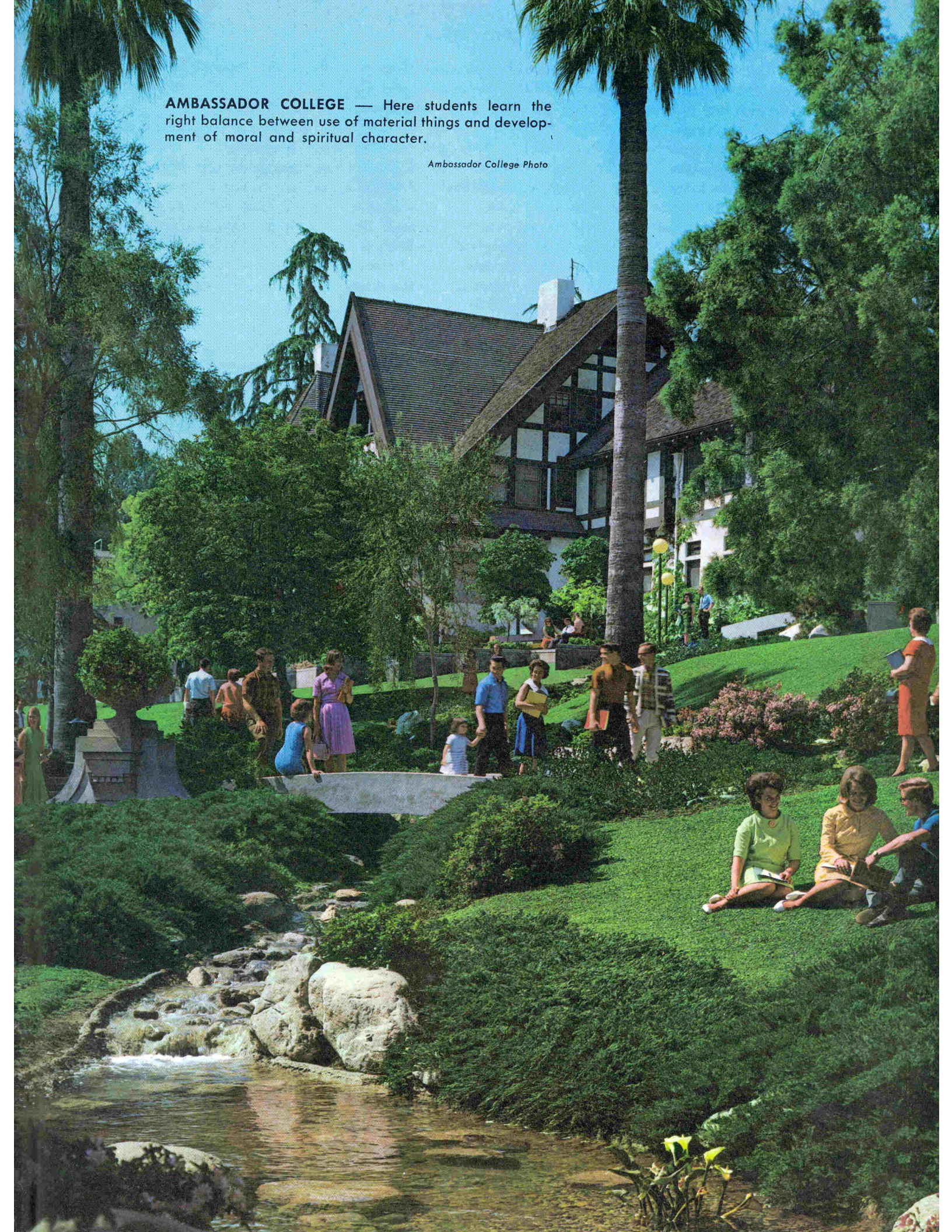
Despite medical progress, the building of hospitals was gaining momentum along with most other things. The new profession of psychiatry entered our world, and gained momentum — but the increase of mental illness mounted until about half of the hospital beds are occupied with mental patients. Now it would seem we are coming to need another new psychological profession to treat the psychiatrists.

In the decade of the 60's, the world's total fund of knowledge DOUBLED — largely in the fields of science, technology and medicine. But in that same ten years, the world's troubles and evils DOUBLED ALSO. On the knowledge production front — the universities — student revolt appeared and accelerated into campus riots and violence. The revolt of youth spread rapidly and the cry "down with the Establishment" gained alarming momentum. Campus morality degenerated into the "NEW Morality" which is only as "NEW" as the human race, and as the days of Noah and of Sodom.

The 70's started off with an acceleration of sky-jacking, bombing of com-

AMBASSADOR COLLEGE — Here students learn the right balance between use of material things and development of moral and spiritual character.

Ambassador College Photo



mercial jet planes, public buildings, university libraries, banks. Privately organized guerrillas can kidnap government officials, take airline passengers as hostages, and dictate to such governments as the United States, Canada, Britain, West Germany, Switzerland. Now we are getting a taste of anarchy. An organized conspiracy is being carried out to kill policemen in the U. S., and thus destroy law and order.

PROGRESS? I ask, WHAT PRICE PROGRESS?

We are told now that we must adjust to living in a world of problems and evils with NO SOLUTIONS. We are told by world-famous scientists and heads of state that human survival is now our number one problem, and that the only solution is a world government with absolute power over all nations and individuals — and in the same breath they admit this is impossible.

The ONLY Solution

But there IS a solution. It lies in a return to the TRUE values which humanity has forsaken. Here is the crux of the whole question: The fatal mis-

take was not in modern science developing materialistic progress. It was in devoting the best minds of science *solely* to materialism — making materialistic GROWTH their god — setting their hearts *solely* on material things, neglecting moral, spiritual and ethical values.

The colossal mistake was made by humanity, beginning with our first parents, and the incident of the "forbidden fruit" — rejecting inspiration as the first source and beginning point of knowledge acquisition — rejection of the Instruction Book man's Maker bequeathed him.

The solution lies in a right balance in material production and progress with moral and spiritual development.

The only educational institution where these values are restored in right and proper balance, with which I am acquainted, is Ambassador College. On the three Ambassador campuses you will find material beauty. We provide a physical environment of quality, tone and character. We teach students to *appreciate* material things, to preserve

them. We utilize all the latest technical devices, computers, etc., required to serve our needs.

But we put *first emphasis* on character development in students — on recapturing the true values. The physical and material objects serve the students. They are not gods for the students to serve. And on these campuses the students are happy. There is no protest, revolt, rioting or violence.

From these campuses emanates the Extension Program worldwide — educating millions at all levels among all peoples to this right balance in life. But despite a powerful impact worldwide, we alone can have but small effect on the world as a whole. The world still faces its BIG question — that of human survival. As a leading news magazine once pointed out, it would seem that the only hope now lies in the intervention of an unseen Strong Hand from someplace.

And, like it or not, YOU are betting your very life on the existence and soon-coming intervention of that unseen, Strong Hand from Someplace. □

What Our READERS SAY

(Continued from inside front cover)

replaced themselves, having two children, we would still increase by another 70 million over a period of the next 70 years. But the U.S. is only responsible for one birth out of 40 in the world. The PLAIN TRUTH graph you referred to diagrammed the expected WORLD growth, not U.S. growth. The undeveloped nations are growing more than twice as fast as the modern Western nations, and they have six babies for each one of ours. The WORLD population explosion is the serious problem.

United Nations

"I find myself in full agreement with your commentary on the United Nations in the August-September issue of *The PLAIN TRUTH*, for I, too, was an accredited press representative to the Conference in 1945, writing for *The*

Spokesman-Review of Spokane, Washington.

"Three days after the conference opened in San Francisco, I wrote in my daily dispatch that the start had not been auspicious: 'Perhaps the effort to keep the conference completely neutral has been overdone,' I wrote. 'No national anthems have been played. No flags, save the massed colors of 46 nations, have been displayed. No prayers have been offered. There has been an utter absence of spiritual or patriotic stimulus.'"

Ashley E. H.,
Tonasket, Washington

Retarded Computer

"Although I previously notified you of my change of address, your computer apparently didn't understand. Could you please tell it again."

Mrs. D. M. P.,
Armidale, New South Wales

"Sick Soil"

"The article on our sick soil in the June-July issue of *The PLAIN TRUTH*

was a tremendous article. On our own place we try to raise as much of our own food as possible without the use of chemicals, etc. In my consultation with clients I try to give advice about the right way to care for our soils, in turn we will have healthier crops and healthier livestock as well as healthier people."

James E. O.,
Hillsboro, Kansas

"This year we have gone 'all out' and have absolutely no chemical fertilizers, pesticides, herbicides, or nitrogen on our land — only lime. Our crops look beautiful. Some of our corn land has had no fertilizer (chemical) on for five years. We have already found that our veterinary bills have been reduced quite considerably. It is amazing to see the difference on our soil compared to a field immediately adjacent to ours, especially during dry periods. We have earthworms in abundance, and can find none in our neighbor's field. In his 'first year' corn, there are many root-