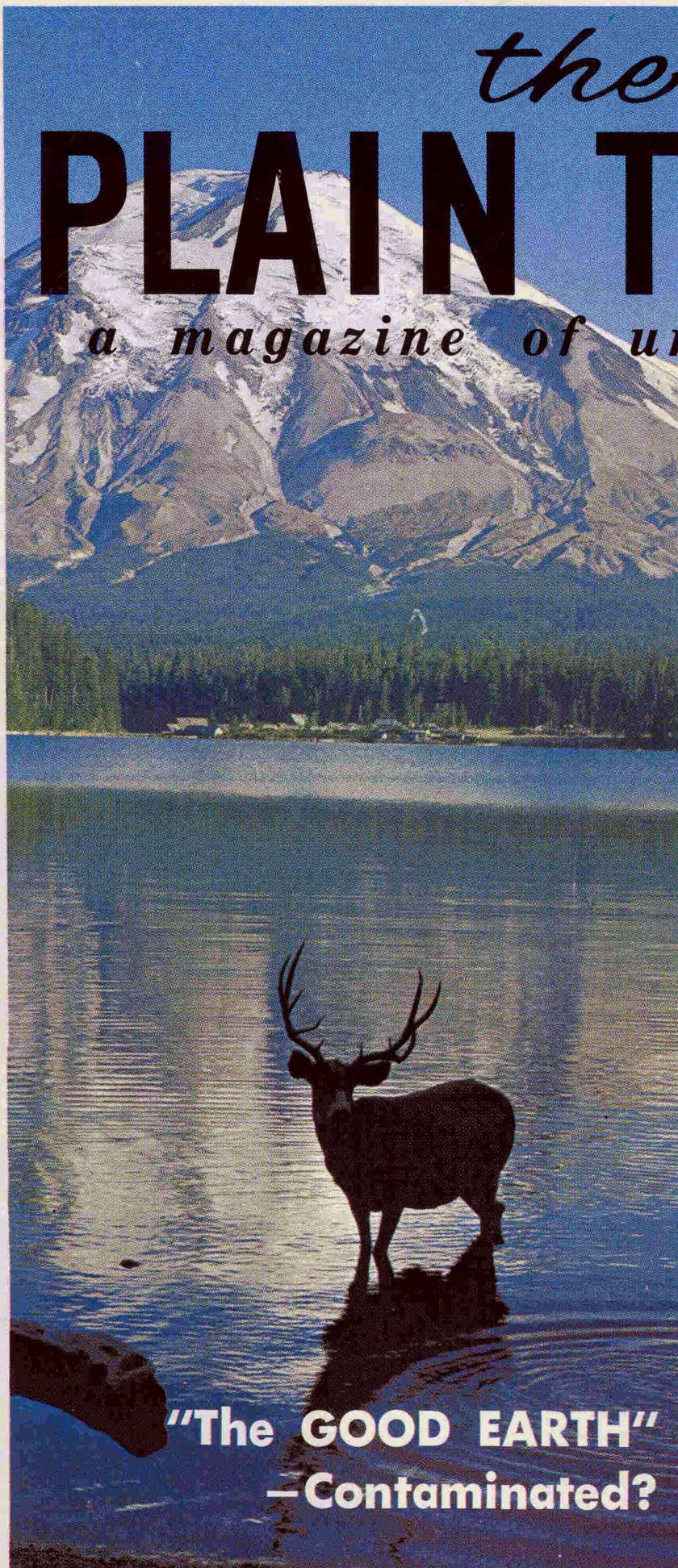
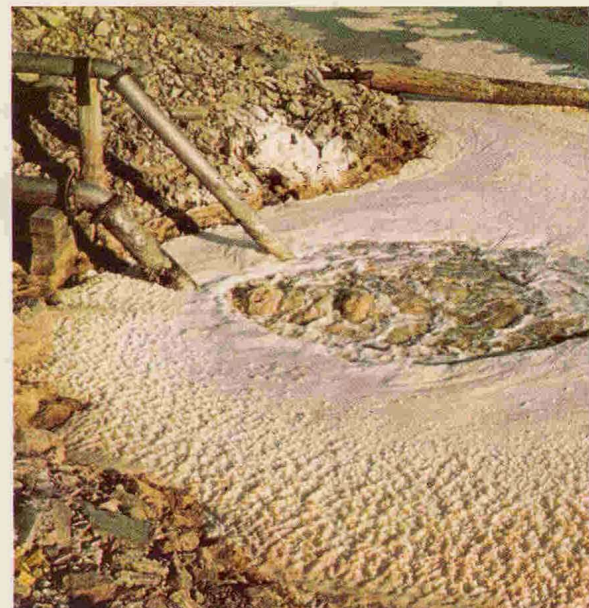
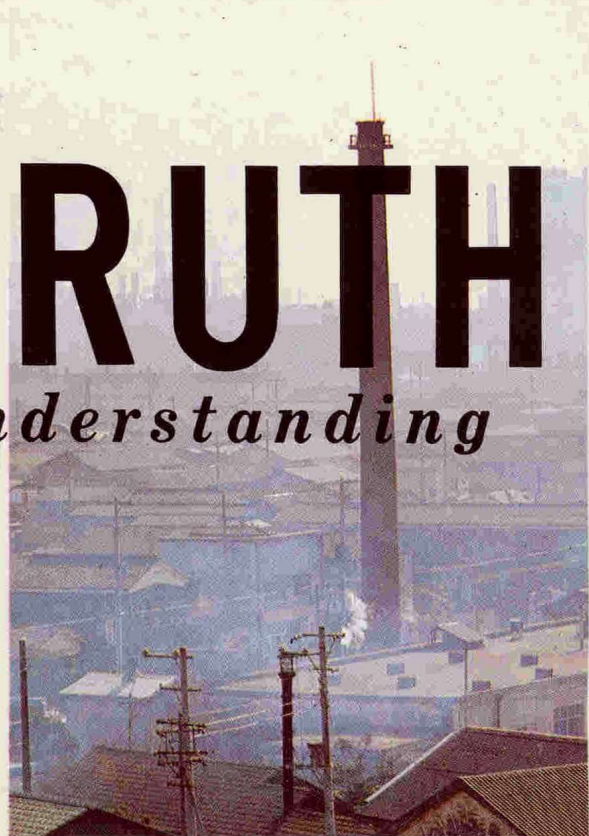


the
PLAIN TRUTH
a magazine of understanding



**"The GOOD EARTH"
—Contaminated?**



What our READERS SAY

"I have read a copy of *The PLAIN TRUTH*. The absence of brainwashing and the presence of morality is very refreshing. Will you please place my name on your mailing list."

M. McD. H.,
Middlesex, England

"You make a big fuss over what people read. I hold the viewpoint that a mature adult can take a dirty, filthy, violence-filled novel and read it without it having any effects on his subconscious. Can you disprove that?"

Gabriel K.,
East Amherst, New York

• *Yes we can. This question is worth an entire article in The PLAIN TRUTH. But really, Gabriel, why would a "MATURE" adult read a dirty, filthy, violence-filled novel?*

"I just finished reading 'Freedom of the Press Threatened.' I never read such a well-written article on any subject as you have done on this particular subject. I feel so good that someone has really put it on the line as you have... You left out politics and just spoke the truth for all political parties. Keep this kind of work up with all the other good work you do."

Vincent J.,
South Pasadena, California

Pollution and Population

"People simply are not aware of the proportion and the urgency required of our pollution and population problems. I am fourteen years old and since my generation is inheriting the earth, I would like to know what I can do to make it a decent place to live and keep it that way. Please send me all the literature you can, as I would appreciate it very much."

Jon K.,
Los Angeles, California

"Please cancel my subscription to *The PLAIN TRUTH* and *TOMORROW'S WORLD*. I don't like to read about people starving and stuff like that."

Linda B.,
Coldwater, Michigan

"While researching facts pertaining to the efforts being expended by the U.N. in environmental control, I ran across a special report on a study made to determine how soon the world will run out of food supplies. Needless to say, what I learned shocked me. According to this report, which did not enjoy wide publicity, we all have about 25 years to go. Perhaps, even less! This startling discovery aroused my interest in finding out what, if anything, is being done to solve this problem. This search wound up in another shocker. Except for grandiose, international gab-fests — absolutely nothing concrete! In short, lots of talk — yes, but lots of do — no!"

Paul P.,
Saint-Sulpice, Switzerland

Personal from the Editor

"I must tell you how much I enjoyed this month's issue of 'Personal from the Editor,' January Issue, about why the great minds of the world cannot solve the most important problems. I agree completely with your whole article. I am anxious to read your new booklet on it when it comes out."

Mrs. Bonnie L. W.,
Tahoe Paradise, Calif.

"Your article entitled 'Personal from the Editor' certainly emphasizes the comment I once heard Jimmy Utt, of the U. S. House of Representatives, state: 'Don't worry about your reputation, that's only what other people think of you. Worry about your character, because that's what you really are.'"

Gerald E. S.,
Anaheim, California

Evolution

"As a vertebrate paleontologist specializing in the Mesozoic, I was curious as to the consensus of agreement among paleontologists about the 'day of extinction' of the dinosaurs in your January, 1970, issue of *The PLAIN TRUTH*. Could you please send me a

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the PLAIN TRUTH

a magazine of understanding

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Personal from the Editor

THE 70's — Decade of Utopia?

What a decade we have come through! More important, we ask, WHAT KIND of decade are we now entering?

Things will happen the world little suspects. You would never have expected, in your wildest dreams ten years ago, what actually has happened since 1960! Little do you realize what next *will happen!*

Would you have expected, in 1960, that the total fund of the world's knowledge would have DOUBLED within ten short years? It did! Particularly in the fields of science, technology, medicine, has knowledge increased enormously. But the world's TROUBLES also doubled in that decade!

The national commitment of President Kennedy to land men on the moon and bring them safely back to earth before the decade's end, fantastic and impossible though it seemed, actually was accomplished! The development and improvement of the computer during the decade was almost beyond belief.

But troubles escalated also, and with increasing momentum. The population explosion now looms as a frightening nightmare — now threatening the very survival of humanity. If other modern means of mass destruction do not blast all human life off this planet sooner, authorities say the population explosion *will* put an end to civilization in the not-too-distant future. Unless, that is, something happens to prevent it.

The 60's brought the evils of POLLUTION to a major threat. Pollution of the air — pollution of our water in streams, lakes, and even the seas — pollution of earth's soil — even the rising pollution of garbage and waste envisions a future of humanity wading knee-deep in garbage while we watch astronauts going to and from the moon, Mars and Venus.

New militant movements sprang up, filling the earth with race hatreds, riots, violence. The 60's brought the hippies and a rebellion against society that is spreading like wildfire. Morals, under the catchphrase "the New Morality," have hit a toboggan-slide into the cesspool. Campus revolt has escalated into violence on hundreds of campuses in more than twenty nations. The marriage institution is threatened, family life is being broken up at a constantly increasing rate. The divorce rate has risen to alarming proportions. Crime increases more rapidly each year. So do mental cases. Humanity, at ever-increasing momentum — is rapidly degenerating morally, mentally, spiritually.

And there has been the nightmare of an entire decade of Vietnam WAR!

The trend toward the decline and disintegration of modern civilization accelerates as we enter the decade of the 70's!

But a heedless world refuses to look to the warning signals.

Notwithstanding, while the world was doubling its problems and troubles in this decade, *The PLAIN TRUTH* was multiplying its resources and powers for good TEN TIMES in ten years.

In January, 1960, the circulation of *The PLAIN TRUTH* was about 210,000 copies. Today it is more than 2,100,000 copies -- more than TEN TIMES the circulation ten years ago.

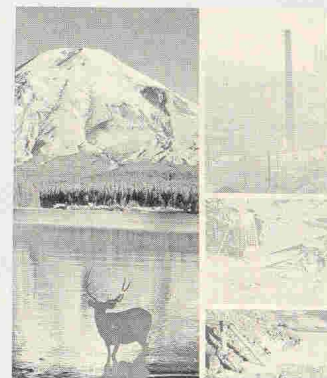
The PLAIN TRUTH was a 32-page two-color magazine in January, 1960. That meant pictures were black and white, except for an extra color background for some of them. Today it is a 52-page FULL-color magazine of superb quality.

Ten years ago, there were only *four names* listed on its staff. They were mine, as Editor, Garner Ted Armstrong as Executive Editor, Herman L. Hoeh as Managing Editor, and Roderick C. Meredith as Associate Editor. Although

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OUR COVER

Our life-sustaining EARTH is in trouble. Pollution is reaching epidemic proportions — disrupting the delicate ecological balance of land, air and water, and threatening the very existence of life on this planet.

Photos: H. Armstrong Roberts, Ambassador College, Koshaltek — Milwaukee Journal

Personal from the Editor

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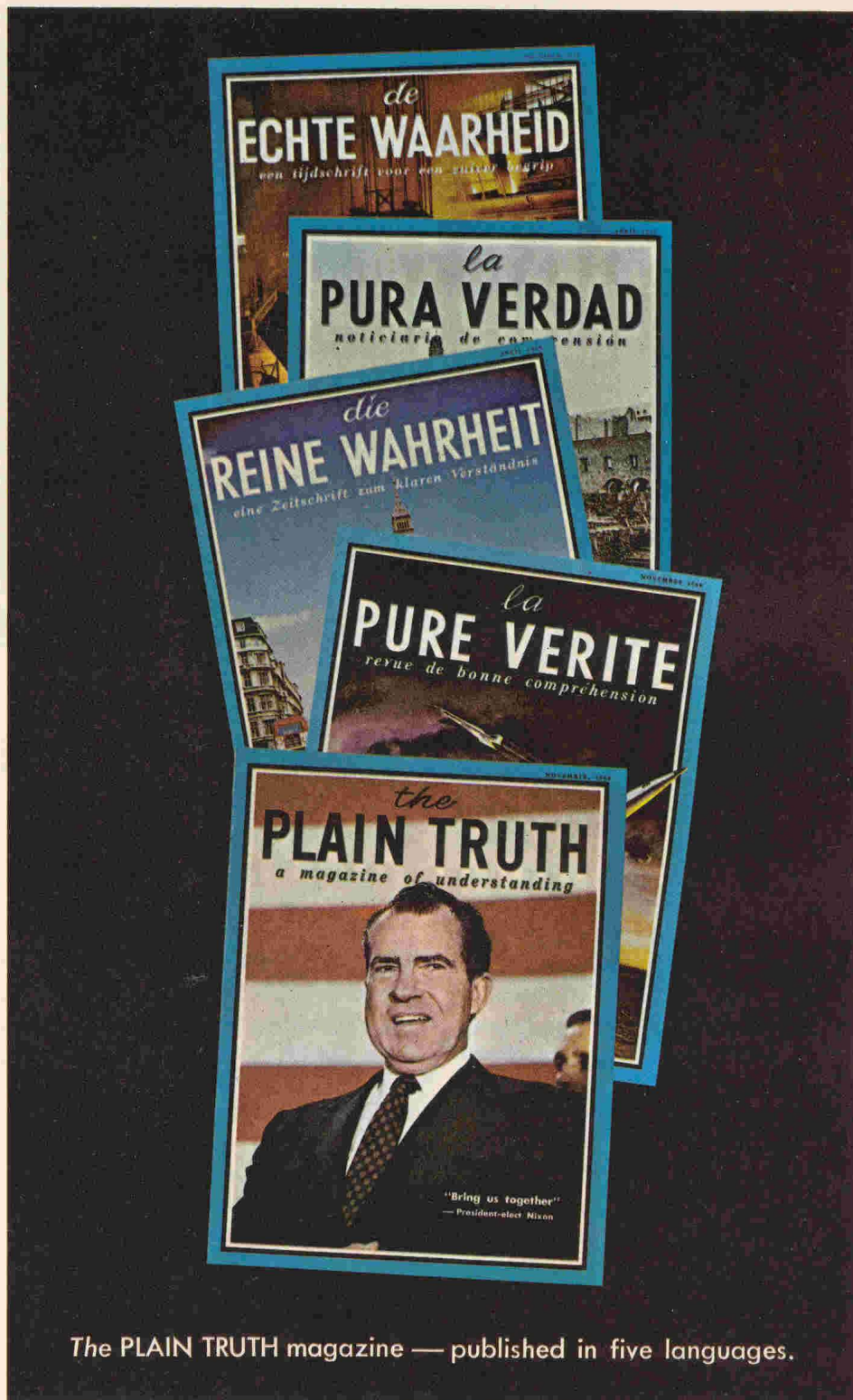
these four names are still the top four, the staff required to produce today's modern worldwide mass-circulation magazine has become too large to enumerate here — 73 names. This includes 6 Associate Editors, several Regional Editors around the world, Contributing Editors, Research Staff, Photographers stationed around the world, a sizeable and competent Art Staff, Circulation Managers around the world. You'll find them listed on the inside front cover.

And of course we do not list the hundreds of names of employees in our three large printing plants in Pasadena, California, in Radlett, England, and North Sydney, Australia, where this magazine is printed and mailed out to subscribers.

Today *The PLAIN TRUTH* makes necessary the maintenance of offices all around the world, some staffed with a full-time personnel of up to 80 people.

And, in addition, we now publish a NEW magazine, edited by the Graduate School of Theology of Ambassador College, in the field of Biblical understanding, called TOMORROW'S WORLD. Less than a year old, its circulation already is up to 350,000 — larger than *The PLAIN TRUTH* circulation of ten years ago. All readers of *The PLAIN TRUTH* who desire it are offered, free, a year's *already-paid* subscription on request. But, of course, we realize not everybody is willing to or desirous of reading anything about the Bible. I will say, however, that TOMORROW'S WORLD makes that Book *come alive* with real gripping INTEREST. It explains things most people have always wondered about, and never heard explained. It opens up many things that cause readers to say: "Well I never heard *that* before — I want to know *more* about that." And it is NON-denominational, nonproselyting.

But now WHAT of the new decade of the 70's?



The PLAIN TRUTH magazine — published in five languages.

This acceleration toward disintegration will continue! Constantly faster and faster!

The emphasis is on a departure from the true values — an increasingly wild plunge toward false values and ways that boomerang with deadly evil results.

Most forecasters of the future see things continuing "AS THEY ARE, ONLY MORE SO!"

Back in 1934, when *The PLAIN*

TRUTH magazine was born, and the WORLD TOMORROW program first started on the air, I predicted the future but somewhat imminent union of the nations of Europe, resurrecting the ancient Roman Empire. During World War II, we were watching events to see whether this awesome occurrence could be brought about by the war. But Hitler was attacking, conquering, and holding in subjection with his Gestapo the

European nations, not uniting them.

When it appeared, after the "D-Day" crossing of the channel, that Hitler faced defeat, I continued to say that Germany would rise out of defeat, and ultimately Europe would unite in a modern United States of Europe.

No one believed it, then. People laughed and scoffed and ridiculed. Most thought Germany could not rise again in fifty years. But our representatives visited Germany in 1952 and saw an industrial GIANT emerging! The Germans had not yet rebuilt much housing. They lived in temporary little make-shift places. Retail stores operated from ruins of bombed buildings. They rebuilt their factories first. PRODUCTION had to come before comforts, pleasures or luxuries.

In 1953, in a Düsseldorf hotel, I was awakened at 5 a.m. by the lusty singing of workmen, walking briskly with their briefcases to work. At 5 a.m.!

What a contrast from what I saw in England! There, although reports I received in the British Home Office stated that, to retain a prewar living standard, British labor would have to produce some 65% more than prewar, I found Britons virtually "coming to tea, and taking an occasional work break."

Look at the result today. Britain, victorious in the war, has lost her Empire, and been reduced to a second-rate power in the world. Germany, defeated in the war, has risen to become one of the major powers.

And now, at the beginning of the 70's, for the first time, I am prepared to say that the political and military UNION in Europe probably will be achieved during this decade. And there is strong POSSIBILITY it may cause the whole world to stand aghast at its sudden accomplishment during the early part of the decade.

When this is accomplished, it will completely alter the entire world scene. It will provide a third GIANT power, equal to or even superior to either the United States or Russia! And, to the surprise of most, the world will be startled to learn that it will have been provided with military NUCLEAR power!

It is very possible that this present decade we have entered will see a very pronounced increase in droughts and

floods, bringing unprecedented disease epidemics in their wake. This, too, could happen even in the first half of the decade. Unbelievable millions will die. It is probable, also, that this decade will see a rapid stepping up of EARTHQUAKES, greater and greater in intensity, many occurring in areas where they never occurred before—supposedly earthquake-free areas.

Nations never in history have produced new and more destructive weapons without using them. It is probable that the nuclear World War III, more frightful than anything in human history, may explode on an unsuspecting world during this decade!

But THERE IS ALSO UNBELIEVABLE GOOD NEWS!

If what I have said looks depressing, there is the brighter side! If this happens, it will be merely the storm before the dawn of a beautiful, happy WORLD OF PEACE.

One of America's three leading mass-circulation news magazines said something to the effect that the future looks bleak and hopeless... UNLESS there shall appear AN UNSEEN HAND FROM SOMEPLACE to change it.

That possibility is not as ridiculous as many will think. I would even go so far as to say it is more than possible such an unexpected turn in events shall occur during this decade!

Why shouldn't we have UTOPIA here on earth?

WHY?

The *Los Angeles Times*, at the top of page 1 of a 640-page Sunday edition, recently ran a story on a UTOPIAN college campus. The word "utopia" was used in its headline. It was a story *The Times* did on a unique and different college campus, where there are no riots, there is no protest, there are no hippies, but where everybody is smiling and seems to be really happy!

It is a college campus which includes one of the largest printing plants on the west coast of America, where *The PLAIN TRUTH* is printed. It is the campus of Ambassador College, publisher of *The PLAIN TRUTH*.

There is a CAUSE for every effect. There is a CAUSE for all the world's troubles. There is also a CAUSE for the enjoyable happiness that radiates all

over this campus. The same result has been achieved on two other campuses—the Ambassador College campus in east Texas, and the one in England.

A utopian world IS POSSIBLE! We have proved it.

Although there is a saying about it being darkest just before dawn, and we are now rapidly being whisked into that very short period of darkness in world history, it is the most SURE sign of the DAWN immediately beyond. And it is entirely possible that the 1970's may be the decade that brings that very UTOPIA to the world.

And WHY NOT? The dictionary describes Utopia as an imaginary or impractical and impossible place or state of PERFECTION. But WHY should it be imaginary or impossible? Why shouldn't we have PEACE on earth, with universal prosperity, good health, right education, abundant well-being for EVERYBODY?

Tell me WHY we shouldn't have it? You may call Ambassador College an experiment in UTOPIA if you like—but students and faculty on these three campuses will tell you we surely are approaching utopia—these campuses are happy, joyful places to be. THERE IS A REASON. There is a CAUSE for this result. We advocate this WAY in *The PLAIN TRUTH*. We practice what we preach. And we certainly ENJOY the result!

True, we do say it actually will require this "strong hand from someplace" to solve the world's troubles and bring us PEACE. Then the critic will ask, "Aren't you saying it is IMPOSSIBLE for humanity to solve our problems?" No! We don't say it is impossible—we say HUMANITY IS NOT WILLING—humanity REFUSES. It is impossible ONLY because humanity rejects THE WAY to peace, prosperity and all the GOOD THINGS—only because humanity REFUSES.

It is not impossible. We are PROVING that on the Ambassador College campuses! Why not come and VISIT the campus nearest you? See for yourself! Visitors are always welcome and we provide guides for tours.

Yes, the decade of the 70's MAY usher in worldwide UTOPIA! □