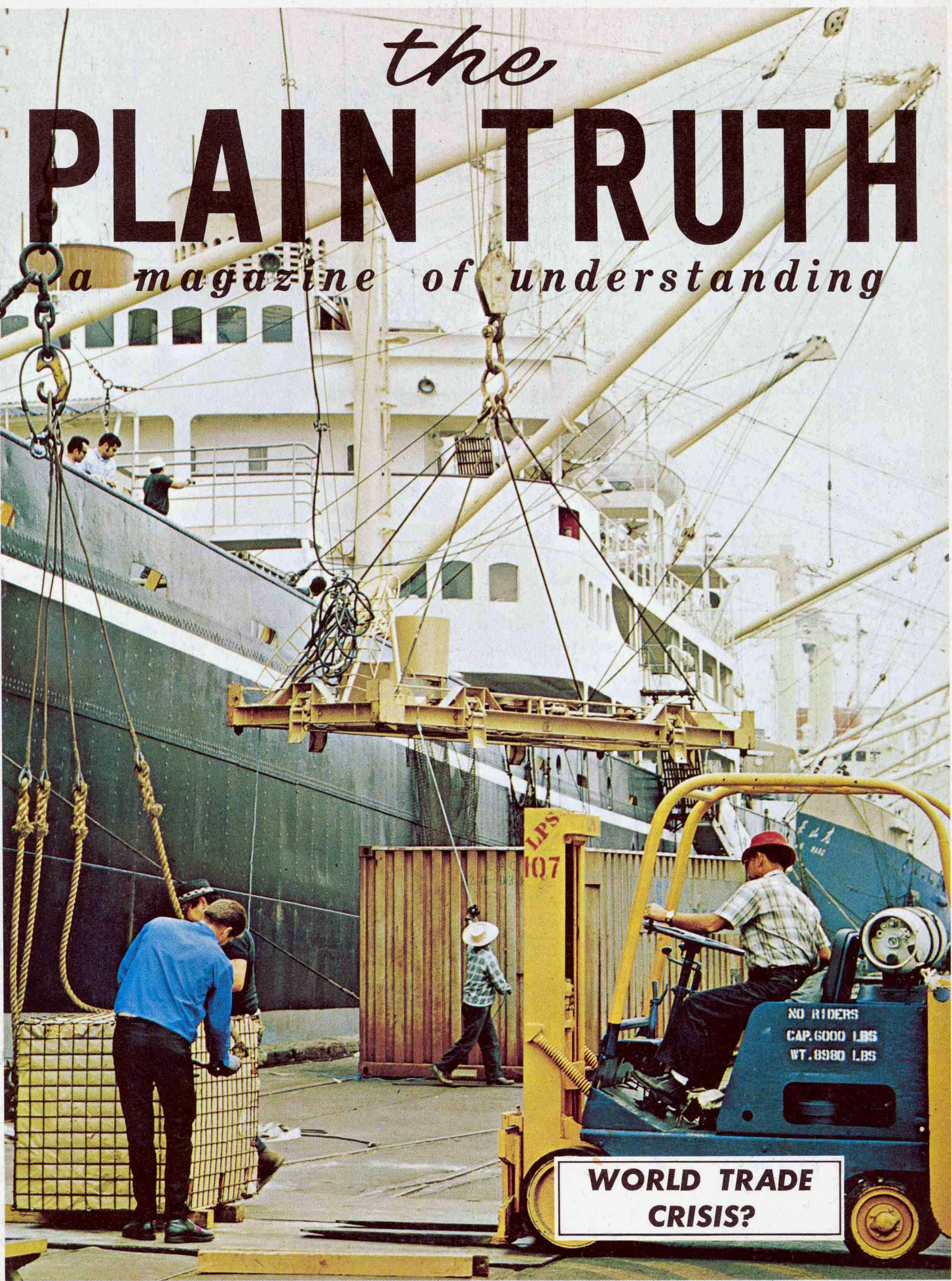


the **PLAIN TRUTH**

a magazine of understanding



**WORLD TRADE
CRISIS?**

NO RIDERS
CAP. 6000 LBS
WT. 8980 LBS

What our READERS SAY

"I am so glad your magazines and articles came my way. I had a crisis in my life four years ago and my life needed positive direction. You have given it to me. And it hasn't cost me one red cent to this day. This is the most amazing thing. In this money-grabbing world everyone seeks to do things to better themselves, but not you. You seek to help others and you do not charge for your help."

Gordon A. K.,
Milwaukee, Wisconsin

"Your magazine provides the guidance I need. Temptations are numerous but the more I read your magazine the more I want to change for the better. It provides me with incentive to work harder, think more and say less. Keep sending that magazine so that I will not remain as I am but change for the better."

Leonard K. H.,
Great Lakes, Ill.

"There is no other literature that comes into this house that we look forward more to receiving than *The PLAIN TRUTH*. Having two teen-age children we have found answers to many of their questions on air pollution, drugs, etc., through the additional pamphlets you have sent us. With all the anti-establishment literature published today, it's a parent's delight to turn around and find our two teen-agers reading *The PLAIN TRUTH*."

Mrs. G. S.,
Park Ridge, N. J.

"I am a new subscriber to *The PLAIN TRUTH* and regret only that I have not requested it in the past. We truly need more publications of this caliber. In reference to William N. of Missoula, Montana's remark about 'perverted Christian teaching,' I can only say it is people of this sort and their 'liberal' views that are the major cause of the mess our country is in today."

Sherry F. F.,
Charleston, S. C.

"My age of 68 creates a great generation gap between the majority and myself, but *The PLAIN TRUTH* speaks to everyone on the same level. Principles and morals know no age, and the rules for a happy existence are the same for all of us."

Charles L. B.,
Union Lake, Michigan

"My ex-girlfriend's mother takes *The PLAIN TRUTH*. She read something about teen-agers not going steady and now I haven't got a girlfriend. We had gone together seven months and she ruined it with your help. I never had a chance to tell her how ignorant and misunderstanding she was. I really do dare you to print this and how about an opinion, O.K.?"

J. R.,
Lake Worth, Texas

• *Ruined what J. R.? Evidently your ex-girlfriend's mother knows something you don't. Why don't you write for our free book, "MODERN DATING — Key to Success or Failure in Marriage?"*

"Several months back I came across your son's broadcasts, which I find captivating, thought-provoking, interesting, challenging and convincing. I was going to send for your magazine, but, frankly, I suspected a gimmick. I mentioned your program to my sister and brother-in-law and was surprised to find they subscribed and they loaned me some back issues. This convinced me. Please enter my subscription."

S. R. L.,
Pottstown, Penn.

"I believe your article, 'Oh, Was That You Screaming?' was long overdue for your magazine. We may be living in the space age and at a time when our civilization supposedly has come a long way, but until the rest of us start getting involved and we value each life as much as our own, the rotten apples

(Continued on inside back cover)

the PLAIN TRUTH a magazine of understanding

June-July, 1970

VOL. XXXV

NO. 6-7

Published bimonthly 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.

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Personal from the Editor

WHEN I WAS a boy, age 12, 10¢ worth of steak fed our family of six. How well I remember my mother saying, "Go to the meat shop and get a dime's worth of round-steak. And tell the butcher to put in plenty of suet."

Of course that didn't, even then, provide a 12-ounce steak for each person. But it did provide a small piece of meat for each of us, plus plenty of gravy for the potatoes. In 1900, round steak was 13¢ per pound. In 1970, it is \$1.25 and more.

Remember when milk was 5¢ per quart in cities? Remember when you could enjoy lunch at the lunch counter for 15¢?

Remember when you could buy a pair of men's shoes — high top covering ankles at that — for \$1.50 to \$1.95? Boy's shoes, \$1.15 to \$1.60? (Every mother pay attention!) Men's all-wool suits, \$4.50 and \$5? Men's stiff Derby hats, \$1.50, \$2., \$2.25?

When I travelled over the United States as the "Idea Man" in the editorial department of America's largest trade journal, 1912-1914, hotel rooms were 50¢ to \$1.50. The same grade rooms today would be \$11 to \$35. I remember, earlier as a boy, when 50¢ was the price of a complete luncheon or dinner at leading hotels and the most expensive restaurants, in many cities. The same lunch or dinner today would cost \$7 to \$10.

"What's happened through the years to the purchasing power of the dollar?"

"The Labor Department's New Handbook of Labor Statistics cites this example:

"In 1913, \$5 bought: 3 pounds of round steak, plus 2 of cheese, 10 of flour, 3 of rice, 5 of chuck roast, 2 of bacon, 1 of butter, 15 of potatoes, 5 of sugar, and 1 of coffee — just as a starter.

"You could also purchase 2 loaves of bread, 4 quarts of milk, and a dozen eggs. This would leave you with 2 cents for candy.

"In 1968, the \$5 bought you just 2 pounds and 13 ounces of round steak and 2 pounds of cheese. And nothing left over.

"The good old days?"

"In 1913 it took a factory worker more than 22 hours to earn those five dollars. Last year he had only to work 1 hour and 40 minutes" (*Christian Science Monitor*, Nov. 5, 1969).

Remember the "mill"? I don't mean a flour mill or paper mill. A "mill" was a United States coin — a tenth of a penny. A copper 1¢ piece was a pretty respectable coin in those days. Yet I suppose most people today never heard of the "mill."

A dollar today is worth less than 8¢ was when I was a boy.

Yet, believe it or not — incredible though it sounds — I'm going to tell you the amazing story of how — and where — a single dollar today goes FARTHER than the 1902 dollar!

Many people write me asking: "How can you publish and mail out such a high-class quality magazine as *The PLAIN TRUTH*, without any advertising revenue, and not charge the subscriber a subscription price?"

Well, a part of the answer to that question is found in this amazing story of how — and where — a single dollar today goes farther than the 1902 dollar!

It is the story of the founding, and the growth, of this magazine and the worldwide operations now associated with it.

Most of our readers know that I had chosen journalism and advertising as a life profession. My uncle, Frank Armstrong, younger brother of my father, was then the leading advertising man in

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Ambassador College Photo

OUR COVER

Danish freighter SINALOA unloading Western European goods at the Port of Los Angeles. In the background is the Japanese ship KIN-KASAN MARU. Trade relations between the United States and Japan are worsening as the U. S. faces a crisis over imports. Foreign confidence in the dollar and the inflation-ridden American economy is fading. You need to understand the crisis that is shaping up in world trade. Read the article beginning on page 2.

and property damage soared to the \$2,000,000,000 mark.

Why Disasters?

But why do earthquakes and other national calamities strike with such fury? Why the untold suffering?

In devastated Yungay, some anguished survivors were seen cursing God, raising their shaking, clenched fists to heaven.

Insurance companies avoid philosophical argument by lumping all "natural" disasters under the term "act of God."

But what about the assumption of a vengeful, wrathful God *causing* such calamities?

It might be interesting at this point to take an objective look into the Book accepted by believers in God as their source of knowledge about God.

Does it really warrant the idea that the God of the Bible is a vengeful God venting divine wrath upon those who displease or anger him — a God possessing the get-even hatred of an emotional human out of control?

No, not at all.

The Biblical teaching would allow that God, being Creator and Ruler of all the forces of the universe, possesses the power to send a tornado, if he so desired. But *would* he?

The Biblical narrative relative to the prophet Jonah speaks of a great wind sent by God to stop the prophet when he tried to run away from his commission (Jonah 1:4). But one certainly would not be warranted in reading into this narrative any acts of hate on God's part. Rather, for Jonah's own good, he was brought to a willingness to convey a warning that, it is stated, saved countless thousands of lives.

One may also read, in the first chapter of the Book of Job, that God, on one occasion, allowed Satan to bring several disasters, including a wind-storm, upon Job's children. But it is also noted, in this passage, that God set a limit on how far Satan might go. Although Job was bereft of all his possessions, his own life and that of his wife were spared. Yet this Job narrative shows, beginning chapter 38, the *reason* for allowing the calamities that befell Job — to teach a needed lesson for his own good, after which everything was restored twofold.

A further and comprehensive study of this Book, the Bible, shows definitely that it portrays a God of love who does, on occasion, allow evils and punishments to fall — but always that any punishments sent directly by God are CORRECTIVE, for the good of the punished, never vindictive in hate.

The Scriptural teaching is that God has set in motion definite laws. When acts of man violate those laws, man brings on himself the evil that automatically results. The writings of wise King Solomon state (Ecclesiastes 9:11), that time and chance happen to us all.

In the New Testament, Jesus is quoted giving two examples of disasters that befell certain people, stating emphatically that the disasters did not happen as acts of a vengeful God because their sins were greater, but indicating that the calamities were due purely to time and circumstance — uncaused by God directly.

Scientists have been warning us that man is upsetting the weather patterns. He is denuding the landscape. There are almost limitless side-effects of modern technology — filling the air with pollutants, putrifying the lakes and rivers and water supply, exploiting the land, upsetting the ecological life-cycle in the soil. Thus man upsets nature's balance, and the results can be disasters.

A research of Biblical revelation warrants only the representation that for nearly 6,000 years God has generally kept to a direct hands-off policy in regard to world events — the evident purpose being to allow mankind to write his own lesson of cause and effect through experience. He has, in other words, allowed time and chance, usually man-caused, to bring occasional destruction.

Many Biblical scholars, on the other hand, are quick to claim that God does offer protection to those who rely on him.

For those who might be interested in further Biblical teachings in this area, we suggest you write for the free reprint of an article titled "Why Must Men Suffer?" This most basic question has baffled mankind for ages. This article gives the plain, logical and true answer. □

Personal from the Editor

(Continued from page 1)

Iowa. I had been born and reared in Des Moines.

One day my uncle was explaining the merits of businessmen's conventions. I saw a PRINCIPLE of tremendous magnitude in what he said.

"Business, generally, operates on the competitive basis," he was explaining. "A businessman develops an idea. He finds that it is practical — it works! It increases his sales volume. The average businessman will treat this as TOP SECRET. He doesn't want any other businessman to discover his idea — especially a competitor. He wants it all for himself.

"But, over in another town another man in his line of business thinks up a different idea. It reduces his costs, thereby increasing his profits. Now suppose these two men attend a convention of businessmen in their line. Suppose they give up their selfish policy of keeping their ideas and methods top secret. The first businessman SHARES his ideas with the second. The second man shares his cost-cutting technique. Now each man has the TWO ideas. Each man increases his sales and also reduces his costs. Each one has DOUBLED his stock-in-trade. But when several hundred businessmen attend a convention, and several of them give speeches, sharing their ideas and successfully used methods with others, everybody profits and nobody is harmed."

Of course, today, in actual practice, that principle is still the professed purpose and reason for the conventions. But too often today, conventions have degenerated into opportunities to get away from home and have a hilarious time with wine, women, and song.

But I never forgot my uncle's illustration showing that *giving, sharing, helping others* PAYS far better than the selfish, wholly competitive way.

I have explained many times how I learned, through continuous surveys of business and social conditions, that

very few people really ENJOY life abundantly and to the full. Even the most successful in business may have had bank accounts that were full — but their lives were empty. From a child I had had a passion for UNDERSTANDING. I learned the laws that produced financial success for heads of industry, commerce, finance. But were empty lives successful, after all?

I was thirty-five before I learned the answer.

For every unwanted and evil result there had to be a CAUSE. Everything is a matter of cause and effect. And when I finally learned the CAUSE of discontent and unhappiness — the CAUSE of all of humanity's ills — my uncle's explanation of the value of swapping and sharing ideas came back to me.

This world's approach to life operates on the philosophy of *self-centeredness*. It is the selfish way of getting instead of giving; taking and acquiring instead of sharing; the way of envy, jealousy, hatred instead of outgoing concern toward others.

There are just the TWO philosophies — or WAYS — of life. Humanity follows the self-centered way. That is the CAUSE of all its ills. It follows the way of lust instead of love. They are opposites. One is inward desire. The other is OUTGOING CONCERN.

I gave a series of lectures in 1933, in the state of Oregon — in and around Eugene. This was the principle expounded. I was explaining the PURPOSE of life and its meaning, the TRUE values instead of the false, and THE WAY that is the CAUSE of the truly successful, happy, abundant life.

A number of lives made an about-face. The owner of the local radio station KORE, suggested a half-hour broadcast to tell more people this WAY. He and about a dozen others of very ordinary financial means volunteered to contribute regularly to get this knowledge to others by radio. The broadcast started the first week in 1934. February 1st, that year, *The PLAIN TRUTH* was born.

Nothing could have started smaller. But response was beyond expectations. There was no request for contributions. There is none today. But a small few

voluntarily became contributors — and by their giving, helped us GIVE this precious knowledge of the GIVING WAY.

From that small beginning, this Work of disseminating this KNOWLEDGE has grown in over 36 years to a worldwide educational program carrying its impact to hundreds of millions on every inhabited continent.

Now there are the three campuses of Ambassador College — in California, Texas, and England.

Visitors come daily to enjoy guided tours over these campuses. Here they see beauty. Here they EXPERIENCE something NEW! Here they see not only magnificent grounds and gardens, and modern buildings of quality and character. Most conspicuous is the product of these campuses — the smiling students who simply *radiate* happiness!

Here, again, see how this principle of giving, serving, sharing, works. I have seen visitors come here with unsmiling, unhappy faces. After about two hours of enjoying the campus beauty, I have seen their faces light up in smiles.

WHY?

Well, we do have happy students here. It's natural for happy people to SMILE! But these are not forced smiles for effect. They are different. They radiate outward from within. They reflect a happiness brimful and running over. That's a different kind of smile. It's sincere. It's for REAL!

Notice the principle involved. Go toward another person with an angry look on your face, calling him an insulting name. What happens? Chances are he'll get angry and try to strike you down. But meet another with a joyfully radiating smile, and he just naturally soon returns in kind. Pretty soon you've got him smiling with you! When you smile at him, you are GIVING OUT — giving out WHAT? Giving out happiness! That causes him to smile back, and then he's giving *you* happiness. You still have the happiness you had when you first smiled, PLUS the extra added happiness he gave back to you. Yes, you BOTH double your stock in HAPPINESS!

That's how the GIVING way operates!

But now what has all this to do with HOW — and WHERE — one of today's

8¢-value dollars actually goes FARTHER than a 100¢ dollar did in 1902?

Well, from that beginning back in January, 1934, this great worldwide educational program has grown, averaging close to a 30% growth per year. Gradually more and more people, without solicitation from us, VOLUNTEERED to join that little family of Co-Workers who volunteered to become regular contributors. We don't SOLICIT contributors, because we practice the principle of GIVING rather than getting. But we do WELCOME those who WANT to volunteer to have part in a program of GIVING that is changing lives, turning them right-side-up, making them richer, fuller and more abundant.

How is this worldwide enterprise of happiness financed? Wholly by those Co-Workers who have wanted to join with the happiest group I know.

And now I'd like to show you the incredible — how each dollar put into this Work — today's 8¢ dollar — goes FARTHER than the 100¢ dollars did in 1902!

Many of these Co-Workers are poor people, financially. Most of them, however, are improving their financial condition, for some reason!

Ever hear of the Biblical expression the "widow's mites"? Well, many of these happy people are not able to contribute more than the widow's mites. And some of our researchers have been checking to find HOW FAR those "mites" go! The answer is AMAZING!

Some two years ago I personally made a quick calculation of this. But now, using our computers, our researchers have checked this to a more accurate result. It's very close to my previous figures.

Suppose a widow of small means wants to have part in sharing the knowledge of this HAPPY way of life with more people. She is able to contribute only the two mites, \$2, ten times a year, less than once a month.

Our research shows that she would pay for 96 people listening to *The WORLD TOMORROW* by radio a half hour every day for one year — 365 full broadcasts. But much MORE than that. Her two widow's mites contributed once a month, skipping two months in the

year, would ALSO pay the cost of 70 other people viewing *The WORLD TOMORROW* on television, a half hour every week for a whole year — and television reaches people much more effectively than radio.

But much more yet. In addition to this, she would also be paying the cost of 7 people reading *The PLAIN TRUTH* every month for a year (based on the conservative estimate that each copy is read by at least 3 people). She would also enable 6 people to read *TOMORROW'S WORLD*, every issue for a year, and IN ADDITION, also pay for 2 students taking the Correspondence course 12 lessons for the year.

Then in addition to all this, she would also cause 800 people to be exposed to reading our full page or two-page ads in such mass-circulation magazines as *Life*, *Look*, *Reader's Digest*, *London Sunday Times*, etc.

This small contribution of the widow's mites would cause nearly 1,000 people (981 to be exact) to be reached with this great message of hope and inspiration leading to a better and happier life, by these various methods — with an average contribution of only \$1.67 per month.

Back in 1902 this widow's 100¢ dollar — or \$1.67 per month — could not have reached as effectively anywhere near this number of people. There was no radio and no television then. There was no worldwide organization with the facilities for reaching so many people via such mass media then. And of course it could not be done today, were it not for the fact that more than 100,000 Co-Workers *SHARE* in this *COMMON EFFORT* through a *Work* that has learned how and has the know-how to cut every excess cost, to take advantage of every efficiency method, to make every dollar actually *GO FARTHER*, I firmly believe, than in any other activity of any kind on earth today.

It is, candidly, one of the amazing success stories of all time. I know of no activity doing so much good to so many people — *GIVING OUT* to, *SHARING WITH*, *SO MANY PEOPLE*, the *WAY TO PEACE*, *HAPPINESS*, *SUCCESS*, *ABUNDANT WELL-BEING*.

We know things are wrong with "the Establishment." We're not trying

to tear it down — we are leading millions to a *BETTER WAY*. We know there is little or no *PEACE* in the world. We are showing millions *THE WAY* to peace, and leading thousands and thousands into it. We are not indulging in protest marches, organized violence with nothing better to offer — *WE ARE OFFERING THE BETTER WAY*, and setting the living example in *LIVING IT!*

I felt that for this month's *Personal*, I should *SHARE* this good news with our listeners, on receiving these figures from the computer. I think it's something our readers *OUGHT* to know, when there exists this way in which today's dollar goes *FARTHER* than the 1902 dollar — *HELPING TO CHANGE THE WORLD INTO A DIFFERENT AND BETTER WORLD TOMORROW!* □

What our READERS SAY

(Continued from inside front cover)

will continue to overshadow the good ones who have acted as human beings."

Charles W.,
San Diego, Calif.

"Your new feature in the March issue 'What You Can Do' is just great, particularly during these trying times, what with break-ins becoming more numerous and being held up in bright daylight being more prevalent, it's very timely, indeed."

Mrs. Paul C. P.,
East Detroit, Michigan

"I enjoy *The PLAIN TRUTH* very much. I am 17 years of age and fear I have no future because of pollution, inflation, etc. I'd always wanted to look forward to life, but I can't see it because of all this. It scares me! I go to pieces thinking about it. I'm very glad there are people like you left in this world."

Susan F.,
Wilmington, North Carolina

• *Susan, there is "good news" ahead! You need to read our free booklet, "The Wonderful World Tomorrow — What It Will Be Like."*

"I am a teen-ager and read your article 'When School is Out... What

Then?' Thank you for helping at least one youth of America. I truly believe your article should be distributed to all high schools the day before vacation."

Linda S.,
Buffalo, N. Y.

"Congratulations to you for your article in the April-May issue on 'The Growing Crisis of Pesticides in Agriculture.' It not only presents the problem in great detail, but what is more important, it also gives the only answer. Since 1953 our organization, Natural Food Associates has been trying to tell this story to America. Thank you very much for your help."

Joe D. N., M.D.,
Natural Food Assn. Nat. President,
Atlanta, Texas

"An old farmer referred back to the 'good old days' when the farmhouse had two books, the Bible and a seed catalogue. One told of God's Work, the other proved it. Today there is just too much going for us that isn't all right or good. I would include *The PLAIN TRUTH* along with my Bible and seed catalogue."

P. R. K.,
Copley, Ohio

"I look forward to your magazine. I do silk screen printing and the three most popular signs that I make are 'Disaster Area,' 'Danger, Polluted Air — Breathe At Own Risk' and 'Confusion Is Our Most Important Product.' Ironic, isn't it?"

John C.,
Costa Mesa, California

"Just a line to say thanks for your articles on Dinosaurs. I never knew what to do with them when they were brought up when talking about dinosaurs and where they fit into the history of the earth. I've always kinda tried to kick 40 tons of dinosaur under the table and change the subject. Now thanks to your article I can face the facts and know where they belong."

John R. J.,
Marion, Ohio