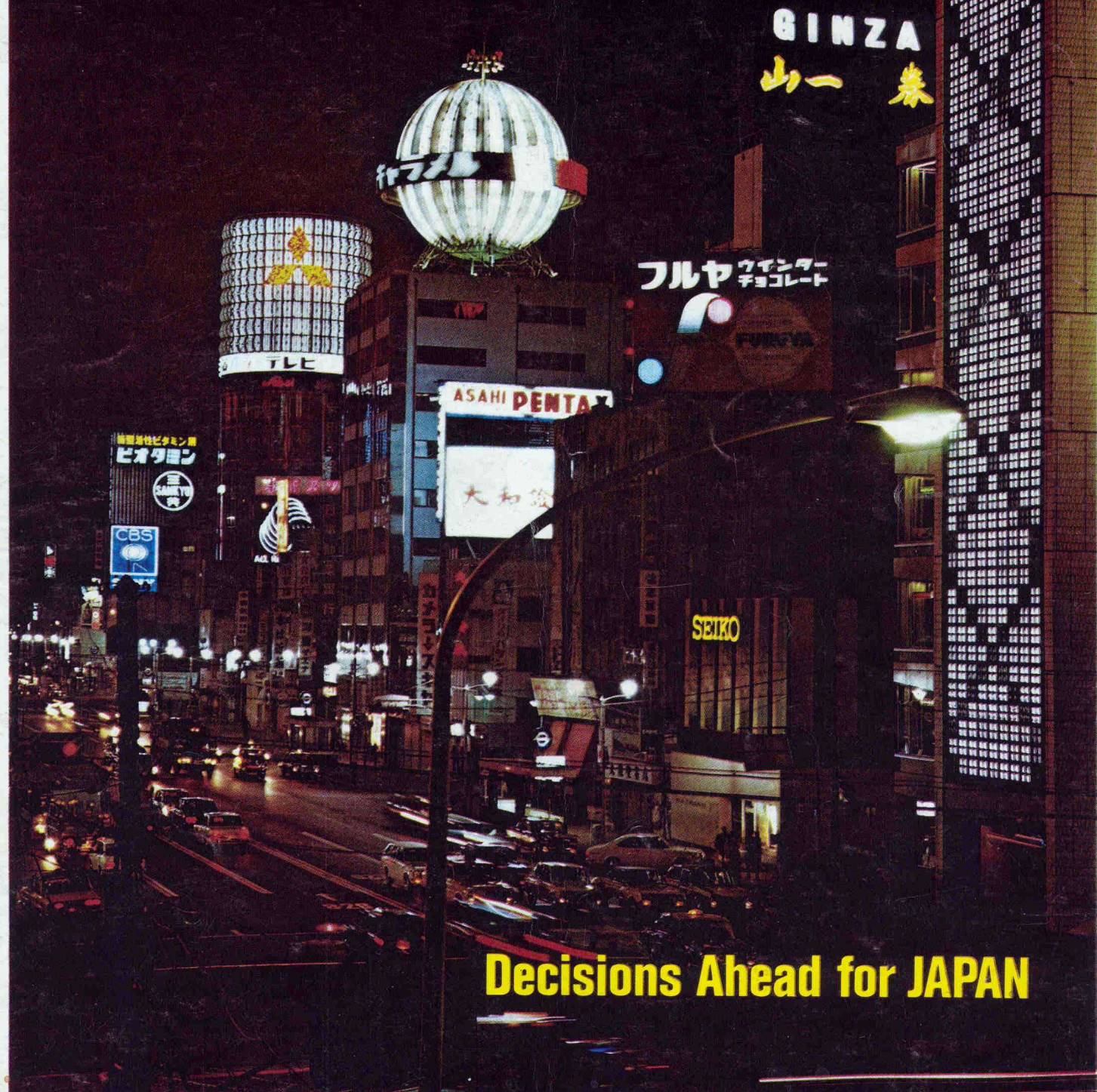


the
PLAIN TRUTH
a magazine of understanding



GINZA
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フルヤ ウィンター
チョコレート

ASAHI PENTAX

大和館

SEIKO

Decisions Ahead for JAPAN

What Our READERS SAY

"Tells It Like It Is"

"The PLAIN TRUTH does not warp and distort facts as do the national and local presses. This magazine is something I have been searching for for a long time — it presents a serious viewpoint which I feel is unbiased toward any generation or faction of the public, a fact rare in the national press, who love to take a knock at someone."

G. W., Schoolboy,
Bury, Lancaster, England

"I think for the first time I am beginning to understand the world around me. Thank you for helping me."

Barbara T.,
Narragansett, Rhode Island

"I am glad to see that you are not in the habit of avoiding difficult and controversial questions, like the existence of God, and some of the time-honoured Christian beliefs such as the observance of Christmas and so on. The PLAIN TRUTH has started to undermine some of my cherished ideas and has prodded me towards areas of thinking which I previously considered to be unnecessary and fruitless."

M.N.N., University Lecturer,
India

"I feel it would be in your best interest to remove my name from your mailing list. Although we share an opinion upon occasion, I find your *basic philosophy* which permeates ALL your magazines to be uninstructional and SIMPLISTIC."

Mrs. Cynthia O.,
Lubbock, Texas

"Up to now I have read many magazines. I have tasted some, swallowed others and have chewed and digested some very few. But, never have I come across a magazine similar to *The PLAIN TRUTH*. *The PLAIN TRUTH* really gives understanding and plain answers to problems such as famine, crime, addiction to drugs and many others that are now plaguing humanity. By reading *The PLAIN TRUTH* magazine, the doors of one's mind are really opened to new horizons and by practicing and following the different advices given by the Editor himself and his associates, one is really bound to succeed in life. More than this, one is kept abreast of the news going on in the world."

Prakash S.,
Mauritius

"I believe that public opinion on all anti-pollution issues is hardening rapidly, and I feel that *The PLAIN TRUTH* has been, and still continues to be, a very great contributor to this effort. Sociologically, I feel that this magazine has its fingers on the pulse of the world, and I eagerly await each month's publication."

V. H. R.,
Napier, New Zealand

"Never have I read a magazine which managed to accomplish what it purported to do — tell the facts! I congratulate you on a fine periodical. While I do not agree with everything in the magazine, I feel it is one of the finest I have ever read."

Lawrence D. G.,
Columbia, Missouri

"Your articles are plain, down-to-earth and timely. I hope you will not let critics deter you from keeping up the good work."

John L. S.,
Springfield, Illinois

Vietnam War Article

"I enjoy each and every issue of *The PLAIN TRUTH*. The last issue with the article about 'The Truth of Why We're in Vietnam' is still being read and appreciated in our family. My son-in-law has just returned from 'Nam' and I will send him my treasured copy of the issue when we have read it. One of the saddest letters he wrote from Quang Tri was asking 'Why are we over here?' If everyone in our great country could be told those truths. Communism in our country would be fought instead of taught."

Mrs. C. E. B.,
Hollandale, Mississippi

"We read the special report about the Vietnam War and for the first time in a long time of reading your magazine, we must say that we were disappointed. It seemed that you took no stand, no clear stand at all. The best we could make of your position was that you leaned toward present American policy because it was a war against the communists. Why did you not come out and declare unequivocal opposition to not only the Vietnam war, but also all wars? Is there really such a thing as a good war or a favourite war? The killing goes on and on, every day. But you rather carefully skirted the basic stand all human beings should take — that of complete horror of all wars and a demand that both sides cease the killing over ideologies."

Jim D.,
Perth, Ontario, Canada

"Never have I read such an informatively written piece of information. It has explained to me many of the loopholes which I have seen in the explanations so far provided to the American public."

J. A. R.,
Bridgeport, Connecticut

"I want to compliment you on the splendid article you wrote on the Vietnam war. As a Gold Star Father, I found it extremely interesting and it 'did' give me a lift, at least to a certain measurable degree. We lost our dear son, Sp 4 Robert Leo K., in this nonsensical war. It was just unbelievable. Robert DEAD? No, there must be

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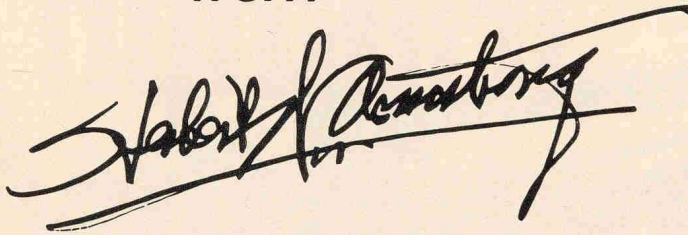
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Personal

from



The MISSING DIMENSION in Sex

HERE ARE a few recent news headlines and magazine article captions:

“GROUP SEX”

“Swinging [wife-swapping] Couples — a Modern Sexual Phenomenon”

“Psychologists Seek Play Pens That Make Sex Fun for Kids”

“Sex in the 70’s — an Era of Experiments for Youth”

“Practicing Marriage Without a License”

“Group Nudity Called Cure for Loneliness”

“Premarital Conceptions Found High”

“Britain’s First Sex Supermarket Opens in London Today”

“Dramatic Increases in Co-eds Engaging in Premarital Sex”

The Western world is becoming sex-drunk. Morals have taken a sudden plunge into the cesspool.

“Swingers” is the term used by married couples who

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EDITOR’S NOTE *The Vietnam War Article*

The article (May issue) on the Vietnam War brought a gratifying response. Millions of readers learned, for the first time, WHY the United States has been in the war.

Some of our readers, however, possibly influenced by Communist propaganda or religious conviction, completely misunderstood what was said. The article took NO PARTISAN STAND, either in favor of or in opposition to, the war. The purpose of the article was to explain to our readers objectively the reason WHY the United States government entered, and remained in the war through four administrations — two Republican and two Democratic.

Hundreds had told us they did not understand THE REASON for United States participation. A box accompanying the article quoted an army nurse in Vietnam, saying, “If I knew what we are fighting for... I don’t know why we’re here. So many GPs ask WHY. I can’t answer!”

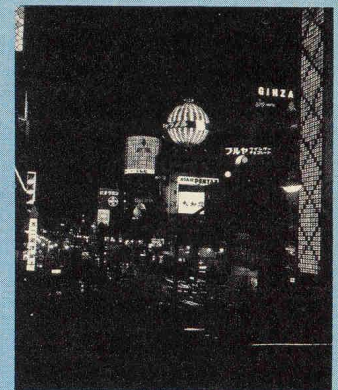
Even now (July 6 *Los Angeles Times*, front page) the son of a retired U. S. Lt. General, who lost both legs in the war, is reported saying he had never received a satisfactory answer to the question, “What did those 50,000 men die for?”

The PLAIN TRUTH knew that four Presidents and their administrations — two Republican and two Democratic — did believe the nation had a real reason for being in. We felt it our duty to MAKE PLAIN to millions of readers the UNDERSTANDING of that reason. We did not express either approval or disapproval. We took no partisan stand. We made clear the reason why four administrations of the government believed the United States should have been in it. We merely published the FACTS!

We are grateful that millions now UNDERSTAND.

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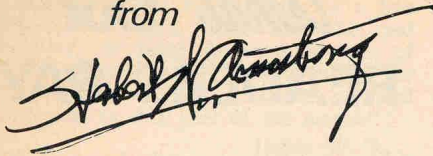
Ambassador College Photo

ABOUT OUR COVER

The Ginza, Tokyo’s most important thoroughfare — often called the Fifth Avenue of Tokyo. Its modern office buildings, shops, theaters and restaurants are spectacularly lit with animated neon displays. The Ginza district is also the headquarters for many world famous names in Japanese industry.

Personal

from



(Continued from page one)

participate in group parties — or orgies — where husbands swap wives — disrobed in bed. In the past three months many newspaper and magazine articles have appeared, describing this suddenly fast-growing phenomenon.

The *Sunday Times* (London), in illustrations five columns wide, showed front views of both men and women, completely nude. There was no retouching. Alongside was a picture of a man and woman in sexual intercourse, nude in bed. Under the pictures was this caption: "BBC scores big hit with children's sex film." And under it this subhead: "3,000 schools buy it; one teacher out of 100 says 'pornographic'."

Leading in the parade of public advocacy of promiscuous sex — nothing barred — are the psychoanalysts, psychologists, and even sociologists. These doctors are lending a professional aura of respectability to adultery, promiscuity and perversion, under the catchphrase: "*The New Morality*." It is neither new, nor morality. But it is becoming "accepted" more and more by society, and spreading like a prairie fire!

Dr. Robert A. Harper is a Washington psychologist. At sessions of the American Psychological Association, held in Washington D. C., he is reported to have told one group that parents should get together "to encourage, help and foster sexual play in their pre-adolescent children." He advocated play-pens for nursery-school children, in which "vigorous and joyful sex-play" should be encouraged.

I feel that many do not realize the extent to which modern psychologists are swaying the world into a collapse of healthy home and family life, leading toward total degeneration of the human race. One statement Dr. Harper is reported to have made is significant: His plan for sexual play pens is reported as but one part of a "revolutionary program to demolish certain cherished myths in our social morality."

He adds: "I think we need blockbuster intensive therapeutic efforts, financed by the Federal government and run independently of the schools." The plan would even go so far as taking away most persons' right to reproduce!

What's really back of this morals revolution, now sweeping the world? Few realize what has happened!

These misled "swingers" — these dupes going into "group sex" and "group therapy" — these co-eds following blindly the fast-growing trend toward premarital sex — these mixed-up deluded hippies — these homosexual perverts — all are merely the deceived victims. They are like dumb sheep going to the slaughter in a trail of filth. They are being led into character-pollution and degeneracy, started and fostered by the professional psychologists.

What actually has HAPPENED?

Few know. These professional "mind experts" do not even know what the human mind *is*, and what is the difference between animal brain and human mind! They themselves are criminally IGNORANT!

There is a *MISSING DIMENSION* in human knowledge!

And what one doesn't know, he DOESN'T KNOW THAT HE DOESN'T KNOW IT! And in their vanity of self-complacency, these "experts" suppose they know all that is to be known about the human mind!

What is RIGHT about sex — anything?

What is WRONG in the area of sex?

What is truly beneficial to participants — and what is harmful and destructive?

Do people know? Do the professional psychologists and sociologists know? Emphatically they DO NOT!

In all the published knowledge and instruction about sex and marriage, the most vitally needed dimension has been missing!

Let me tell you what has happened. And then I'll tell you WHY!

Battering Down Traditions

Today revolt is in the air. Revolt is everywhere, against almost everything! Yet in no grievance is revolt so widespread as that against the repressive

moral codes of traditional Christianity.

What was the real origin of the traditional Christian morality?

The truth is, it came neither from Christ, nor the original apostles, nor from the Bible. But Christianity, after its first generation, absorbed the pagan dualism of Greece, and pasted the label "sinful" on sex. Through the centuries since — until the two world wars in this century — the prudish attitude of shame governed moral standards. And because sex was viewed as indecent, degrading, shameful — as sinful even in marriage, except for procreation — dissemination of knowledge about sex was forcibly withheld from the public.

But what were the fruits of that dualistic concept of virtue? Some 90% of marriages were rendered unhappy — many utterly miserable — frustrated and unbearable — due to false attitudes and sex ignorance.

The Founder of true Christianity *taught no such prudishness!* Jesus never represented sex as anything other than that which our Maker designed and created — and all that He had created God pronounced "very good." Jesus taught against *wrong uses of sex*. He forgave a repentant woman caught in the act of adultery, with the admonition, "Go, and sin no more." The original apostles never deviated from that teaching. The Biblical teaching throughout is the same.

Then finally came along Sigmund Freud, founder of psychoanalysis. About 1904 he reached a startling conclusion. Resulting from his clinical experiences, researches, and faulty human reason — ignorant of the vital *MISSING DIMENSION* in knowledge — Freud came to the conclusion that sexual repression, plus the attitude of shame and feelings of guilt, plus ignorance about sex, were the causes of neuroses and other mental disorders.

He and his followers in psychiatry leaped all the way to the opposite *EXTREME!* They urged knowledge dissemination, sex instruction, and complete sexual freedom — in or out of marriage, as the panacea.

Moral Barriers Crumble

In the wake of World War I, this agitation plus after-effects of the war

toppled the legal barriers banning dissemination of instruction about sex. The moral barriers began crumbling also.

The first World War made many changes in behavior patterns. Women took jobs — and kept them after the war. Wives became financially independent of husbands. Family and home life began breaking down. Divorce rates rose. War conditions produced "victory girls" and a general relaxing of moral standards.

World War II shot morals into the gutter. Permissiveness became the current fad. The psychologists intensified their propaganda. The MORAL REVOLUTION was on! The world continued throwing off the restraints.

The world at last had emerged from the age of hush!

The devil appeared "as an angel of light." Immorality was given a cloak of respectability under the catch-phrase "The NEW MORALITY." Immorality became moral. Wrong became right.

And now, in just the past very few years, morals have taken a new and accelerating nose-dive into the cesspool.

The world has "progressed" past "topless" restaurants in cities — then past "bottomless" — and, to entertain certain small lust-gripped audiences, actual live sexual intercourse in the nude performed on stage! Today every form of sex and mental perversion is spreading at accelerated pace — homosexuality, swinging, group sex orgies, bestiality, sexual play-pens for pre-school children, lust-arousing pornography a giant industry, fast-growing drug addiction — fast-increasing numbers of humans literally DESTROYING THEMSELVES!

Can *this* be RIGHT?

Can *this* be best for the human individual?

Can *this* build a healthy, happy, prosperous nation or civilization?

WHAT, after all, IS right?

Do humans know right from wrong? They have always supposed so. But they've been WRONG!

Millions of Roman Catholics — and probably millions of Protestants and others — still believe any use of sex outside of marriage is WRONG. They believe it is a SIN! But millions now fol-

lowing the mis-named "New Morality" believe complete sexual freedom is RIGHT. They believe denial and repression are WRONG! They can't BOTH know right from wrong!

What, then, is the TRUTH?

The truth is that the former repression and maintained ignorance was WRONG! The results proved it. And the new flaunting of all morality is *far more* wrong, because it is leading to far worse results!

The TRUTH is that the most tragically needed DIMENSION in knowledge about sex and marriage has been MISSING!

This vital dimension has not been known. Freud did not know it! Today's psychologists are ignorant of this vital dimension of knowledge. It was missing from the knowledge disseminated by a traditional Christianity which set moral codes for so many centuries.

And, what they did not, and do not know, they simply did not, and do not know that they don't know it!

Can there be ANYTHING more important to know?

The Missing Dimension

Recently Ambassador College published, as a public service, not to be sold, a VERY IMPORTANT BOOK. It is a book of 236 pages, titled, *The Missing Dimension in Sex*.

This important book makes plain the MISSING DIMENSION in knowledge of sex and marriage. It makes plain the reason WHY this vital knowledge has been missing!

It gives frank answers to questions you may have been too embarrassed to ask! It's a surprising, eye-opening book. It is a message of UNDERSTANDING in the wilderness of confusion.

When I see all these current newspaper stories and magazine articles reporting the TRAGIC facts that threaten the very existence of human society on earth, I feel I simply *have* to do what may be done to get the TRUE ANSWER to the morals problem before as many million people as possible. If I could give you the answer here, in *The PLAIN TRUTH*, I would. But space does not permit. So I offer, entirely gratis, *your* free copy on request, postpaid. It is knowledge heretofore unpublished. □

What Our READERS SAY

(Continued from inside front cover)

some mistake about this, we thought. It would be others that get killed in Vietnam, but not our Robert. He told us when he left that he would be back, but he didn't tell us he would be shipped back in a casket.

"We have asked a thousand people already (and many of them very intelligent people too) why Robert had to be shipped 12,000 miles from home to the other side of the globe to be slaughtered, but no one (absolutely no one) has been able to give us the answer."

"What our family is now concerned about is: Did our Robert die in vain?"

Peter A. K.,
Linton, North Dakota

"I was utterly dismayed and astonished at your article in the last issue on the Vietnam war. I could hardly believe it could find a place in the same magazine with a previous article 'To Kill a People' by Garner Armstrong."

Vivian F.,
Newman, California

"Your editorial of March 16, written for the May issue of your magazine, is the greatest disappointment since President Nixon's Vietnamization announcement. I have felt for a long time that we need good men imbued with the spirit of brotherly love and tolerance for other ideologies, to heal the breach between Communism and Capitalism. I had hoped that your magazine would seek to produce such men for our nation.

"Surely you will agree that Russian communism has changed since Stalin, and that it will continue to change and evolve into a system that is part communist and part capitalist?"

"There is much good to be learned from Communism and from Communist China, and I think that we had better apply ourselves to learning it if we want to help Southeast Asia."

Mrs. N. A. E.,
Rice Lake, Wisconsin

"At last — the plain truth about the way your organization thinks about the Viet Nam war. Nothing more than an insipid restatement of the long-discredited domino theory. Ho Chi Minh might have been on our side if we had possessed the intelligence to see what he was really up to, instead of supposing that we must crush all anti-capitalists in the world, especially the smaller ones, who are less dangerous to fight. Ho certainly made overtures in our direction in the 1940's. But we have lost our revolutionary fervor and we have given up our principles for capitalist propaganda. As a result, we opposed him instead of befriending him."

John E. Chappell Jr.
Ogden, Utah