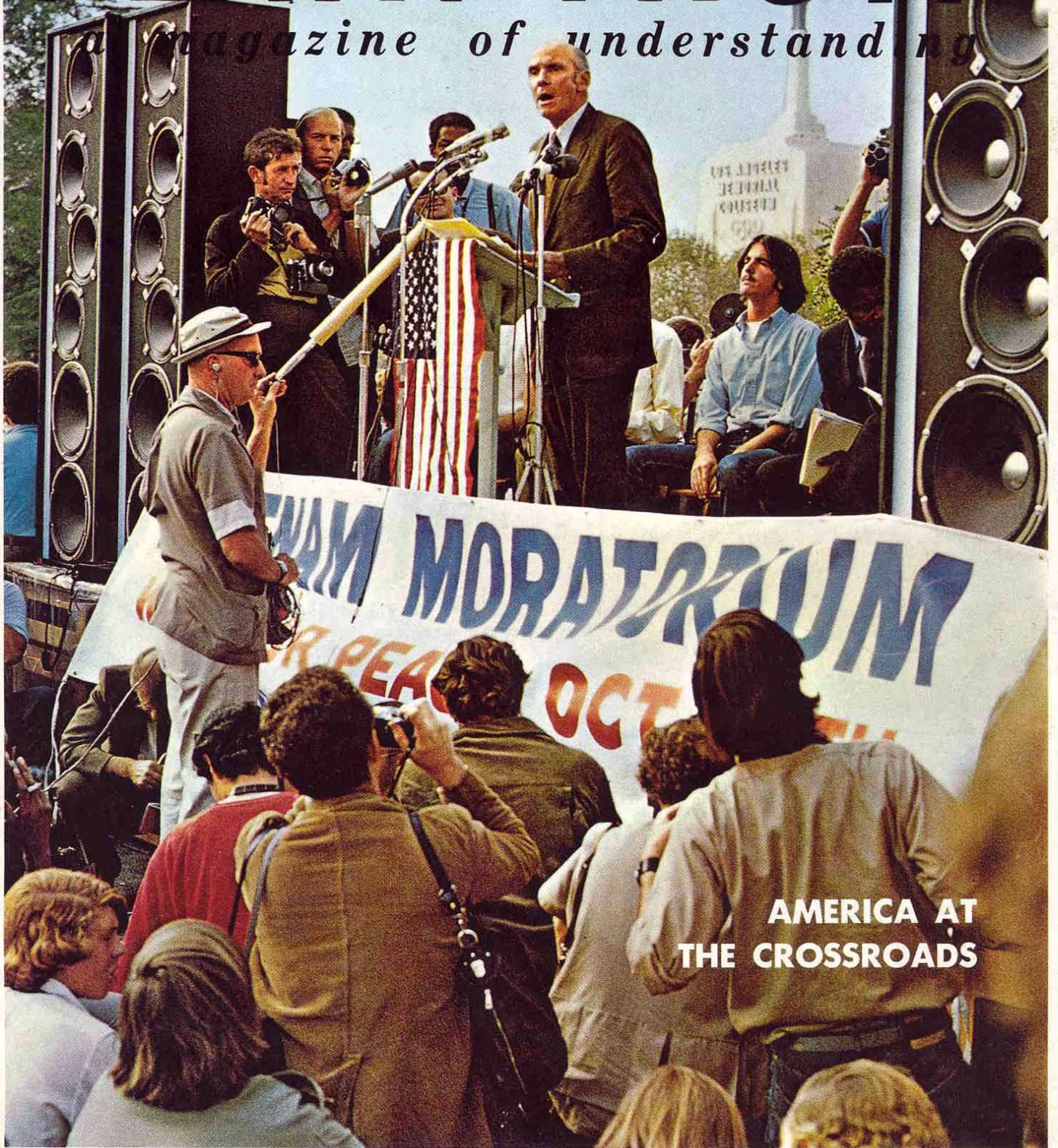


the
PLAIN TRUTH

a magazine of understanding



**AMERICA AT
THE CROSSROADS**

What our READERS SAY

Auto Accidents

"'Death Rides the High Road' is by far the finest comprehensive article I have ever seen anywhere. I wish that other magazines would reprint this, not condensed, but in its entirety in an effort to get it before everyone in this land. In this, you have really covered the waterfront, the highroads and the byways—every angle of this subject that so badly needs covering!"

Mrs. V. M.,
Clarkrange, Tennessee

"I've taught driver education the past 14 years. Your article, 'Accidents Don't Happen'—They Are Caused,' was a very good one. In the prevention of accidents we should emphasize driver training and education as well as better roads, safer cars, and proper enforcement."

Stanley S.,
Onawa, Iowa

Arab-Israeli Impasse

"If there is any publication that clears much of the fog away from current issues, it is certainly *The PLAIN TRUTH*. One of the articles in particular, 'What's Behind the Arab-Israeli Impasse?' gave a precise explanation that I had never fully comprehended before. Now I can speak with confidence and direction on this issue. Thank you so much."

Ray C. C.,
Grants Pass, Oregon

Teen-age

"Being a teen-ager I live in my own little world of fantasy, not knowing much of what goes on in the outer world. I thank you sincerely for opening my eyes to what is happening to and in the world. Your magazine is truly a masterpiece and I find it so interesting that I try to read all of it the day I get it. Words cannot express my gratitude to you for opening my eyes."

Holly M.,
Gapland, Maryland

Oceans Full of Evidence

"This morning I scanned through your June *PLAIN TRUTH* and came to 'Oceans Full of Evidence.' Some years ago when I taught biological sciences, I could never go along even halfheartedly with the evolutionists, so I painstakingly presented the two opposing points of view—the evolutionary and the non-evolutionary. Your current article is extremely well-researched. The accompanying submarine pictures are stunningly well chosen and professionally captioned and laid out."

Dr. Arza L. D.,
Upper Montclair,
New Jersey

Mental Stability

"I've been hospitalized several times in a state mental hospital before, so I read your article on mental illness with particular interest. I agree, looking at my own personality, that emotional troubles are heightened if a person cannot find the purpose or meaning of life. A neurotic needs to follow a positive direction somewhere. Finding the purpose of life eases the loneliness of life, the confusion and doubt of thought. Mental health is a constant struggle for stability and positiveness."

Don M. S.,
Austin, Texas

Modern Dating

"As I sat here reading your *Modern Dating* book I decided I just had to write and tell you how thankful I am to you for your material. You'll never know how much I learned from your advice on marriage. It changed my whole outlook on life. Before, I thought that marriage was all fun and games. Even now, at age 15½, I was very tempted to marry. I even considered eloping. But after reading your book, we're both satisfied to wait."

Wanda S.,
Middleboro,
Massachusetts

the PLAIN TRUTH

a magazine of understanding

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Personal from the Editor

TODAY THE WHOLE WORLD NEEDS a voice to *speak out*, in positive authority, with the ANSWERS to humanity's problems.

The PLAIN TRUTH is that voice. The WORLD TOMORROW, on radio worldwide, and on television, is that voice.

But how do we know the answers?

News media, TV documentaries, books, report the news, describe the world's ills; WE make plain the meaning. The PLAIN TRUTH — the WORLD TOMORROW — reveal the causes, give you the solutions, tell how these problems *will be* solved.

But how did *we* come to know?

Today people are bewildered. They are told they must adjust to living in a world of evils, *with no solutions!* Unrest, discontent, protest, violence are escalating. The BIG question, now, is that of human survival!

In all this moral and social decay people vent their frustrations in politics. "Let's throw out the party in power," they cry. They vote for a candidate who does no better.

People get behind movements — the SDS, Civil Rights, Black Power, the New Left.

Whitaker Chambers, writing in his book *Witness*, said two faiths were on trial. He said human societies, like human beings, live by faith and die when faith dies. He implied that this sick society needed a man whose faith in it — in this sick society — was so great that he would even give his life to defend it. He implied that he was that man. And he implied that the issue was a test of that faith against the equal faith of Communism.

All history is the chronicle of man replacing one unworkable and decadent system or culture with another, equally unworkable.

In a United States Presidential election, one man was quoted, saying,

"Thank God, *both* candidates can't win."

The PLAIN TRUTH dares to speak out *above* politics. It dares enlighten constantly increasing millions of the causes, and the solutions that *will come*. It tells its millions of readers with positive assurance a world of PEACE — a happy, prosperous, joyful WORLD TOMORROW — is just around the corner! *And this is no wishful thinking!*

But how did we come to KNOW?

We feel it ought to be made plain to our readers *how* we came to UNDERSTAND.

In the development of its organization, worldwide operations, and UNDERSTANDING, this activity is indeed unique. I know of no one — of no organization — that ever approached these bewildering questions in the same manner.

Often I have asked: How did *you* come to believe what you believe? Few, indeed, ever stopped to inquire in retrospect HOW they came to believe the things they believe. Everyone has ideas, convictions, beliefs. And others hold entirely *different* beliefs. Yet each is certain, in his own mind, he is right. What he probably does not realize is *how* these ideas found their way into his mind.

Few realize that *most* of the things they believe were simply taken for granted — carelessly assumed without any proof whatsoever. They believe this or that because they have "always heard it" — they have read it — or been taught it. They simply accept it. It lodges in the mind. It may be totally untrue, but they BELIEVE IT and often would fight to uphold its supposed factuality. That careless method probably accounts for 90 to 98 percent of what is in the average mind.

Then, secondly, people believe what they *want* to believe. They *refuse* to accept what they *don't* want to believe,

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Kilburn — Ambassador College

OUR COVER

United States Senator Alan Cranston speaks to several thousand demonstrators at Exposition Park adjoining the campus of the University of Southern California. His speech highlighted the October 15th, 1969, Los Angeles Moratorium Demonstrations. Senator Cranston received wild support from his audience with his pronouncements against the war in Vietnam.

right or wrong. Prejudice is a barrier to the entrance of *fact*, or truth, to the mind.

One says: "My mind is made up — don't disturb me with the *facts!*"

Then, too, most want to "belong." They go along with their group, their club, their party.

The system of education in this world is primarily one of memory training. One is expected to accept without question, and to believe, whatever is stated in the textbook, or whatever is taught in class. When final exams come along, one is graded, not on having investigated and proved or disproved what was taught, but on having memorized and recorded the teaching without question, true or false.

One small boy was asked in class, "Now tell us, who discovered America?" The boy answered, "The Indians." "You were taught that it was Columbus," snapped the teacher. "Yes," responded the youngster, "but weren't the Indians already here before Columbus arrived?" The boy was flunked on the question. He should have been complimented for *thinking!*

When scientists met at a convention, they agreed in advance that nothing supernatural or miraculous was to be introduced or even considered. This would be straying outside their field. And sometimes their "field" shrinks into tunnel vision. This is *refusal* to consider what might be fact. This closes the mind to more than is allowed by prior agreement. It is, nevertheless, the "scientific method." But it is *not* the way to truth or fact.

I am the executive head of a large-scale and fast-growing worldwide operation. Frequently it is my responsibility to make decisions involving the expenditure of millions of dollars. I learned early in my business career to get *ALL* the facts, before making a decision. To exclude some of them might prove very costly.

The educational system as established in the world perpetuates error in the guise of truth, and instills continued pursuit of false values. Few realize this evil. A glance at the definition of the word "education" as given in the *En-*

cyclopaedia Britannica, is illuminating at this point.

"Education . . . denotes an attempt on the part of the adult members of a human society to shape the development of the coming generation in accordance with its own ideals of life.

"Education may be said to be the efforts made by the community to *impose* its culture upon the growing generation." (article: Education.)

To answer the question of this *Personal* — HOW we came to UNDERSTAND — requires at least a minimal personal history. For a series of unusual circumstances and incidents led to this knowledge in a manner *entirely different* from the usual way of taking for granted what one hears, reads, or finds others believing.

My ancestors migrated to America from England with William Penn, a hundred years before the United States became a nation.

I was born and reared in Des Moines, Iowa, of upright and stable parents of solid Quaker ancestry. I had drifted away from religious interest, by age 18. I had chosen journalism and advertising as a life profession.

From a child I had had a passion for UNDERSTANDING. Always I wanted to know the "WHY" about things. At age 5 my father asserted that I would become a "Philadelphia lawyer" when I grew up, because I was always asking "so many tom-fool questions." I always had to ask "WHY?" about everything.

About age 16 I became fired with ambition to attain status in the business world. I began to haunt the philosophy, biography, and business administration shelves of the Des Moines public library after school hours, in extracurricular study. From then I spent evenings in study while other young men were seeking pleasures.

Early business training was in newspapers and magazines. By age 22, bulwarked by a broad-based education for that age, I became the "Idea Man" in the editorial department of America's largest-circulation trade journal. This assignment required continuous travel over the United States, interviewing retail merchants, industrial executives,

Chamber of Commerce secretaries. I was searching out ideas successfully used in business, beside experiences in community development, social conditions and problems. This material provided most of the reading contents of the magazine.

During this period I pioneered in conducting surveys, based on the law-of-average principle, obtaining, analyzing, classifying facts on business and social conditions, problems and opinions from hundreds of people of all classes.

Later, in my own business, seven years in Chicago, and subsequently on the West Coast, these surveys were continued professionally. They were conducted by personal interviews, supplemented by thousands of written questionnaires obtained by mail. In conducting the personal interviews, college graduates, specially trained for this type of questioning, were employed. These surveys were a pioneering forerunner of the public opinion and fact-finding samplings so widely used today by organizations such as the Gallup polls, and other sociological researches.

Meanwhile, in addition, my business had involved constant close personal contacts with chief executives of major corporations in the Middlewest and the East, and also with top officers of hundreds of banks of all sizes — from small-town banks, to those of America's largest banks — New York, Chicago, and other major cities. During the seven years in Chicago I attended the ABA (American Bankers' Association) national conventions beside many state bankers' conventions.

In these years, devoted to fact-finding, I was being made painfully aware of the troubles, the conditions and problems of modern civilization. I came to know PEOPLE — of all classes and levels. I was collecting and classifying the FACTS.

They revealed the "WHAT" — but not the "WHY."

It became distressingly evident we are living in a very sick world. It had been a shocking disillusionment to learn that the "successful" were seldom happy. Their bank accounts were full, but their lives were empty. I developed a passion to understand "WHY?"

Not only were the common people of
(Continued on page 42)

HOW your PLAIN TRUTH subscription has been paid

Many ask, "HOW has my subscription been prepaid? WHY can't I pay for my own? HOW can you publish a magazine of such quality without advertising revenue?"

The answer is both simple and astonishing. This organization is doing something that has never been done before. It operates in a way none ever did before.

The entire worldwide activity started very small, in Eugene, Oregon. The editor of this magazine had given a series of lectures, in 1933, on the meaning and purpose of life, recapturing the true values, and the laws of success in life. The individual failures, the collective world troubles, were shown to be the natural result of a wrong principle which motivates human society. This world's approach to life operates on the philosophy of SELF-centeredness — of getting, taking, acquiring, of envy, jealousy and hatred.

The lectures reversed the approach, showing that the way to the *wanted* things — peace, contentment, *real* success, enjoyable and abundant well-being — is the way of giving, sharing, helping, serving, of outgoing concern for others.

Response was enthusiastic. A number of lives made an about-face.

The manager of radio station KORE, and about a dozen others of very ordinary means, volunteered to contribute regularly toward getting this knowledge to more people by radio. For seven years previously, the editor had envisioned a monthly magazine to be named *The PLAIN TRUTH*. Now the way had opened.

The first week in January, 1934, the WORLD TOMORROW program started on the air. February 1, 1934, Volume I, Number 1 of *The PLAIN TRUTH* was issued — then a small, home-made "magazine" printed on a borrowed mimeograph. Nothing could have made a more humble start. But response was surprising, immediate, electric! It was something *differ-*

ent! It was something *right!* It was something *needed!*

There was no request for contributions. But a small few contributors joined in the cause *voluntarily!* Gradually, a very few at a time, listeners and readers became *volunteer* Co-Workers, making regular contributions — most of them small in amount. They *wanted* to have a part in expanding this unique and needed Work. They *gave*, according to their *ability* to give. As the number of these regular contributors increased, the operation grew.

Growth seemed slow, but it was steady and continuous, at the rate of approximately 30% a year. One additional radio outlet was added — then two, then more, and more, and more through the years. In due time *The PLAIN TRUTH* was printed, no longer mimeographed. But all subscriptions were pre-paid — made possible by the gradually increasing number of volunteer Co-Workers. We were proclaiming THE WAY of GIVING, SERVING. To put a price on our literature would be inconsistent with that WAY.

Through the years this same financial policy has been rigidly maintained, never to request financial support from the public — never to put a price on the *priceless* knowledge being disseminated. We BELIEVE in what we are doing, and *the way* it is being done! Our growing family of Co-Workers BELIEVE in it, and gladly GIVE of their financial incomes, that we, with them, may GIVE these precious success secrets to an ever-widening number of readers, hearers, viewers.

The size and scope of this operation has continued a growth of between 25% and 30% per year. The operation today is huge, having impact on an approximate 150 MILLION people, worldwide! It is one of the success stories of our time. It has helped countless thousands to make a success of *their* lives.

Our happy Co-Workers join in a sincere THANK YOU for allowing us to serve you. It has given *us* lasting pleasure!

Personal from the Editor

(Continued from page 2)

affluent America filled with unrest, discontent, general unhappiness. Vast populations of earth's billions of human beings were existing in the depths of wretchedness and disease, ignorance and poverty, filth and squalor. But *WHY?*

WHY all this unrest, discontent, misery and suffering in the world? WHY wars? WHY no peace? It made me THINK! It ought to make *everybody* think!

Nobody had the answers. Science had never produced them. Business, commerce and industry were seeking increased profits, not solutions to humanity's ills. Religion had failed utterly to make this a better world. Governments, committed to bettering the lot of their peoples, had never found the way. Education was not turning out future leaders with either UNDERSTANDING, or skills in ending strife, confusion, and suffering.

Then in the autumn of 1926, at 34 years of age, I was shocked with dismay when my wife accepted a doctrine that was new and strange to me, and therefore seemed like off-balance religion. And I had always striven for sound *balance*, in thought, and in ways of life. She said she found this doctrine in the Bible. Although I had long since allowed all religious interest to run dormant, I had been reared as a child in the traditional Christian faith. And what she claimed to have found, I knew, was certainly contrary to my childhood instruction. And therefore, I assumed, it had to be *contrary* to Biblical teaching.

But arguments failed to dislodge her. Since we both believed marriage was "until death do us part," divorce offered no happy solution. Unable to settle the dispute any other way, I entered upon an intensive study of the Bible and other source materials on the particular subject.

But I was aware that, in general, science and "enlightened" education had virtually relegated that "Book Nobody Knows," as ad-man Bruce Barton had

called it, to the limbo of long-dead, forgotten superstition, and medieval ignorance. Evolution was the current educational and scientific concept through which all knowledge and truth was received.

At the outset I had to face the question, Does God exist?

In the dormant recesses of mind, I had *assumed* the existence of God from childhood teaching. But this assumption seldom if ever came to the mental surface of active belief. Now I realized it was an assumption, taken for granted without question or proof because I had heard it, read it, been taught it as a child.

Before I could give credence to that now-questioned Book supposed to be His revelation to man, I had to know whether "He" existed. This involved a new and in-depth research into the question of "evolution vs. special creation." Was evolution *proven fact*, or assumed theory? *HOW* had most men in science and education come to believe it?

I knew, then, *WHY* most believe what they do, and *HOW* they came to believe it! I went to "the trunk of the tree" of the evolutionary hypothesis. I read Lamarck, Darwin, Haeckel, Huxley, Spencer, Voght. I checked thoroughly many works by learned Ph.D.'s — mostly for, a very few against, the theory. When I got to the trunk of the tree — the one supposed fact that could constitute *proof*, it was easily chopped down. And all the supporting branch arguments, hypotheses and explanations fell dead with it.

By laws of science, by logic, by reason, by many *PROOFS*, (too numerous for elaboration here), I *proved*, to my satisfaction, irrefutably and conclusively, that the living God exists. No longer was this careless assumption, taken for granted on hearsay. Nor was it, for that matter, what I necessarily *wanted* to believe — for it was leading directly into that which I definitely *did not want* to believe.

The research continued — virtually night and day — often until 1 or 2 a.m. I found incontrovertible *PROOF* of the inspiration and authority of the Maker's Instruction Book to the humanity which is the product of His manufacture.

To my mortification and chagrin, I discovered my wife had been correct. I was not, now, taking carelessly for granted what I had heard, read or been taught. I was not "going along" with my crowd, club, group. I was not accepting only what I *wanted* to believe, rejecting that against which I was prejudiced. I was getting proved *FACT* in a humiliating and unwanted manner. But I had an analytical mind, trained in examination and analysis.

My shocking disillusionment ran much deeper. Many of the teachings of traditional Christianity I remembered from boyhood teaching now proved to be *diametrically contrary to the Biblical record*.

But now I made two *positive* discoveries.

I began to *UNDERSTAND WHY* the learned of higher education and of science, almost en masse, disbelieve in God and reject the authority of revelation. At least *one* of the reasons why. They *ASSUMED* that this Book taught what traditional Christianity was teaching — and these teachings were contrary to their trained scientific thought. Of course, other factors entered into their rejection. They had carelessly *ASSUMED* what they were taught in the educational process. They were accepting what they *wanted* to believe, refusing to believe what they didn't. There was the factor of prejudice. There was the factor of "belonging" — going along with the supposed intellectual. There was the appeal to intellectual vanity. There was the *FEAR* of what their scientific and educational colleagues would say.

And now I, myself, faced that disturbing question.

If I accepted the Bible — and its *WAY OF LIFE* — for I discovered that was precisely what it *IS*, the Maker's instruction in the right *WAY OF LIFE* — *what would my former business colleagues think?*

My life's one burning ambition had been to attain status in their eyes — to be considered "important" by these executives whom I considered important. It meant giving up my life's ambition! It meant giving up everything I had considered desirable and important. Everything to which I had attached value.

But now I began to realize I had pre-

viously had a false sense of values. I began to see how most of humanity is pursuing false values which never satisfy.

Vanity was wounded. But I began to realize vanity is a false value.

I had to make a decision. It was the most difficult, the most painful decision of my life. I saw, now, *how wrong* I had been. And to admit one is wrong is perhaps the most difficult thing in life. Vanity is *SELF* — and *SELF* doesn't want to die.

It was humiliating. It was painful. But my mind had been opened. My choice was to accept what I now found to be *TRUE*, or deliberately reject it, and try to bolster up arguments and reasonings I knew to be false, to deceive others. That, I couldn't do, either.

I made the painful decision.

But the other really great *positive* discovery was this: In this "Book Nobody Knows" — this Book rejected through prejudice, ignorance, willful reluctance, I *FOUND, AT LAST, THE ANSWERS TO THE REALLY BIG AND LONG HAUNTING QUESTIONS OF MAN'S UNHAPPY STATE IN THIS WORLD!*

I found the *CAUSES* of humanity's ills!

I found the reason why religion has not solved those ills.

I learned how our human problems *are going to be solved!*

I found truth *that made sense!*

I found what neither Science, nor Education, nor Religion, nor Government, nor Sociology can give you — *THE ANSWERS* to all these fast-escalating problems.

That is why *The PLAIN TRUTH* and the *WORLD TOMORROW speak out* today with a *positive* voice of *AUTHORITY* in a world so woefully needing this positive *ASSURANCE*.

We did not come to believe what we believe in the usual manner. And everything about this great worldwide Work of true education is as *different* as the manner in which we were led into the true *UNDERSTANDING*.

My study and research into truth, started in the autumn of 1926, has never ceased. Like it or not, at the time — *and I didn't* — I had found the *AUTHORITATIVE SOURCE* I was bound to accept. It was the *FOUNDATION* of true

knowledge. We have built on that foundation. We are still building. We are still eliminating error wherever found.

And now, 43 years later, this knowledge and TRUE WAY is being heard or read by more than 150 millions, worldwide. Untold thousands of human lives have been changed, enriched, made more useful and happy.

But UNDERSTAND, please. *The PLAIN TRUTH* is *not* intended to be a religious publication. It is a SECULAR oriented magazine. But we recognize that the great MISSING DIMENSION in education is knowledge of the true meaning of life — knowledge of the true values that pay off in your own life — knowledge of THE WAY that brings you REWARDS and not troubles, unhappiness, pain, suffering, frustrations.

It is our purpose to publish those BASICS of right knowledge — and if we cannot find that knowledge in the fields of science, modern education, human philosophy, sociology, psychology or other popularly recognized sources, but we *do* find that *practical, workable* knowledge in the one Book most seem to be prejudiced against, we are going to disseminate it without apology.

And remember, we never ask our readers to believe what we say or write *because we say it*. CHECK IT! Believe what you see PROVED! We do!

CORRECTION: The credit and copyright statement for the photograph of the Andromeda Nebula which appeared in *The PLAIN TRUTH*, Vol. XXXIV, No. 7 (July, 1969), on page 47, should have included the following information: *Photograph from the Mount Wilson and Palomar Observatories — Copyright by California Institute of Technology and the Carnegie Institution of Washington.*

FOOD GLUT

(Continued from page 32)

do not erase the trend of two decades. There have always been good and bad years, but long-range trends are the important statistics to watch.

Right after World War II the widespread use of fertilizers and pesticides began. Reserve acres of land were brought under cultivation. This brought

many years of excellent increases, but those years had to come to an end. The land can be “fertilized” and “pesticided” just so much, and the number of reserve acres is limited.

That turning point came in the middle 1960's. From 1950 to 1955 food was up 20%, from 1955 to 1960, it was up 15%, from 1960 to 1965, it was up 11%. Each recent five-year percentage has dropped about one-fourth off the growth rate.

Meanwhile population rises 11% each five years! This makes world per-capita food production less each year on a long-term basis.

World yields per acre only grew an average of one percent per year between 1961 and 1965. Meanwhile, population grew a full two percent per year. Many lands are nearly “worn out,” and could begin failing the farmer any year.

Reserve arable land is now at a premium. The only major “escape valve” left open to man is to plant the pasture lands, and this requires mass slaughtering of livestock. Depleted livestock numbers mean much fewer calories and less protein for future years.

VI. Surpluses Won't Last Long

The vaunted surpluses resulting from three consecutive bumper crops are not as much as one may think. A recent government study revealed that the United States has only 40 days of processed food available in case of famine: 9 days' supply on housewives' shelves; 15 days' supply with retailers; and 16 days' supply with wholesalers and factories.

In addition, the raw grain surplus and the entire national supply of livestock would provide food for about one year! Knowing the food riots that historically result from a famine situation, this supply could disappear in much less than one year.

And this is the United States — one of the best fed countries in the world! How much harder would a famine year strike a country with little or no food reserve — which includes most of the world!

But articles about today's “food glut” express confidence this won't happen: “The world supply of wheat has grown so large that even a serious drought in

one or two countries would not wipe out the global surplus” (*Time*, September 12, 1969, p. 90).

That sounds reassuring. But it is a hollow reassurance when one analyzes it. The world is safe if there is drought in only one or two wheat-producing countries for one year. But how about three or four of the big producers? How about for two years? Or seven?

The world would survive a worldwide drought for only a matter of a very few months. It would take years, maybe decades, of excellent weather and incredible production in every crop to work up to a safe surplus.

Telling It Like It Is

Now, we can see the warnings of world-famous scientists in better perspective:

Dr. Binay Sen, Director-General of the United Nations Food and Agriculture Organization, warned, “If the rate of food production cannot be significantly increased, we must be prepared for the four horsemen of the apocalypse.” Dr. Sen added, “The next thirty-five years . . . will be a most critical period in man's history. Either we take the fullest measures to raise productivity and to stabilize population growth, or we will face disaster of an unprecedented magnitude.”

Dr. Sen is intimately familiar with the problem and deals with it every day.

Another authority on the threat posed by a burgeoning population is Dr. Paul R. Ehrlich of Stanford University's Department of Biological Sciences. He predicts bluntly: “Sometime between 1970 and 1985 the United States and the rest of the world will undergo vast famines — hundreds of millions of people are going to starve to death.

“That is, they will starve to death unless plague, thermonuclear war, or some other agent kills them first. Many will starve to death in spite of any crash programs we might embark on now. And we in the U. S. are not embarking on any crash program. Nor is any other nation. These are the harsh realities we face.”

Dr. Raymond Ewell, vice-president of the State University of New York warned, “The food-population problem seems likely to reach such enormous