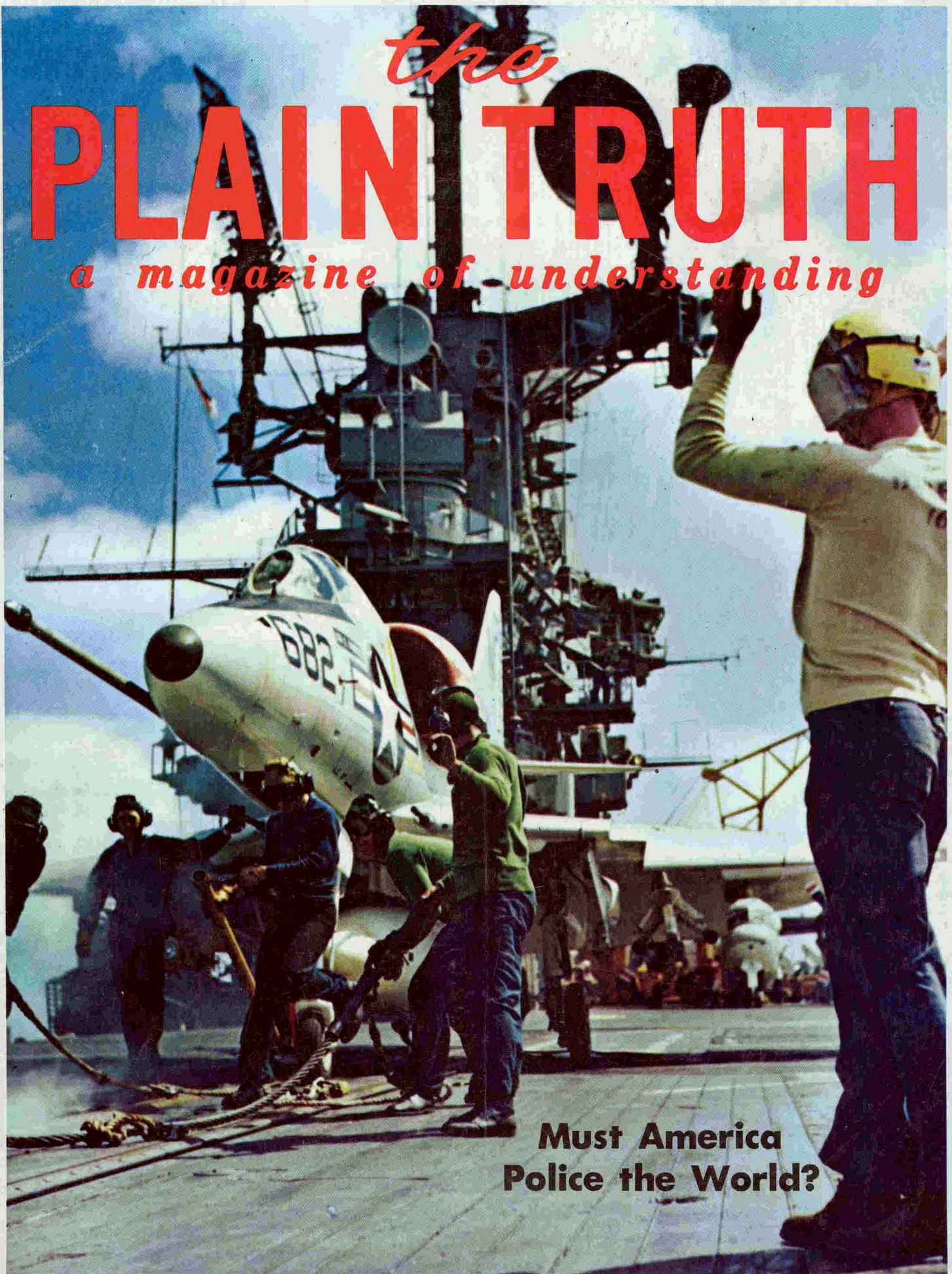


the
PLAIN TRUTH
a magazine of understanding



**Must America
Police the World?**

What our READERS SAY

"I think the people who give you the money to print the alleged PLAIN TRUTH are wasting their money. They should donate it to an organization that could help put an end to some of the starvation going on in the world, rather than just write about it."

Margaret Z.,
Palo Alto, California

"Whether I agree or not with what you say, you just trigger my brain to start thinking. And now, may I ask you to send me some back copies of your magazine? The very ones I threw away."

A. L. A.,
Limassol, Cyprus

"I have an unusual request. I would like *The PLAIN TRUTH* in reverse, that is, from October, 1969, to as far back as you can make available to me without too much trouble. The copy of the June-July, 1934, PLAIN TRUTH was, as you say, primitive or rough. I found its contents on that first page were just as 'eye catching' and captivating as *The PLAIN TRUTH* today."

Peter B.,
Belmont, Mass.

"I often imagine all the people on the staff as being sturdy-looking people, holding an old family Bible under one arm and waving an American flag in the other hand. Not that it is a bad picture — simply that you are as uniform in looks and policy as a band of hippies are, in their own way. I often wish I could be more like you, though. At least I'd believe in something, which is more than I do now."

Mrs. J. A.,
San Diego, California

Mind Pollution

"In your February issue of *The PLAIN TRUTH* the article entitled 'Ambassador's Answer to mind Pollution' really got to me. I can't believe it. You're trying to tell me there is a col-

lege where no one has illicit sex, takes dope, wouldn't think of addressing anyone without a 'yes sir' or 'no sir,' goes about his daily routine happily, joyously. If this is so they are not, as you say, 'decent and disciplined human beings' — they are 'disciplined robots.'"

James "Rebel" B.,
Marquette, Mich.

• *Guess sein's believin', Jim — perhaps you'll change your mind if you ever have opportunity to visit the campus.*

"I just finished reading your Feb. article, 'Ambassador's Answer to Mind Pollution.' It made me realize how important it is for an individual to have a goal and purpose in life . . . I would like to attend the college and be among the HAPPIEST people on earth! I want to be around good, wholesome people — who love life and enjoy learning. Please send enrollment information, etc."

Patricia P.,
Camp Pendleton, Calif.

"Please cancel all further propaganda of perverted Christian teachings. I can no longer endure these distortions . . . Possibly when my senility returns to me, as it did when I originally subscribed, in my old age, I'll re-subscribe for a false crutch. The student across the hall seems to be interested in your publication, so why don't you try to pervert him also?"

William N.,
University of Montana,
Missoula, Montana

• *Yeab, Bill, maybe we can 'pervert' him to be a clean, honest, wholesome, objective human being.*

"This is my first year of college. I know now, by firsthand experience, the evils of modern-day education. I spend all of my time cramming on facts, and I'm living worse than ever, much less learning how to live. I used to receive

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the PLAIN TRUTH

a magazine of understanding

April-May, 1970

VOL. XXXV

NO. 4-5

Published bi-monthly at 300 West Green St., Pasadena, California 91105; Radlett, England; and North Sydney, Australia, by Ambassador College. French, Dutch and German editions published at Radlett, England; Spanish edition at Big Sandy, Texas. © 1970 Ambassador College. All rights reserved.

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ADDRESS COMMUNICATIONS to the Editor at the nearest address below:

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New Zealand and Southeast Asia: P. O. Box 2709, Auckland 1, New Zealand.

The Philippines: P. O. Box 1111, Makati, Rizal D-708.

SECOND CLASS POSTAGE paid at Pasadena, California, and at additional mailing offices. Entered as SECOND CLASS matter at Manila Post Office on March 16, 1967. Registered in Australia for transmission by post as a book.

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

Personal from the Editor

SPECIAL NOTICE

FOR the next six months, TOMORROW'S WORLD and *The PLAIN TRUTH* will be issued bimonthly. Important developments have led to this temporary change.

It is due largely to unexpected and unprecedented GROWTH in the circulations of these magazines. This very success evidences the fact that people worldwide are HUNGRY for the priceless things we are able to give. This is fulfilling the GREATEST NEED in the world today! And we enjoy the privilege of giving out this wonderful knowledge of the true values and goals in life, the WAY to the better, richer, fuller, more abundant life.

In President Nixon's 1970 "State of the Union" address, he recognized, and stressed the NEED of a better QUALITY OF LIFE. But he did not tell the nation HOW! For 36 years *The PLAIN TRUTH* has been emphasizing that *need* — and we have been telling the people *HOW!* That's what our message *IS* — *the way* to a better, fuller LIFE.

We have been pointing out the TRUE VALUES, helping hundreds of thousands to turn from pursuing FALSE values.

Theologians have failed to *give* the world this PRICELESS KNOWLEDGE. The churches have not taught it. Science does not know it. Education does not disseminate it. All seem to have glossed over almost entirely the secrets of THE QUALITY LIFE — the way that is the CAUSE of happy living, as well as the gift of eternal life.

In the United States we purchased full-page advertising space in LIFE magazine several issues, one in LOOK, and we purchased advertising space in many issues of TV GUIDE (largest mass-circulation in the United States). Our ads offered trial subscriptions to *The PLAIN TRUTH*. Also we purchased regular two-page space for the same ads

in *Reader's Digest* in many of their foreign editions around the world — in several languages — English, German, French, Spanish, Dutch. In addition we used full pages in the London Sunday *Times* and other media in England, besides the largest-circulated magazine in Germany, and other countries.

The response was OVERWHELMING — far in excess of expectations. At the end of the three months' trial subscription, these subscribers were offered a year's already paid subscription. An astonishingly high percentage renewed for the full year's subscription.

Let me give you one example. Our first two double-page ads in the *English language* edition of *Reader's Digest* in India brought us 20,000 new subscribers. We had expected only a thousand or so — from India, since it was the English language edition. We were not prepared to get so MANY copies mailed to subscribers in India. We ran into complications getting such huge shipments of magazines into India for mailing.

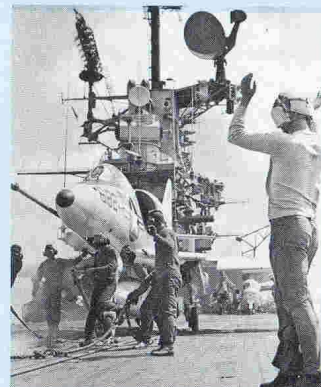
The PLAIN TRUTH is printed on our own huge web-fed magazine presses, full color, at Pasadena, at North Sydney Australia, and at Radlett, England. The shipment to India had to go from our Sydney plant. We had to send our manager from Australia to Bombay to investigate regulations by which this might be done. We had to fly him, then, all the way to Pasadena to go into conference with executives at Headquarters to plan ways to accomplish this. It was going to mean at least a two-month delay getting in the first shipment of magazines.

So I wrote a new ad, rushed it to *Reader's Digest* to be published in the third issue of our campaign in their magazine. The two-page headline said: "WE APOLOGISE — *but you swamped us!*" Thus we EXPLAINED to *Reader's Digest* subscribers in India

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U. S. Navy Photo

OUR COVER

An A-4 Skyhawk lands aboard the attack carrier U.S.S. Hancock. At present, nearly 1,200,000 U. S. servicemen are standing guard around the globe, serving as world policemen against the constant threat of communism.

Personal from the Editor

(Continued from page 1)

why the magazines would be late in arriving. The *Reader's Digest* people were so elated that their magazine brought such an overwhelming response that they made a special brochure — or leaflet — reprinting our ad — to be sent to advertisers.

But all this overwhelming response did TWO THINGS:

1) It shot *The PLAIN TRUTH* circulation from a little over one million to more than TWO MILLION COPIES. That was FINE — GREAT — GOOD. BUT —

2) This sudden jump in circulation of *The PLAIN TRUTH* forced us to buy additional huge 4-color web-fed magazine presses — build larger printing plants — increase number of employees in these plants — increase numbers of personnel on staffs in offices around the world. We had to immediately open new offices in New Zealand and in Mexico City. In Sydney and in Vancouver, B.C., Canada we had to move into much larger quarters. We had only recently moved into larger quarters in Johannesburg, South Africa. BUT — we were not able to build fast enough!

RESULT? We had to build an entirely NEW printing plant in England, and in Pasadena, and also move our presses into larger quarters in North Sydney. But these plants *already are outgrown!* So both in Pasadena and at Radlett, England, we are proceeding to DOUBLE the size of these plants. But it will take time to build!

We have to get along meanwhile in our new overcrowded plants. With circulations expanding, we simply cannot handle additional expansion UNTIL the new plants and additional presses and equipment are installed.

THEREFORE we are forced to SLOW DOWN operations in the meantime UNTIL our expanded facilities are ready. We KNEW we probably would have to build bigger than we did. These NEW EXPANSIONS were planned — but we did not want to spend the money to

build bigger than the need. So we did not build the maximum size at once.

We are MORE THAN DELIGHTED at this overwhelming GROWTH and SUCCESS. We are SORRY we have to ask you, our readers, to receive *The PLAIN TRUTH* only every two months temporarily, instead of monthly.

Also, the savings in cost of production will ease the load of paying for the new expanded facilities. To this end, further, we will, until October, reduce the broadcasting of *The WORLD TOMORROW* on many stations to once a week. However, on most of the larger, more powerful stations, the program will continue through the summer daily.

We started a new magazine — *TOMORROW'S WORLD* — with the June, 1969, number, with a circulation of 125,000. This current issue has grown to almost a HALF MILLION copies in ten short months — actually 475,000 copies!!!

REMEMBER — our temporary bi-monthly plan does not shut off receiving NEW SUBSCRIBERS. It merely reduces the frequency of issue until new facilities and increased revenues make monthly issues once again possible.

But I must take you into my confidence one step further.

These cutbacks in publishing and broadcasting alone do not solve the situation, however.

Our operations have grown large, worldwide. With our publications, radio and TV broadcasting, and purchase of advertising space in the world's mass-circulation magazines and newspapers, we now serve 150,000,000 people. That involves the handling and expenditure of large sums. To remain successful in this ever-GROWING service in the public interest, we must maintain a wise and sound financial policy. We cannot be careless in the handling of funds.

Hundreds of commercial operations, including giant corporations and a very large number of small businesses, have been for a year or more seriously affected by an economic recession and the tight money situation. Cutbacks in the United States Government's space program and the Vietnam war are forcing many firms, large and small, into serious financial trouble and in many

cases failure. This general condition naturally affects us.

This great Work is financed by the contributions of 125,000 Co-Workers who BELIEVE in this vital program leading hundreds of thousands into a BETTER QUALITY LIFE! Although we DO NOT SOLICIT NEW CONTRIBUTORS all have become contributors VOLUNTARILY and without solicitation or urging by us — nevertheless, it is necessary to EXPLAIN that there is *need*, under present circumstances, to increase revenues.

The very GROWTH and SUCCESS of our circulation-expansion program has increased operational expenditures. Therefore it is incumbent on me to make a frank and candid STATEMENT to our readers of the ENTIRE circumstances that have led to the temporary bi-monthly policy for *The PLAIN TRUTH*. This is not a request — we want new Co-Workers to *become* contributors voluntarily — unsolicited. But when additional ones do wish to have part in this great Work, in *whatever* amount, they are welcomed gratefully. (Incidentally, there is nothing to join, never any obligation.)

The new *TOMORROW'S WORLD* magazine was designed originally, when started last June, to serve the 125,000 regular contributors who were supplying the financial needs of this Work. But after issuance of the first number we felt that many others — readers of *The PLAIN TRUTH*, and listeners to the worldwide broadcast, *The WORLD TOMORROW*, would also want to receive this sparkling new magazine of Biblical understanding, edited by the Graduate School of Theology of Ambassador College. We offered it. The circulation skyrocketed. In these few months it has grown from the initial 125,000 copies to nearly half a million — 475,000 copies the last issue — 350,000 new readers *beside* contributors. So that expansion, too, becomes part of the circumstances leading to the bi-monthly temporary policy.

So, I felt personally that this complete and frank statement was due our entire readership. The expansion program has been an overwhelming success. It has also brought problems. They will be solved. This worldwide service

toward a BETTER, MORE ABUNDANT LIFE is a most vital NEED in this unhappy world.

We know the world is HUNGRY for what we have to GIVE. Never was it so vitally needed. I repeat — the overwhelming success of our circulation drive DEMONSTRATES that public hunger and that need. But we have to slow down temporarily, for we can only GIVE as we receive, and as facilities make possible. This temporary slow-down is like the cocking of the hammer of a gun. The Work will shoot on ahead faster than ever. It always has, after other temporary slow-downs during the past THIRTY-FIVE YEARS.

I guess I have to end this *Personal* talk by saying: "WE APOLOGIZE — BUT YOU SWAMPED US!" □

What our READERS SAY

(Continued from inside front cover)

The PLAIN TRUTH, and was a Co-Worker, but apathy seemed to sever this. If it is possible I would like to receive *The PLAIN TRUTH* at the address below."

Rod N.,
State College, Mississippi

Philippines

"I enjoyed your article in the January, 1970, issue of *The PLAIN TRUTH*, 'Report on the Philippines, A Search for Freedom.' It is such an accurate description of the Philippines today . . . I want to thank you for the tremendous research you and your staff perform to obtain these most accurate reports."

Amado V. B.,
Middletown, R. I.

What You Can Do

"I wish to commend you on the very timely and well written feature 'What You Can Do' in the March issue. In 1969 our home was hit, along with six others in the neighborhood, our doors were locked and the culprits had to kick in a door to enter. We have added the precautions you stated and a few ideas of our own, namely, we leave lights

burning in the house day and night. I also leave a radio playing. Since we live in the country, we have also added a 70 pound German shepherd to our family."

Mrs. Chet C.,
Molalla, Oregon

"I am a police officer in this city, and I read your magazine whenever I can. I enjoy it very much and I find in it many answers and solutions to situations which I am confronted with. I hope that more and more people will subscribe to your magazine and if they do, I'm sure that my job will become easier because of it. No one could have picked a more proper name for your publication".

A. T. C.,
Colorado Springs, Colorado

Look Dick! Look Jane!

"I just finished reading the article 'Look Dick! Look Jane! Look Look Look.' I was quite impressed with the timely and pointed opinion, handled so well by Mr. Farrow. I approached it from different viewpoints, that of ex-school-teacher, parent of two daughters both under 4 years old, and a person who detests the wasted talent the television squanders on the mediocre, sick of mind and the commercial ad man. I feel you hit the nail on the head . . . Somewhere along the way, enjoyment and free thinking died before maturation. I congratulate you on an article that deserves mass distribution."

Roger G.,
Lafayette, Louisiana

OPEN LETTER TO THE WORLD

by a Teen-age Unwed Mother

"Enclosed is a poem by a young unwed mother. I suppose you receive a great deal of this sort of thing. Still, I feel exceptionally moved to send it along to you."

Mrs. Hubert J.,
Omaha, Nebraska

*You Stimulated me to this
From every billboard, movie house and
beach.*

*Provoked me to this with lurid descriptions
Of sex from the day I started school.*

*You goaded me to this, insisting
that masturbation is healthy,
that repressions lead to insanity,
that one follows rules for the rules'
sake only.*

*But I could break the rules and you
might never know.*

One has a 60/40 chance with humans.

*What you NEVER told me is that
GOD made those rules
And that NO ONE puts one over on
God.*

*You tantalized me to this
By arousing magazine advertisements.
Tempted me to this with lonely dates
with
Boy friends equally un-Christian.*

*And now you turn on me with snarling
lips*

*Demanding I give you my illegitimate
child through the media of a
modern agency.*

HOW DARE YOU!

*HOW DARE YOU snatch my child
from me*

To give to strangers of YOUR choosing!

*And all in the name of "mercy" and
"righteousness"!*

*Is it better for my child that he be made
victim*

*Of everything that precluded his illegal
condition*

*When I can teach him what I have
learned about the rules?*

*I have discovered what no one ever
mentioned*

*That GOD makes the rules
That God calls the punches
That God is just — and REAL
And just to forgive.*

*And that the rules will never make sense
until you give God the credit for
them.*

*The ALL-SEEING GOD who KNOWS
when His rules are broken.*

*I'll teach my child that the best way to
worship God is to show your love
in obedience to his laws —*

*And I'll NEVER subject him to the kind
of home an agency of a Godless
society would select.*