

*the*  
**PLAIN TRUTH**

*a magazine of understanding*

**THE  
HEROIN  
ADDICT**  
*Can be Cured*



# What Our READERS SAY

## Television Violence

"The article concerning television violence and children in your November issue was excellent. I was delighted to see such an article because finally, the public is being made aware that violence on television is a very negative force that serves to destroy rather than build desirable character traits. Any psychologist will agree that children learn more from what they see than from what they hear."

Roger C.,  
Woonsocket, R. I.,

"I am a concerned parent that cares. My children are not allowed to view unnecessary and sub-standard television. But even the way can be caught unawares through the inconsiderate acts of irresponsible adults."

E. H.,  
Kamloops, B. C., Canada

"It made me happy to see that you recognize your duty beyond the words of your magazine. The acts that we do daily without a thought may be creating food for lawlessness. We believe that we are free, but at the same time we are planting the seeds of slavery in the minds of our children through TV."

Lee F.,  
E. Palo Alto, Calif.

"Violence on TV does not harm our children in any way. Even my 14-year-old thinks you're ignorant for printing this article and falling in with the constant brainwashing we get. It is not the violence that is hurting our kids. Violence on TV is a release for us all. The violence we see in our youth stems from drugs and brainwashing. The trend on TV has been toward 'sissy-ism' for a long time now, not toward violence."

Leah B.,  
Covington, Kentucky

"I would like to comment on your article on 'What's Keeping You From Real Success' in the October issue of the PLAIN TRUTH. It has been a long time since I have read an article that really made me stop and think of what the real values are in life. We all seem to forget to use them from day to day. Thank you for helping me to understand this better."

Ron W.,  
Albany, Oregon

## Hope Renewed

"I am a young Mother. I recently turned 21 and for the past four years have had problems most adults of 45 haven't yet experienced. I have contemplated running away and even suicide. I was to a point that I didn't care whether I lived or died. Then several months ago, my Mom introduced *The PLAIN TRUTH* magazine to me. I can't begin to tell you what a lift from the cesspool of despair, reading your magazine was for me. I discovered that most of the world was worse off than I was."

Susan R.,  
Glendora, Calif.

"I was just on the edge of committing suicide after considering my condition of unemployment, in an impoverished family, and with no money to continue my education. Fortunately, I received a copy of *The PLAIN TRUTH* just when I was thinking of the simplest way of killing myself. After reading it, I changed my mind, and though still in the same conditions, I feel much more settled. So keep on sending me every single copy of the PLAIN TRUTH."

J. W.,  
Kenya

"There are no important international problems which are left untouched by *The PLAIN TRUTH*. It indeed exposes the hollowness of the present-day world. But what is important is that *The PLAIN TRUTH* supplies all hope to survive. I am confident that those who go through your magazine must be in a position to serve the community of the world in a better way."

Dura T.,  
Pasighat Dist., Siano, Nefa, India

## Drought

"I was prompted to write this letter when I saw the number 4 picture on page 25 of the November PLAIN TRUTH, article: 'Must America Prepare For the Great Drought of the 1970's?' by Jerry Gentry. The caption read: Cotton field, June, 1971. This is an impossibility because cotton in Oklahoma and west Texas, both of which I have seen, could not have reached this stage of growth in June. Cotton is planted in April, May and sometimes in June, but bolls do not form or open until August, September or sometimes even as late as October."

David B.,  
Adair, Oklahoma

• *You're right, we're wrong. Thank you for setting the record straight.*

## Weight Watching

"I endorse Gary Alexander's article entitled 'You Can Lose Weight' in the November issue of *The PLAIN TRUTH*. I have seen living proof of it in our own  
(Continued on inside back cover)

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a magazine of understanding

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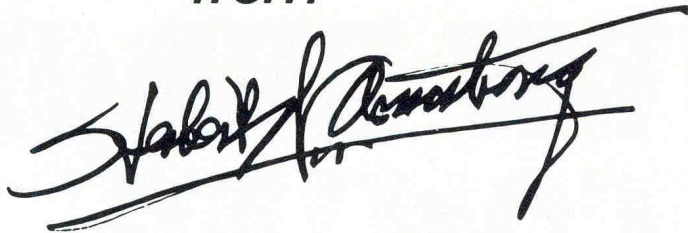
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# Personal

from



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The 38th Anniversary Number . . . How The  
PLAIN TRUTH Started — and GREW!

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SUPPOSE YOU HAD THE URGE, and an ambition to start a new, mass-circulation magazine — but you had no money, no facilities or resources of any kind with which to get it published, no means of gaining subscribers.

And moreover — suppose you had the firm conviction that neither advertising should be sold, nor even the magazine itself for a subscription or newsstand price? In other words, you wanted to start without money, facilities or backing, and produce a new, mass-circulation magazine of superior quality, without advertising revenue or subscription-price income?

If you should mention such an ambition to another, he'd probably look at you pityingly, shake his head incredulously, and walk away — or tell you, "You must be crazy! Forget it! It couldn't be done!"

But *it has been done!* This minute you are holding in your hands the 38th anniversary number of that magazine!

In 1927 I was seized with just such an incredible, impulsive urge, without money, facilities, resources or backing.

I had firmly in mind the NAME of the new magazine — *The PLAIN TRUTH*. I had firmly in mind the *kind* of magazine it was to be. I wanted to make important facts, principles, causes, and truths PLAIN, simple, understandable.

I was not going to withhold the real facts — if they were important. I intended to SPEAK OUT where others were timid and silent — not a gossip or scandal-sheet — not "exposing" individuals, groups or organizations — never defaming or making derogatory statements intended to discredit any individual, party or institution.

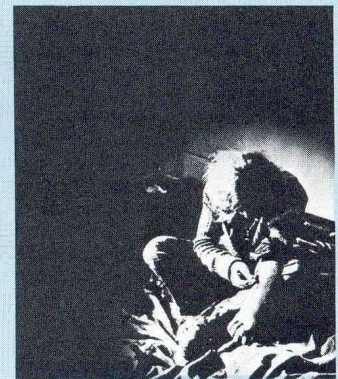
But, on the contrary, a magazine that dared to tell the TRUTH about conditions, explaining the *meaning* of world events and trends, and awakening the public conscience to the *causes* of evils that afflict individuals, countries, and humanity.

It was to be a magazine of UNDERSTANDING! I was appalled by the realization that there is so little UNDERSTANDING in the world — so little knowledge of the TRUE VALUES — of CAUSES —

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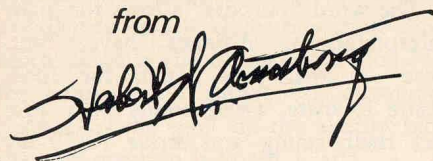
Ambassador College Photo

### ABOUT OUR COVER

Heroin addiction reached front-page headlines last year as thousands of American G.I.'s returned from Vietnam with a full-blown drug habit. But beyond the temporary concern over Vietnam vets, hippies, and white suburban heroin users, there lies a decades-old problem of street addiction and drug-related crimes in America's slums. This month, *The PLAIN TRUTH* examines the causes and cures of that primary arena of addiction — the street. In accompanying articles, we'll examine common misconceptions about heroin, counterfeit cures, and the only REAL cure — a change in life style — exemplified with a high degree of success by a group called Synanon. See page 18.

# Personal

from



(Continued from page one)

of the WAY TO PEACE not only between nations, but between groups and individuals. I wanted a medium to SPEAK OUT on these BASICS of life — on the purpose and real meaning of life. I wanted to show the laws and causes that lead to SUCCESS with happiness and true abundance.

For years I had pioneered in surveys to learn the thinking, attitudes, and ideas of people in all classes and at all levels. I was well aware of the unrest, the unhappiness in the world, the accelerating plunge into immorality, the beginning of the breakup of happy home and family life, the evils in this sick, sick world. I had studied and researched these conditions, I had learned the CAUSES.

And, I had back of me years of training and experience in the field of magazines and newspapers.

## How To Begin?

I knew well there was a real tragic NEED for such a voice in this wilderness of misknowledge, unawareness of CAUSES — a voice unafraid to SPEAK OUT with an impact — not *against* people or groups, but with a positive voice for the COMMON GOOD — pointing THE WAY! And I wanted it to be a human-interest, family magazine, explaining life, its purpose, and what it's all about — and HOW life can be made happier! I knew well that this magazine would not make over this world — but it would help THOUSANDS.

Yes, but HOW could I get it started?

How get it published?

How gain subscribers?

How, on the "GIVING" principle, without anything to sell — for this non-competitive "GIVING" principle, I knew, was the only possible CAUSE that would produce the peace, happiness, abundance everyone desires!

How would I surround myself with an experienced, competent editorial staff with the knowledge of world condi-

tions, of human nature — and themselves possessing the UNDERSTANDING of the causes of evils in the world, and also understanding of the causes of happiness and peace and the desirable things we all want — but so few know THE WAY to acquire?

Just how would *you* go about starting such a magazine? And I wanted it to be a quality, high-character magazine!

Impractical idealism, you say? Altruistic wishful thinking?

Well it has been achieved!

But not immediately.

In that first flush of exciting and impulsive urge, back in 1927, I drew up a rough draft of a "dummy" magazine, portraying my concept. I even turned this over to a professional letter artist, who designed for me a professionally laid-out "dummy" PLAIN TRUTH.

I have written this history before. In the 28th anniversary number, February 1962, one decade ago, in this *Personal* page, I announced one more leap ahead. With that issue we added 8 more pages, going from 32 pages to 40 — plus cover. The *Personal* explained that this step forward had come "after 28 years of hardship, struggle, opposition, hard work and perseverance." That latest expansion brought to me, and to Mrs. Armstrong, who had labored those years by my side, "a very rewarding sense of satisfaction." And I mentioned how Mrs. Armstrong had "shared those years of hardship and diligent industry as my constant loyal helper."

That *Personal* explained that *The PLAIN TRUTH* had been stepped up to a 40-page magazine with the June 1961 issue.

## Reaching One Million Circulation

Next, I have before me the *Personal* talk five years later — in the July 1967 number. We had reached a *grand plateau in number of subscribers*. The dream of MASS circulation had been reached — ONE MILLION SUBSCRIBERS — 1,000,000 copies monthly! By that time it had gone to full-color production — a *quality magazine* in every respect. And it was printed on three continents — on our own giant magazine presses!

But it didn't start out with any fan-

fare. It didn't start at all for seven years — and then the most humble "magazine" possible, with only some 250 copies!

As I have said above, the vision of one day publishing *The PLAIN TRUTH* came in 1927. There was no way to start it then. But the idea had germinated in my mind, and never left me. I had then begun working up a dummy copy of this "dream magazine," which I had produced by a professional letter-artist. I even worked out captions of articles — wrote two or three — unpublished then.

There was NO WAY to get it started — then. But there is the old saying, "where there's a will, there's a WAY!" I had the idea — the vision and the will. But THE WAY took more time — seven years!

I had learned the CAUSE of all the evils besetting this sick world. There are just two broad WAYS of life. I like to put it very simply: The way in vogue the past 6,000 years or so I call the way of "GET" — of human nature. It is the SELF-centered way. It is the way of concern solely for SELF, including, often, whatever is associated as a *part* of self or self-interest — which might include one's family, his club, social or religious group, his sports team, his country. It is the way of competition, getting the best of the other fellow, acquiring, accumulating, taking from others, lack of concern for the good or welfare of others, and a natural spirit of jealousy, envy, and at times hatred.

The other way travels in the opposite direction. You may call it the God-centered way — or the LOVE-centered way. Love in its true sense is not self-lust, but an outgoing concern for the good and welfare of others equal to one's self-concern. It is the way of helping, serving, sharing, cooperating — the attitude of patience, tolerance.

In the summer of 1933, I had held a series of lectures in and near Eugene, Oregon, on the laws of success in life, explaining this philosophy, or WAY of life. I had been invited to speak a few times on the local radio station, KORE. The response had been enthusiastic. Frank Hill, owner of Radio KORE, suggested I work out a weekly half-hour radio program. He actually volunteered

to contribute, by way of reducing the cost of time on his station below that of his own cost of operation — at \$2.50 per half hour. A dozen or so of others who had attended the lectures agreed to contribute small amounts regularly to get the program on the air.

That was the start of today's world-wide *WORLD TOMORROW* program, on some 500 stations around the world, seven days a week on most stations.

The program went on the air the first week in January, 1934.

### PLAIN TRUTH Begins Publication

At last, the way had opened to start publication of *The PLAIN TRUTH*. But, as I said, there was emphatically no fanfare! There was still no money. I borrowed a typewriter. I bought a few mimeograph stencils of the local mimeograph agent. I cut the headlines of a mimeographed "magazine" by hand, cut the stencils on the typewriter. I borrowed the use of one of the agent's mimeographs. I had also purchased a few sheets of very inexpensive paper — less costly than regular mimeograph paper. Through the month of January, 1934, I worked on VOLUME I, Number 1 of *The PLAIN TRUTH*. I think there were printed something like 250 copies. On the radio program I had been offering to send *The PLAIN TRUTH*, free — no subscription price.

Perhaps no publication ever made so humble a beginning! But the broadcast gave me a way, at last, to acquire subscribers. But always the policy has been — each must subscribe *for himself*.

The *PLAIN TRUTH* survived. There were months when I could not get it out. Later we had even skipped two whole years. But the tiny "magazine" survived.

In 1947 Ambassador College was founded in Pasadena, California. It has been our means of training our own editorial staff. Continually, as the magazine struggled upward, it has been constantly improved, enlarged, expanded.

Today we offer no apologies for *The PLAIN TRUTH*. It became a respectable, real magazine in due time. It grew, and grew, and GREW!

Today its circulation is 2,100,000. We think it is the finest magazine in the

world today, and at least hundreds of thousands of subscribers agree.

The entire story of its incredible, tiny beginning and growth will be told in the revised edition of my autobiography, on which I am now working whenever I can find a few extra moments. I hope to publish a revised edition of Volume 1, which we published and offered gratis to subscribers in 1967, together with Volume 2, bringing it up to the present date — COMPLETE — I hope, in one enlarged volume.

This will not be offered in a special semiannual letter. It will have to contain more than 1,000 pages. And, frankly, I simply do not feel we can afford to offer it in a manner that would bring in from a half-million to a million requests. For we WILL NOT make any charge for it, and we WILL NOT ask for contributions, even though, if sent voluntarily, they are gratefully welcomed. But for those who feel they might be benefitted by reading of these unusual life experiences, I do not want to withhold it from a single one. It may be three months — six months — even more, before it can be ready — but I am working on it. I'll announce it to our readership when completed.

Next month I hope to take you behind the scenes and show you the highly trained organization serving you by editing and publishing and mailing out *The PLAIN TRUTH*. I think it will be an eye-opener. □

## What Our READERS SAY

(Continued from inside front cover)

home and still continue to marvel at how a proper diet and regular exercise can bring about weight loss without diet pills or medication of any kind. Our obese society surely needs to be re-educated on the laws of good nutrition."

Hannah B.,  
Edmonton, Alberta

"At long last, your article on 'Weight Control' in the November issue of *The PLAIN TRUTH*, has stimulated me to write. After 20 years of private practice, I can recall saying thousands of times: 'Weight loss is but a matter of debt and any diet that is effective must create a debt of less calories eaten than used.' Thousands of cases of empirical proof in our Clinic bare up these facts as your article so clearly states. You are unique in your dedication to publishing the true

facts, and for the enlightened force that has produced *The PLAIN TRUTH* publication."

Dr. John C. B.,  
Montpelier, Ohio

### Telling It Like It Is

"I had the opportunity to read the articles in your October *PLAIN TRUTH*. They were very interesting, informative and thought provoking. The article on the Gulf Area (The Persian Gulf) is an exact description of the situation as it now is in Kuwait."

M. T.,  
Kuwait

"Your article on the Middle East in the November issue of *The PLAIN TRUTH* was indeed most timely. You were a step ahead of the press and furnished your readers with valuable information before radio and television sounded forth the news."

William K.,  
Rockport, Mass.

"International politics has always been of interest to me and I think your analysis of the Rhodesia question [September issue] and other world events, was the best that I have ever seen."

Preston D.,  
Loveland, Colorado

### Yugoslavia

"Concerning 'Tito's Yugoslavia' in the November issue of *The PLAIN TRUTH*. You do not mention the forced conversion to Catholicism of Serbian Orthodox people. Nor do you mention the massacres, murders, atrocities committed against the Serbs by the Ustache. Even Hitler and Mussolini were forced to step in and stop the murder of Serbs unwilling to give up their faith."

Mary M.,  
Lawrence, Mass.

"Your November article makes Tito look like an angel of God while in reality he and his followers are the worst butchers in Balkan history. Why doesn't *The PLAIN TRUTH* print the plain truth about Tito and how he and his forces of evil butchered hundreds of thousands of Croats and Slovenians, including a great number of innocent women and children, during and after World War II. The article states that some Croats went so far as to side with the Nazis who set up a puppet state of Croatia during the war, and that they were led by a group of local fascists called the Ustache. While in reality and according to reliable sources, a great majority of the Croatian people supported the independent state of Croatia which was founded on April 10, 1941."

Joseph H.,  
Cleveland, Ohio

### Mysticism and the Occult

"Thank you for the article 'The New Fad: Mysticism and the Occult.' It surely hit the right spot in our family. At a book fair last week I found the selection of books sickening. When I commented on the poor selection, the librarian replied: 'It's what the kids and the parents want!' The sell-out books were the mysteries, chillers, and others that were definitely odd."

Anne B.,  
Vienna, Virginia