

the
PLAIN TRUTH

a magazine of understanding



to V Thant at
25th Anniversary of U.N.

What Our READERS SAY

"Hooked" on PLAIN TRUTH

"I've been 'Hooked' on *The PLAIN TRUTH* magazine since I received your first copy six months ago, and I can assure you that after careful research and experimentation I have found that it is the only mind expander that does not affect your mind or body adversely, but on the contrary gives a physical and moral lift."

James G.
Weehawken, New Jersey

"I am so grateful that someone encouraged me to write to you. I know now, with all certainty, that there is more than just 'suffering through life' for me. Life has so much more meaning for me now, and I know it will continue to be better in the future. You are performing a wonderful service to mankind."

Terry P.
Salt Lake City, Utah

"Kindly include me as one of the subscribers of *The PLAIN TRUTH* magazine. I have read through two copies of the magazine and found out it was the magazine meant for me. No more of these sexy magazines and crime magazines. I notice the magazine is gaining much ground in my country, especially, in this state. I cannot afford to continue missing the articles it carries."

Christiana U. A.
Enugu, Nigeria

"While I was in Banff, over the weekend I watched your program on TV. During the program my sister showed me your magazine *The PLAIN TRUTH*. I was impressed very much with all her back issues. I was so interested in all the articles I read."

Mrs. J. T. J., Lethbridge,
Alberta, Canada

"Congratulations. You have given us food for thought, in a world where the layman blindly takes as true what the scientist will feed him."

Mr. D. O'Brien,
Coakliff, New South Wales,
Australia

Economic Survival

"Gege Hoberg and Garner Ted Armstrong are to be congratulated for their excellent article about American economic survival. It is high time that Americans realized that their #1 position in the economic market is fading, and fading fast."

Jay P.
Houston, Texas

"The article on our foreign trade was most interesting. It's going to take some catastrophic event to give the American people the cohesiveness that has united them in the past and it's almost past the time for that to do much good."

Walter S.
Coupeville, Washington

"It is disconcerting to have all your predictions coming to pass, but truth is truth, and it is senseless to hide one's head in the sand as these things are coming about."

Mrs. Wallace H.
Glen Ellyn, Illinois

Personal Involvement

"Some time back you had an article on a girl that was attacked and finally killed in New York City. No one interfered, no one was interested. On June 13, again in New York City, two Albanian immigrants were attacking a girl. This time six men ran to her rescue, one was killed and five were wounded. Who would you say was right this time -- the men that ran to her rescue, or the ones in the past that did nothing? Personally, I think I would have done nothing; in fact, if I see an accident I just keep on driving. I would like to know your feelings on this."

Harry S.
Somerville, Maine

"Looks like you missed the point of the entire article. You might try reading it again."

"Just a week ago I was awakened by a blood-curdling cry for help. It was right below my window and I awoke from a sound sleep, but things that

(Continued on page 48)

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Magazine of Understanding

August-September 1970

VOL. XXXV

NO. 8

Published bimonthly at 100 West Ocean Dr., Redondo Beach, California 90260. Registered at North Sydney, Australia, by Ambassador College, French, Dutch and German editions published at Rediff, England; Spanish edition at San Juan, Puerto Rico; Italian edition at San Juan, Puerto Rico. All rights reserved.

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on hold copies for distribution not

communications to the Editor
should be sent to:

Editorial: P.O. Box 111, Redondo
Beach, CA 90260

Advertising: P.O. Box 44, Station A, Van
Nuys, CA 91411

Postmaster: Ambassador
College, P.O. Box 111

Second class postage paid at Redondo
Beach, CA 90260

Postage paid at San Juan, Puerto Rico
P.O. Box 445, Northridge, CA 91324

Postage paid at San Juan, Puerto Rico
P.O. Box 445, Northridge, CA 91324

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P.O. Box 445, Northridge, CA 91324

Personal from

Herbert H. Thompson

AFTER TWENTY-FIVE YEARS, I have returned to the historic site of the San Francisco Conference. It was the 25th anniversary of the signing of the United Nations Charter -- the San Francisco Commemorative Meeting, 26th of June, 1970.

I was an accredited press representative during the entire Conference in 1945.

Many who attended that Conference, where the United Nations Charter was drawn up, are not among the living today. That includes my wife, who attended the several-weeks-long Conference with me. Once again, I was seated in a booth in the Press gallery. And this time, photographers and writers on *The PLAIN TRUTH* staff were with me.

Once again, as in the plenary sessions a quarter century ago, it was opened, not with prayer, but with a moment's silence -- which lasted ten to fifteen seconds. Once again, the anniversary memorial meeting was opened on an optimistic note. The presiding Chairman said we were here, 25 years ago, in a spirit of optimism; and he expressed hope we returned, now, with renewed optimism. What grounds there are for renewed optimism, however, he did not say.

Actually, the true state of affairs in the world was more accurately expressed that same evening at the Commemorative Dinner at the Fairmount Hotel atop Nob Hill. It was summed up by the Secretary-General of the United Nations, U Thant.

What he said was a great deal like the joke about the new captain on a commercial airline plane. About one hour after takeoff, he announced to the passengers:

"Ladies and Gentlemen, I have an announcement to make. I have both good news and bad news. I'll give you the bad news first: **WE ARE LOST!** Now the Good News: **WE ARE MAKING EXCEPTIONALLY FAST TIME!**"

Secretary-General U Thant summarized 25 years of "progress?" of the United Nations with these words: "Now we meet again in a mood of uncertainty and anxiety, with only the knowledge that humanity is moving at an increasing speed in uncertain directions, and that time is running short..."

After 25 years of the United Nations, its Secretary-General continued: "Where has NATIONAL INTEREST led us? To an arsenal of ugly weapons, which cost humanity 200 thousand million dollars [200 Billion] a year; to the greatest historical deadlock

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Ambassador George Feltz

ABOUT OUR COVER
National Secretary-General
U Thant, Secretary-General
of the United Nations, is
seen in the foreground of
the 1970 Commemorative
Meeting of the United Nations
at the Fairmount Hotel, San
Francisco, June 26, 1970.
The meeting was opened by
Chairman of the Meeting,
Ambassador George Feltz,
of the United States, who
said that the United Nations
had been "born in a spirit of
optimism" and that it was
his hope that the United
Nations would continue to
be a force for peace and
cooperation in the world.

A SIN

KNOWLEDGE HAS —so have

The Fantastic Paradox: Human discontent, troubles, evils, are increasing in direct ratio with the increase of KNOWLEDGE! WHY? Here is the surprising, incredible ANSWER!

by Herbert W. Armstrong

"GIVE US SUFFICIENT KNOWLEDGE," cry the experts, "and we will solve all of humanity's problems." In the ten years, 1960-1970, humanity's fund of knowledge doubled. But problems and evils doubled too.

For 6,000 years mankind has been producing KNOWLEDGE. Some great libraries, such as the Library of Congress in Washington, D. C., and the Public Library of New York City, contain more than 7,500,000 books, and more than 14,000,000 pamphlets. There are vast libraries also in England, France, Germany, Italy, Oriental countries.

Scientific and technical publications are being ground out by the hundreds of thousands continually. Development of new knowledge skyrockets.

All this KNOWLEDGE — yet virtually NO HAPPINESS — just accelerating troubles, problems, evils. It's like being stranded on a raft in mid-ocean. Water every-where, but not a drop to drink!

Man always has sought to learn about his environment, the world, the universe. By observation, by experimentation, by human reason, man has endeavored continually to increase his KNOWLEDGE.

Especially since invention of the printing press, man has produced vast mountains of books containing KNOWLEDGE. Yet he doesn't know the way to PEACE, whether between individuals or between nations.

Man has learned to break down the atom. He has learned to produce nuclear energy, and nuclear weapons for mass destruction. He has learned to invent, produce and operate fantastic and intricate computers. He can



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DOUBLED troubles -

go to the moon and return safely to earth. Yet he cannot solve his own problems of human relationships here on earth.

Why?

You think you know? The greatest minds through the centuries have not understood. And the reason for that fact will probably astonish you.

The Function of the University

Take a quick look at our institutions of higher learning.

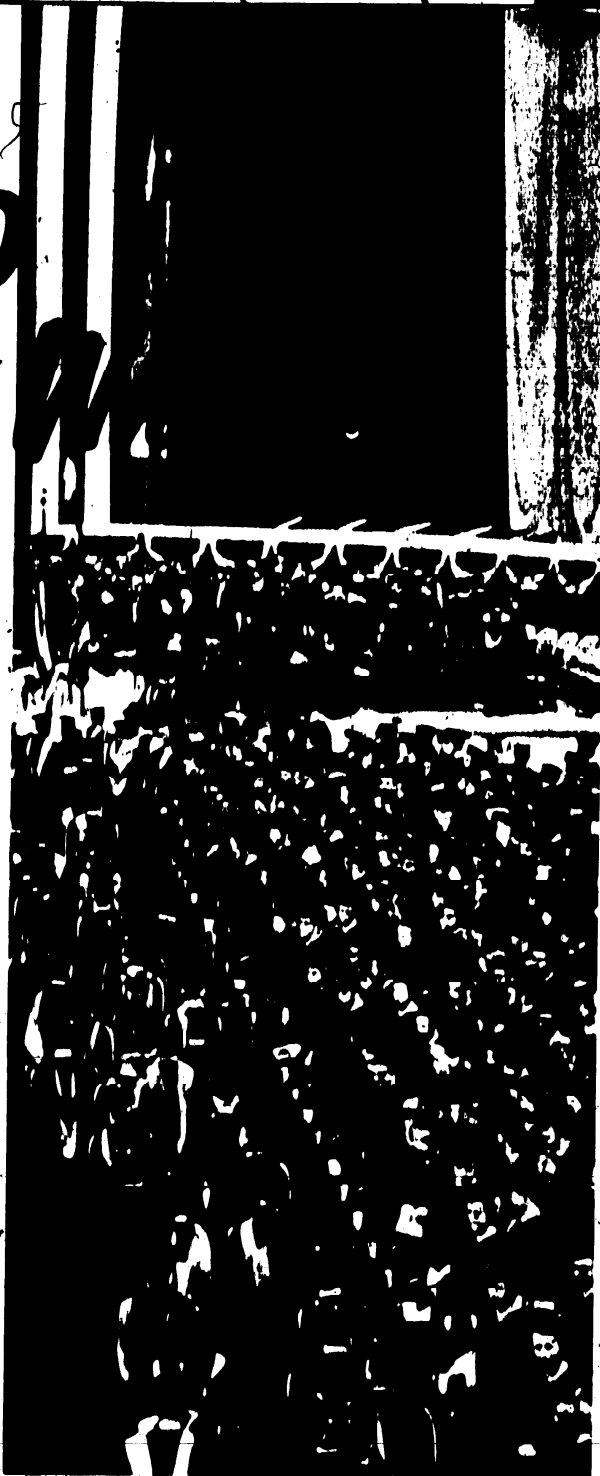
Let me give you a few intriguing thoughts from the mind of Dr. Clark Kerr, former President of the University of California. He is the outstanding theoretician and proponent of a certain view of the university of today and the future.

Universities in the United States, he says, have not yet developed fully their unique theory of purpose and function. The first great transformation in the American university, he says, occurred during the last quarter of the 19th century, with the injection of German intellectualism and the land grant movement. It is now undergoing its second great transformation. Since World War II, the university is being called on to channel new intellectual currents to serve expanding needs of government and industry.

We are becoming conscious of the question of human survival, due to the population explosion and the ever increasing production of weapons of mass destruction. Simultaneously we are facing a campus enrollment explosion. As knowledge production increases, so does the diffusion of knowledge. Before World War II, the college educated student was the exception. Most stopped off with high school graduation. At the turn of the century only 4.01% of men aged 18 through 21 were enrolled in colleges. That is less than one in twenty. In California today, four out of every five high school graduates seek to continue in college.

Dr. Kerr sees the function of the university as KNOWLEDGE PRODUCTION. Knowledge, he says, is

Associated College Photo



suddenly exploding along with the population explosion.

In his concept of the university of the future, he uses the term "The Wave of the Future." He describes the "MULTIVERSITY" of the future. He speaks of "the university's invisible product, knowledge," and, "the university is being called on to PRODUCE KNOWLEDGE as never before" (emphasis mine).

This "knowledge production," he says, is growing at about twice the rate of the rest of the economy. The railroads were largely responsible for the development of the United States during the last half of the 19th century, the automobile during the first half of the twentieth. And what they did for those two half-centuries, "the knowledge industry will do for this last half of the twentieth century.

The production, distribution and consumption of KNOWLEDGE is said to account for 29% of the gross national product.

Does this not sound GOOD?

Does all this not intoxicate us with human intellectual vanity? Production of KNOWLEDGE is tantamount to being a God-level accomplishment!

May we not congratulate ourselves with a thrilled sensation of the super-greatness of the human intellect?

But — WHAT ABOUT THE EFFECT?

Everything, we will do well to remember, is a matter of CAUSE and EFFECT.

One inescapable effect we see all about us is the astounding and accelerating of evils besetting humanity on every side.

What could be the CAUSE of these effects threatening the DESTRUCTION of civilization — the EXTINCTION of the human race?

KNOWLEDGE PRODUCTION is supposed to be the WAY TO CURE all our evils. Given sufficient KNOWLEDGE, the great minds have assured us, we shall have the solution to all humanity's problems, ills, and evils.

WHY, then, this paradox? WHY do we see new and increasing evils all about us world-wide, accelerating in almost exact proportion with the increase in KNOWLEDGE? WHY?

Is there a relation between the two?

Could the one — KNOWLEDGE PRODUCTION — be the CAUSE of the other — the evils besetting us?

Take just a quick look at a few FACTS:

Recent agricultural KNOWLEDGE has produced insecticides, artificial fertilizers, and chemicals. These sometimes resulted in suddenly increased crop production. The immediate result *seemed* beneficial.

It was once supposed that for the good of the soil the land should lie idle every seventh year. But man gained the KNOWLEDGE of how to avoid losing the profits of that seventh-year idleness. He learned how to produce greater profits for himself the other six years beside.

But — the EVENTUAL RESULT of this new knowledge? The ecological balance of nature has been upset. The life cycle of the soil is being destroyed. This is even reducing the amount of oxygen in the air. And it threatens, ultimately, to DESTROY OUR EARTH, so that it will yield NO FOOD TO SUSTAIN HUMAN LIFE.

Man's recent KNOWLEDGE PRODUCTION has brought us millions of automobiles, giant factories producing labor-saving gadgets, thousands of new luxury items — and at the same time the production of these inventions is polluting our air with SMOKE.

It is man's INCREASED KNOWLEDGE that is ultimately producing air pollution, water pollution, food pollution, garbage and waste pollution.

Increased KNOWLEDGE has produced toothbrushes and toothpastes "to save our teeth" — and yet, due to "faulty diet, there is far more tooth decay and tooth trouble than ever before!

We produce the KNOWLEDGE that a wife's place is no longer in the home. As KNOWLEDGE increased, women demanded "their rights." Now many women are employed and independent. And home and family life is disintegrating. A sound and solid FAMILY structure is the very basis of any healthy, stable society. As the family life disintegrates so does the civilization! As the divorce rate increases, so does misery and unhappiness! And juvenile delinquency — the delinquency of TOMORROW'S LEADERS!

Carry this analysis on. Open your eyes to what WE ARE DOING TO OURSELVES!

WHAT IS WRONG? Is it WRONG to acquire or *possess* knowledge?

No, but there are two kinds of knowledge — true and false — right and wrong — GOOD and EVIL. In the pursuit of KNOWLEDGE man has used one SOURCE — the "scientific" method of "experimentation," discovery, and REASON.

Where did this "scientific method" of KNOWLEDGE PRODUCTION really start?

Humanity doesn't know. Probably it doesn't want to know. Probably few will believe the truth when it is put before their eyes. But it is still a matter of CAUSE and EFFECT. To reject TRUTH knowledge is to suffer the consequences. Like the television show, it's a matter of TRUTH or CONSEQUENCES.

In this feverish development of KNOWLEDGE PRODUCTION, universities have been placing great emphasis on *academic freedom*. Academic freedom is defined as the independent judgment allowed teachers, scholars, scientists, students in the pursuit of knowledge.

Higher education has exercised the academic freedom to postulate a creation without a Creator — to engage in the activity of KNOWLEDGE PRODUCTION with rejection of God as Creator and Ruler of the universe — with total rejection of any possibility of the miraculous, the supernatural, or anything outside the realm of the material — with total rejection of Biblical revelation.

Personally, when I made my first research into the theory of evolution, I studied Lyell, Darwin, Spencer, Huxley, Haeckel, Vogt, Chamberlain and other proponents of the theory. I read also More and other scientists who were critics of the theory, although they believed it. But I wanted to be open-minded and fair. So I looked also at the alternative possibility — the Biblical statements about special Creation.

I would venture to say that most of those whose higher education has been received during the past quarter century, however, have been taught and have accepted without question the evolutionary theory, not having examined with any seriousness the Biblical



Amherst College Photos
 ABOVE: Angry crowd of college-age youth confront police at Newport, Rhode Island. BELOW: Number of motor vehicles has increased 50 percent since 1960, and so did pollution, congestion, and traffic fatalities.

account of creation. To go along with evolution is the scholarly "in" thing. In most higher education circles, this world's "Best Seller" has been dismissed without a hearing.

The world's intellectual, thought, we must admit, has "gone along" with the accepted postulates about man, his origin and that of the earth, and the ideas about man's environment and development. It is, of course, human nature to want to "belong" — to be "accepted."

Ever stop to inquire in retrospect why you believe what you do? People generally believe what they have always heard, read, or been taught — by carelessly taking it for granted without question — and of course, without proof. Also, people willingly believe what they *want* to believe — what they must to "go along" — and they refuse to believe whatever is not accepted in their particular little world.

Could it be possible that higher



scholarship and general acceptance of advanced thought be, actually, tragic error? Could the theories accepted by the superior minds prove to be, after all, mere fable? Could the process of inductive reasoning, considering only one side of a two-sided question, be so infallible that we dare not question their conclusions, or examine the evidences on the other side?

Is it not human to err?

Could it, then, be possible for the most highly educated minds to have been misled — intellectually deceived?

Do we DARE question the theories generally accepted by advanced scholarship?

Would it be academic heresy to look at the other side of the coin? Do we DARE appropriate the *academic freedom* to look at, and carefully examine, that which has been dismissed *without* examination?

It might actually prove enlightening, at this point, to allow ourselves the latitude of academic freedom to unprejudicially examine the Biblical narrative of the forbidden fruit. That narrative purports to describe the crucial initial event in human experience that changed the entire course of human history. Evidently few, if any, have viewed this account with any remote conception that it might explain the ORIGIN of the scientific method of KNOWLEDGE PRODUCTION. And also that it might reveal the CAUSE of all the present-day evil EFFECTS. Certainly almost no one, theologians included, has ever understood what this account really says!

Begin at the Beginning

I think we must begin the Biblical narrative of the forbidden fruit at the beginning — the first chapter in the first book of the Bible. Actually, I would like to begin even farther back in time sequence than the 2nd verse of Genesis 1. I would like to write an article or a book, covering the beginnings of man's environment — an "Outline of History" showing the other side of the coin than that written by H. G. Wells. I think it might be intriguing to compare the two opposite accounts of origins and developments to our time. There are *only* the two possibilities, so far as I know. I would hate to accept one as a

belief without any knowledge of the other.

Personally I have to make weighty decisions occasionally, in the direction of a worldwide operation. I would be afraid to make such decisions without having viewed carefully *ALL* of the facts involved.

But space does not allow that complete "Outline of History" in this article. To get quickly to an examination of the forbidden-fruit narrative certain high-spot statements from Genesis 1 and 2 are necessary.

I have noticed that scientific and historical writings dealing with origins and developments are generally profuse with such expressions as the following: "We know little about this, but there are several *guesses*." Or, "We are *coming to believe*." Or, "We may *safely assume*." Or, "It *might well be*." "Probably." "Such and such *may have occurred*." Or, "It *would appear* that such and such *might have happened*."

It might be interesting to take such a book, and underscore all such words as I have italicized above — then look back and read all your underscored words. Do it in red pencil. Let them stand out. It might be fun.

One thing different about the Biblical statements. Whoever wrote them seemed to be pretty sure of what he was saying. They are positive statements.

So we begin: "In the beginning, GOD . . ." The statement definitely puts God before all else. No postulate — no guess — no "perhaps" — just the simple statement. ". . . created the heaven and the earth."

Something tremendous is indicated to have occurred between what is stated to be the original creation in verse 1, and the statement in verse 2. "And the earth was [became] without form and void [Heb. *tohu* and *bohu* — meaning ruin, confusion, emptiness — see any Hebrew-English lexicon] and darkness was upon the face of the deep [fluid surface — oceans]." What occurred between these two verses is stated in many other Biblical passages in both Old and New Testaments.

And this, of course, allows for any duration of time between the two verses. In other words, so far as the Bible narrative is concerned, the original creation

could have occurred millions of years prior to the events described beginning verse 1 of Genesis 1.

Nevertheless, at the time described by these first three chapters of the Book of Genesis beginning with the 2nd verse of chapter 1, Biblical chronology dates those events as slightly less than 6,000 years ago.

Coming to the 26th verse, chapter 1, it is stated, "And God said, Let us make man in our image, after our likeness: and let them have dominion over the fish of the sea, and over the fowl of the air, and over the cattle, and over all the earth, and over every creeping thing that creepeth upon the earth."

Verse 27: "And so God created man in his own image, in the image of God created he him; male and female created he them."

Coming to chapter 2, beginning verse 7: "And the Eternal God formed man of the dust of the ground, and breathed into his nostrils the breath of life; and man became a living soul." It might be noted that the flat statement here is that what was made of material substance, dust of the ground, BECAME a living soul — a plain statement that the "soul" was made from the dust of the ground — material substance, not spirit.

Next comes the statement that God planted a garden eastward, in Eden, and there He put the man whom He had formed. So the statement is that Adam was created elsewhere, and then put into this garden.

The statement follows that there were beautiful trees in the garden, including fruit trees. And in the midst of the garden two special trees: one called "the tree of LIFE," the other, "the tree of KNOWLEDGE of GOOD and EVIL."

Now verse 16: "And the Eternal God commanded the man, saying, Of every tree of the garden thou mayest freely eat: but of the tree of the Knowledge of good and evil, thou shalt not eat of it: for in the day that thou eatest thereof thou shalt surely die."

There is ABSOLUTELY NOTHING said about the forbidden fruit being an apple.

Although the narrative here is exceedingly brief, touching only on high spots, there is every indication that what is intended is that God gave



Associated Press Photo

Increased education and advanced technology have not been a deterrent to war. Photo shows twelve M-16 rifles capped with helmets, representing 12 American soldiers killed in Vietnam.

Adam and Eve considerable basic instruction, sufficient for their needs for the moment, only portions of which are recorded.

Now chapter 3.

"Now the serpent was more subtil than any beast of the field which the Eternal God had made" (verse 1).

Much of the Bible is symbols — but the Bible explains its own symbols. Of course it's very out-of-date to believe in a devil today, but the Bible, to the contrary notwithstanding, plainly speaks of the presence of a devil. In Revelation 12:9 and 20:2, the devil is called, symbolically, *the serpent*. It is, then, no "guess" to say that this serpent is intended to be merely a symbol for the devil.

Notice the temptation. He subtly went first to the "weaker sex" — (the Bible refers to woman as the weaker sex, whether or not one wishes to agree), to get to Adam through his wife.

"And he said unto the woman, Yea, hath God said, Ye shall not eat of every tree of the garden? (Genesis 3:1.)

"And the woman said unto the serpent, We may eat of the fruit of the trees of the garden; but of the fruit of the tree which is in the midst of the garden, God hath said, Ye shall not eat of it, neither shall ye touch it, lest ye

die. And the serpent said unto the woman, Ye shall not surely die: for God doth know that in the day ye eat thereof, then your eyes shall be opened, and ye shall be as gods, knowing good and evil" (verses 2-5).

The narration here attributes astute subtlety to the devil. First he discredited God. In effect, he said "You can't rely on God's word. He lied to you. He knows you will not die — you can't die — because you are an immortal soul."

Next, this devil is represented as clever enough to avoid saying, "Believe *me* instead of God. Let *me* be your teacher. Let *me* give you the KNOWLEDGE of what is right and what is wrong." Instead the devil is represented here as saying, "You can't rely on God, since He lied when He said you could die. But *rely on yourself!* If you disobey God and *eat* this fruit, then *your eyes* will be opened. You'll come to realize what a great intellect you have. You have a perfect mind — YOU can think and reason — YOU can observe, explore, discover — YOU can decide for *yourself* what is good and what is evil. It is a GOD function to produce the

KNOWLEDGE of what is good and what is evil — what is right and what is wrong. Your MIND is so perfect *you* can supply this GOD function — and by observation, experimentation and reason *you* can produce the KNOWLEDGE of what is good and what is evil. You have intellect, so great YOU can assume this GOD prerogative, of determining what is good and what is evil. You can be as *GOD yourself!* Forget that tree of LIFE. You already have that — you are an immortal soul. You have the tremendous intellectual powers of God. You cannot rely on the God that lied to you, but you can depend with confidence on yourself, and *your* ability to produce this knowledge."

What is implied in this narrative of the forbidden fruit is plain. This Satan is represented as appealing to man's VANITY — his pride of intellect. The narrative represents the man, Adam, as having been just newly created, and with perfect human mind. We know that the human mind is superior to anything else we can see or know by our five senses. It is easy to understand how this newly created man and woman could suddenly begin to realize they had

the capacity to THINK for themselves — like a boy with an exciting new toy, they wanted to use it — they became intoxicated with intellectual vanity. They could exercise this God function of producing the knowledge of what is right and wrong.

Vanity resents authority over it. They began to resent God's authority and His command. They began to think of themselves as having Godlike intellect. This lifted them to the God level — reduced God to their level. God became a competitor — a rival in deciding what is right, and what is wrong. God had forbidden them to eat the fruit of that one tree — that is, to decide for themselves what is right and what is wrong. God had said it was SIN to eat that fruit. Now they determined to decide for themselves. They decided the way to know was to put it to the test — by experiment.

So, first Eve, then Adam, are here represented as setting out on the very first "scientific experiment."

The narrative continues, verse 6: "And when the woman saw that the tree was good for food, and that it was pleasant to the eyes, and a tree to be desired to make one wise, she took of the fruit thereof, and did eat, and gave also unto her husband with her; and he did eat. And the eyes of them both were opened, and they knew that they were naked; and they sewed fig leaves together, and made themselves aprons."

So, one of the first bits of knowledge that came was self-consciousness. Immediately they became SELF-centered — selfish — competitive in attitude — jealous, envious, resentful toward others. The narrative at this point implies a drastic change occurred in their minds when they allowed vanity, self-centeredness, the competitive spirit, to enter their minds.

This passage purports to show the very first "scientific experiment." God said that if they took of that forbidden fruit they would die. The narrative shows them rejecting revelation, just as science does today. They made an experiment. They had to test the matter. They refused to believe their Maker. They made the "scientific experiment." They ate the forbidden fruit. RESULT: they DIED!

The Scriptural revelation maintains

that only GOD can determine what is right and what is wrong — that God's Law, summarized in the Ten Commandments, is the WAY that is RIGHT and produces GOOD, and, that the transgression of that Law (1 John 3:4) is the WAY that is WRONG and produces EVIL.

And the Biblical revelation teaches that man for 6,000 years has rejected God's revelation as the Source of basic KNOWLEDGE — and has set out on a WAY OF LIFE contrary to that Law. Man does what is right in his own sight, — NOT what God says is right. He has piled up a tremendous mountain of books of MAN-produced KNOWLEDGE. He has continued to make "scientific experiments."

RESULT: humanity has produced, also, a vast mountain of EVILS. His fund of KNOWLEDGE is a mixture of good and evil — true and false — he has produced a civilization full of empty lives, discontent, unhappiness, pain and suffering, crime, immorality, broken homes and family life, corruption, injustice, unfairness, violence, pollution, war and DEATH.

Yet man refuses to believe the results of his own experiment. He has written the cruel lesson in 6,000 years of human experience, but he has never learned the lesson.

Dr. Clark Kerr was president of one of the world's greatest universities — a veritable MULTIVERSITY, where he was able to put into action his ideas as an academic theoretician. Result of the experiment? The confusion, division, and violence at the home Berkeley campus finally forced Dr. Kerr to resign.

The entire chain reaction of campus protest, confusion, riots and violence really started on the Berkeley campus of the University of California. It started about the time the "God is Dead" movement was getting under way.

The 1970 Summer Session Bulletin of Claremont University, under classification of "Graduate School Summer Course" lists the following:

"200s. The Theology of the Death of God"

and
"300s. Process and Death of God Theology"

And, although the University of California is a different institution, it seems poignantly significant that, as I write, these words appeared in a *Los Angeles Times* headline: "Berkeley Reported 'Dead'." The entire headline was: "Some Colleges May Be Unable to Reopen in Fall," Nixon Told. Two Advisers Cite Severe Student Discontent; Berkeley Reported "Dead" as Institution of Freedom and Learning.

I happen to be President of a college with three campuses. On all campuses there are no campus protests, no opposition marches, no student rioting, and violence, and no hippies. There is PEACE, happy co-operation between students and faculty and administration. Student faces are wreathed in SMILES which are real and genuine — the outward expression of an inner joy. Visitors are amazed.

This is the RESULT!

The CAUSE? We are not a factory of KNOWLEDGE PRODUCTION, but of human CHARACTER PRODUCTION. Here, we DISSEMINATE knowledge. We disseminate BOTH sides of the two-sided question of evolution vs. special creation, and give our students and faculties the academic freedom to believe as they see fit.

But even as you'll find Darwin and all the evolutionists in our college libraries, you'll also find various translations of that Volume viewed as "Revelation." Its knowledge is not ignored, rejected, and thrown out the window — it is not regarded as the sum-total of knowledge. It was never intended to be that. But it is a revelation of BASIC and FOUNDATIONAL knowledge.

And OUR scientific experiment very definitely is producing exceedingly HAPPY and JOYFUL results.

And in the interest of academic freedom, the Graduate School of Theology edits a very thought-provoking, stimulating, interesting, quality magazine, TOMORROW'S WORLD! — a magazine of Biblical understanding. You may have a subscription if you like — already paid — like THE PLAIN TRUTH, you can't pay for your own. It might give you a few surprises. The Bible is often quite surprising! □

MR. HEATH PROMISES BRITAIN "A BETTER TOMORROW"

Will Mr. Edward Heath and his new Tory Government be able to bring about "a better tomorrow" for Britain? How will their new policies affect the U. S., the Commonwealth and Europe?

by Raymond F. McNair

London, England.

How did Britons react to the recent Conservative victory?

The British stock market made the largest one-day leap on record — a rise of \$3.6 billion — immediately following the announcement that the Conservatives were back in power.

Six years of Labour Government had convinced a majority of Britons that the Conservatives weren't so bad after all.

A Surprise Tory Victory

British pollsters and political pundits had generally agreed the Labour Government would win by a comfortable margin. But in spite of these pro-Labour prognostications, Mr. Wilson's Labour Government was thrust out of office. The Tories gained 75 seats, and now have a parliamentary majority of 30.

A recent improvement in Britain's balance-of-payments position, plus a rash of pay increases and a comfortable lead, according to the polls, over the Conservatives, had convinced Prime Minister Wilson it was time to call an election. Presumably Mr. Wilson feared the Labour Government's popularity rating might again slip below that of the Conservatives if he waited much longer.

So, Mr. Wilson called a general election.

But he and his Labour Party were rudely

Associated Press Photo





Associated Press Photos

awakened to the political facts of life — once the vote-counting really began. What had gone wrong? All but one of Britain's pollsters had predicted Labour would win by a margin of about seven percent.

Labour, Complacency

What caused Britain to throw out her six-year-old Labour Government? Why this Labour upset — the greatest political upset in recent British history — reminiscent of Harry S. Truman's smashing defeat of Thomas E. Dewey in the 1948 U. S. Presidential Election?

During the pre-election campaigning, silver-haired Prime Minister Wilson appeared as an assured, contented and complacent man — puffing benignly on his pipe. He and his party gave the impression that the election was already in the bag.

In contrast, Mr. Heath knew he and his Conservative Party would have to work hard if they were to win the election. They would have to fight all the way!

Mr. Heath kept telling the British nation that all was not as rosy with Britain today as Mr. Wilson would have them believe. He pointed out that prices and wages were skyrocketing,

ABOVE: Roman Catholic demonstrators in Londonderry, Northern Ireland, pelt British troops with rocks during an Easter Sunday confrontation. BELOW RIGHT: Striking dock workers close British ports on July 14. Problems with Northern Ireland and recurrent labor strikes are just two of the many major headaches facing Prime Minister Heath.

strikes were mushrooming, crime was soaring — all the while British pride and influence in the world continued to decline.

He flatly denied that Britain's economy was healthy, and predicted that Mr. Wilson would soon have to adopt another "freeze and squeeze" policy immediately after the election — if he were re-elected.

Furthermore, he pointed out that if the Labour Government continued in power it would probably soon resort to another devaluation of the pound. The Board of Trade, just a few days before the election, published trade figures revealing that Britain's trade deficit for May was about \$100 million.

Mr. Heath appealed directly to British housewives. He claimed that if the Socialist Government of Mr. Wilson were voted back into office, ordinary people would find the money in their pockets buying less and less. "We would have a 3-shilling loaf, a shilling bus fare and a shilling telephone call, and we would have to pay for them out

of a 10-shilling pound," said Mr. Heath.

Many now agree, however, that it was sheer complacency, more than anything else, which lost the Labour Party the election!

Perplexing Problems Abroad

Now look at the disturbing facts of British life which Mr. Heath and his newly formed government face.

Certainly the deep divisions both within the British Commonwealth and within Great Britain herself are cause for concern.

Many are painfully aware that Britain has lost her Empire. She once ruled one fourth of this earth's peoples and land surfaces, but has not yet found for herself a post Empire role in the world.

Britain now makes no pretense of possessing Great Power status. She understands that her chronically sick economy no longer permits her to play a major part in policing the world even if she wanted to.

Under Mr. Wilson's Labour Govern-

ment, the military was to withdraw from East of Suez by 1971. But Mr. Heath and the Conservatives have now reaffirmed their determination to keep at least a token British force East of Suez. This news has been heart-warming to many of Britain's allies — especially to Australia, New Zealand and the U.S.

Not only have the British lost their birthright-Empire, but there are serious internal problems as well. Welsh and Scottish nationalist groups are agitating for more independence, more self-government, and for "home rule."

And British-governed Northern Ireland is deeply divided *politically and religiously*. That Province is governed primarily by Ulster Protestants. But the Catholic minority has recently become more vocal and more violent. They are agitating to overthrow the Protestant-dominated government ruled from Belfast's Stormont Parliament, which in turn is responsible to London.

They want to kick the Protestants out of the government once and for all — and intend ultimately to hand the Six Counties of Northern Ireland over to Eire (Republic of Ireland) where the Catholics are in the majority. They fully intend for the whole of Ireland to be governed by Dublin.

But the Protestants in Ulster will have none of it. They want to retain close ties with London — want to remain part of Great Britain. Ulster M.P. Mr. Ian Paisley is very vociferous in his anti-Catholic, pro-Protestant speeches, both in and out of Parliament.

Another Ulster M.P., Miss Bernadette Devlin, is equally vocal in her attempts to overthrow British Protestant rule in Northern Ireland. She is now serving a six-month prison term for "inciting people to riot and committing riotous behaviour."

Britain's Industrial Anarchy

At home, Britain now has the highest rate of unemployment since World War I. There are 547,000 jobless in Britain — representing 2.4 percent of the labor force.

Inefficiency is still commonplace in British industry. And Britain is still bedeviled with chronic "wildcat strikes."

A new record of 1,578 strikes were counted in Britain during the first four months of this year, compared to only 1,400 for all of 1964 — the year when Mr. Wilson's Labour Government was first voted into power.

Mr. Wilson's labor-backed Govern-

ment even proposed mild legislation to curb strikes. But bitter opposition from the labor unions and from some of the Labour M.P.s caused Mr. Wilson to drop the issue.

Britain's new Prime Minister, Mr. Heath, now proposes passing legislation to put the bit in the mouths of the labor unions.

Many Britons hope Mr. Heath will have the courage to restore some order and sanity to British industry — putting an end to the shameful "industrial anarchy" which continues to plague and hamstring this once-powerful nation.

The powerful labor unions must be brought under control before Britain can really expect to get moving.

Crushing Tax Burden

Britons traditionally have been addled with one of the world's heaviest tax burdens. The average Briton now pays a very high percentage of his income in direct and indirect taxes. This crushing tax burden was made even heavier by the Labour Government. Mr. Heath has professed to remove the Selective Employment Tax and to reduce other forms of taxation which



often rob British workers of any incentive to work harder. "Why work harder, when the Government will take nearly all of it from you in taxes!" is a common lament heard here in Britain today.

How successful the Conservative Government will be in lightening Britain's tax load remains to be seen. But many Britons are hopeful.

One reason for such heavy taxation here in Britain is the cradle-to-grave or womb-to-tomb, all-embracing Social Services which the British Government is providing its citizens.

The new Prime Minister has promised to see that the benefits of Britain's Social Services will go where they are most needed. He well knows, however, that neither he nor any British Prime Minister could long survive if they were to tamper much with Britain's Welfare State. The National Health Service provides free medical care, free dental work, plus many other free services. Britons are now so dependent on their welfare handouts that they could not possibly shed these overnight.

And it takes enormous sums of money to run all of these social services. In fact, no government in Britain will ever be able to reduce the tax burden appreciably until the need for welfare benefits is drastically curtailed.

Inflation is another problem in danger of getting out of hand in Britain. Both wages and prices continue leap-frogging. Nobody seems to have the will or the power to curb Britain's inflationary binge.

Prices are rising at an annual rate of at least 7 percent, and wages are skyrocketing at the alarming rate of about 12 percent.

Mr. Heath's Promises

Prime Minister Heath has promised Britain "a better tomorrow".

He is firmly committed to getting Britain into the Common Market — if the conditions are right. But, since most Britons are still against joining the Common Market, Mr. Heath may have a very stormy time trying to push a reluctant Britain in that direction.

The Conservative Government also hopes to resume Britain's arms sales to

South Africa, and intends to improve relations with Rhodesia.

Will Mr. Heath be able to drastically reduce taxes — as he and his party have pledged to do? And will he be able to expand British industry — to get it rolling once again so it can successfully compete in today's cut-throat world markets? (Britain now has one of the lowest growth rates in the industrialized world!)

Can Mr. Heath's Conservative Government afford to keep a token force of



Kerstend Photo
The Lord Mayor's Yeoman, Ernest Osborne, reads the proclamation which dissolved parliament in preparation for the June elections.

British troops East of Suez on into the mid-seventies?

Will the Conservatives prevent another devaluation of the pound — or solve Britain's racial problems?

An Able Administrator

Fifty-three-year-old bachelor Prime Minister Mr. Edward Heath is a very capable man, an able administrator.

He is from working-class stock. His father was a master carpenter. Mr. Heath has worked hard and is a self-made man.

Some have argued that a bachelor would make a bad Prime Minister. But his answer is clear: "A man who got married in order to be a better Prime Minister would be neither a good Prime Minister nor a good husband."

Mr. Heath is distressed by the greatly diminished influence of Britain, and would like to see her become "Great" once again.

He is disturbed to see the lack of dynamism in today's Britain — is perplexed to see so many without any national goal or purpose. He doesn't subscribe to the traditional "I'm all right, Jack" attitude.

"A Better Tomorrow"?

Will Mr. Heath really get Britain rolling again? Will he restore to Britain her national sense of destiny? Can he inspire modern "permissive" Britain to think less about play and more about work; or will "Little England" sink into oblivion while her citizens bury their fears, their hopes and their future in a mad pursuit of pleasure — with little or no moral restraint?

Britons have recently voted a new Prime Minister into office. He has promised many reforms, many improvements.

Dare we assume that, at last, a new Government has arisen which has the key to a utopian future for Britain? Do we really believe any human government now known to us has the real solutions to the manifold problems facing this nation?

Can any elective government really bring lasting peace, prosperity and happiness to the peoples of these British Isles?

Sadly, history indicates otherwise. Human government has a long record of problems and failures.

Today, the momentum — the frightening pace of life — in this technological age is extremely difficult to harness or direct. It is nearly out of control. Britain is no exception. It will be quite a feat for Mr. Heath and his Tory Government to maintain even the current status quo.

A "better tomorrow" for Britain will require more than a supreme human effort. It will require a change in personal and national character. There will have to be an improvement in the moral and spiritual fiber of this nation — or any nation — if any elected government is to succeed. □

"STOP THE WORLD ...I want to get off"

... was the title of a popular musical play a few years ago. And the bulk of humanity's billions would do just that — if they had a chance. Why? What's gone wrong with this world's society? Will we ever have a new world, with changed people filled with new, happy attitudes?

by Paul W. Kroll

EVER heard the words: "A new world's coming — the one we've had vision of — coming in peace, coming in joy, coming in love?"

The words of a Sunday school preacher? No. The words of some idealistic philosopher? No, again.

These are words from a song the kids are singing — or were singing a few months ago. Its title? "New World Coming," sung by Mama Cass Elliot. No sex in this song, no hate in this song, no revolution in this song (unless one reads it into the song). It's about the vision of "A new world coming; And it's just around the bend." Belts out Mama Cass, "There's a new world coming, this one's coming to an end."

Dreams of a Better World...

Humanity does have its dreams. We'd like to see this world — this society of hate, violence and fear — end. We want a new world — a world with peace without a Vietnam. A new world to come in joy without bumper lives. A world with love, where white loves black.

A world of plenty and happiness for all.

But is such a world possible? Is this world of hate, war, sorrow ever going to end? Is a new world really coming — a world of peace, joy and love? Or is this just idle wishing?

Many men have dreamed about a utopia. We've heard of Marco Polo, Columbus, Ponce de Leon — this dream is not a new one. But earlier still, there was a man named Isaiah. He envisioned a happy, wonderful world of peace and plenty. Was it so much puff-puff wishing about an unattainable Camelot? Note his words:

"And he shall judge among the nations, and shall rebuke many people: and they shall beat their swords into plowshares, and their spears into pruning-

hooks: nation shall not lift up sword against nation, neither shall they learn war any more" (Isaiah 2:4).

Then again, he cried out, "They shall not hurt nor destroy in all my holy mountain..." (Isaiah 11:9).

What about such dreams of ancient prophets? Is a world of no war — of plowshares instead of swords — impossible? Is a world of love — of man's humanity toward man — impossible?

Why a Pessimistic Age?

Our kids are pessimistic. And perhaps rightly so. Few believe we can solve everything from ghettos to pollution to crime.

The classes that graduated this year from high school and college were





Ambassador College Photo

Another of the seemingly look-alike, sound-alike rock groups entertains at an Easter Sunday "Love-In." Many of the songs of youth show a sincere desire for a new world of love and truth.

perhaps the most cynical ever. Will next year's graduates have any reason to be less pessimistic?

Many students have lost faith in the system — and in those who run the system — to solve the problems of this world. Today, we have Vietnam, the Jew-Arab crisis, a divided Berlin — wars and rumors of wars the world over. One miscalculation, one pressed button, could set in motion a nuclear holocaust powerful enough to kill multiple millions, perhaps wipe ALL life from the face of this earth.

That, after all, is nothing to be very optimistic about. The kids do have a point. What they often fail to see is that many of the so-called establishment are themselves pessimistic about solving the world's problems. There's only one difference — they're stuck with the responsibility of making the system work.

Getting Tired of Human Nature

Of course, plenty of young people are looking forward to lucrative jobs with the so-called establishment. Perhaps these silent ones are in the majority. But many of the younger generation are frustrated, confused, scared — and some are downright mad. And so are many in the establishment, and so are many Negroes, and so are many other folk — taxi drivers, plumbers, mailmen.

They know the ghettos are still there, our environment is polluted, our cities stink, our economy is a mess. It's black against white, young against old, the auto mechanic against the car owner, the chemical manufacturer against the environmentalist. And that's just our problem — we're about as polarized as we can get.

People are fed up with their present way of life — and perhaps for the first time in the history of man they're getting fed up with HUMAN NATURE!

They are absolutely pessimistic about man's ability to solve his problems with the attitudes he carries about with him. And perhaps it is about time we can get fed up with human nature. Perhaps it is time we looked at ourselves for what we are. It's about time we realized we human beings need something we just don't have. Frankly, we knew all along that the world — our society — isn't big, wide and such a wonderful place to live in. We just didn't want to admit it. But now we talk about — and sing about it openly.

What This World Needs

This is not an article about music. But those who have studied the history of the arts or music know that art and music of any given period reflect the ideas and problems of that period. The songs we are singing today are telling us what the problems are.

They're telling us, for example, this world needs love — and that doesn't mean illicit sex. It's got too much of that already. As one song goes, "Oh, listen, Lord, if you want to know. What the world needs now is love, sweet love. It's the only thing that there's just too little of. What the world needs now is love, sweet love. No, not just for some, but for EVERYONE."

Of this one thing you can be sure: The one addressed as Lord does know that the world needs love and that there's just too little of it. Curiously, the book of the Lord we sing about says, "In the last days [is this prophetic of our day?] perilous times shall come. For men shall be lovers of their own selves... disobedient to parents, unthankful, unholy, WITHOUT NATURAL AFFECTION... incontinent, fierce, despisers of those that are good, traitors... lovers of pleasure more than lovers of God" (II Tim. 3:1-4, emphasis ours).

Well, what about that? Is that what our world is like? Sure it is — and we all know it. We sing about it, don't we?

The Hateful Game We Play

Take last year's Grammy Award song, "The Games People Play." The

(Continued on page 41)

advance news

in the wake of today's WORLD EVENTS

● A New "Rapallo"?

Is it "Rapallo" all over again?

The Soviets and the Germans have concluded a major treaty for the fourth time this century.

The three previous treaties — the Russo-German Armistice in World War I, the Rapallo Treaty of Non-Aggression in 1922, and the Hitler-Stalin Non-Aggression Pact in 1939 — radically altered the face of Europe and the world.

The new "Treaty of Non-Aggression," signed August 12 in Moscow, will be no exception. It is the biggest single political event in Europe since the end of World War II.

Soviet Premier Alexei N. Kosygin praised the five-article, 600-word document as a "very important decision" that was "dictated by life, itself." And West German Chancellor Willy Brandt called it "a new beginning which will help our two countries to turn their gaze forward to a better future."

The treaty must now be ratified by the parliaments of the two nations to become effective. There will be little difficulty from the Soviet Union's rubber-stamp Supreme Soviet.

But the German Bundestag could create trouble for this first completed venture in Brandt's "Ostpolitik" to seek a detente with the East European Communist states. His coalition government maintains a slim 12-seat majority. There is powerful opposition to Brandt's foreign policy from the Christian Democratic and Christian Socialist parties. They claim it was a matter of "all give, little get" on Germany's part.

In the cautiously worded new pact both sides agreed to accept the present borders in Europe and to recognize the status quo. Yet, the door has been held open for future talks on German reunification. The treaty, however, goes far deeper than political generalities. Economic considerations which played a big role in the negotiations will enable the Soviet Union to tap the scientific and technological know-how of West Germany to develop its lagging economy.

For the Germans it will open the possibility of vastly increased trade with the entire Eastern European bloc. Poland, Hungary, Bulgaria and Czechoslovakia are also expected to welcome West German credits and technical assistance.

For the Soviets the pact provides one additional advantage — a strategic one of great importance. With the stroke of a pen, the Soviets have secured the western borders of the Communist bloc. With Bonn's recognition of existing fron-

tiers, including the Red satellite "buffer zone" nations, Moscow is now free to cope with the increasingly trouble some Chinese problem in the East.

The new German rapprochement with the Russians does have the approval of Washington, London and Paris. But the future U.S. role in Western Europe is now more clouded than ever before. Now that Europe's two historical antagonists are drawing together, the pressure, inside American circles, to bring about large scale troop withdrawals will become stronger than ever.

The very fact that the Germans engineered and achieved the new understanding with the Soviets on their



Wide World Photo
West German Chancellor Willy Brandt and Soviet Premier Alexei Kosygin sign the new "Treaty of Non-Aggression" in Moscow on August 12.

own initiative is proof of Bonn's number one political role in Western Europe. At the same time it graphically reveals the declining role of U.S. influence.

The new non-aggression treaty, as far as can be ascertained, is open and aboveboard — unlike the secret clauses of the Rapallo Pact which allowed the German Army to design, build, and test, inside Russia, prototype weapons forbidden to Germany under the Versailles Treaty.

But no one knows for sure what exactly took place in

the months of high-level, closed-door negotiations between the representatives of the two governments before the public signing took place.

The next few months will tell just how significant the new pact is. Some political analysts believe West Germany's newly won trade advantage in Eastern Europe will undermine Moscow's dominance in the area and lead to agonizing second thoughts within the Kremlin.

One thing is for certain, Europe — and the world — will never be the same again.

• Vatican Interest in European Unity

Look for the Vatican to exert more influence in European affairs.

Yugoslavia and the Vatican have resumed full diplomatic relations — a move that could lead to further ties between the Vatican and Eastern Europe.

The resumption, announced by both sides on August 15, ends an 18-year-old rift between the two states. It is expected that Yugoslav President Tito will pay a visit to Pope Paul VI later in the year to further cement the new relationship.

Another politically significant move involving the Vatican occurred earlier this summer.

In a dispatch from Vatican City July 18, Reuters reported that the Vatican asked to establish diplomatic relations with the European Common Market. The request, a Vatican press spokesman said, "is in harmony with the interest which the Holy See has always had in this community."

Pope Paul VI has repeatedly expressed his personal interest in European unity.

Earlier the same week, Pope Paul assured visiting West German Chancellor Willy Brandt of the Vatican's full moral support of the idea of a United Europe. Brandt was on a two-day official visit to the Vatican.

The Pope, encouraging European political unity, stated, "We note with pleasure that the German Government contributes actively to the achievement of this aim."

Vatican influence over European affairs is destined to grow in the months ahead.

• Jordan — Arab Trouble Spot

The Arab nation to watch in the next few months is Jordan, source of most anti-Israel guerrilla activity. Young King Hussein wears the least stable crown of all major Arab leaders. His small nation is a hotbed of internal conflict coupled with international meddling.

More than two-thirds of all inhabitants of Jordan are refugees. Some come from the area which in 1949 became Israel. The others fled the area of West Jordan during the wars of 1956 and 1967. Refugee camps house more than 600,000 Palestinians. Some 30% of all people in Jordan are unemployed.

Palestinian commandos and guerrilla fighters in Jordan

— a force totally independent of Hussein's control — now number 20,000. Also stationed on Jordanian territory are 11,000-15,000 Soviet-equipped Iraqi troops and anywhere from 2,000 to 5,000 Syrian regulars.

The main counterbalancing force is the Royal Jordanian Army. Totalling 55,000, it is not nearly as supportive of Hussein as the numbers indicate. Its ranks are said to be rife with disloyal elements, with many NCO's and officers outright anti-monarchists.

Question is: How long can Hussein and the nation of Jordan, as we now know it, last?

Five days of anarchy in June nearly toppled Hussein. The shaky truce between the government and the guerrillas could break down at any moment.

• Behind Moscow's Move into Middle East

Keep an eye on the steady growth of Russian power in the Middle East.

The Soviet Union now has almost as many "advisors" throughout the Arab world as the United States had in South Vietnam in 1965.

Why the big Soviet push now?

This much is apparent: Kremlin strategists know there is deep division within the United States over the war in Vietnam and Cambodia. To them, America appears as a troubled nation, plagued with mounting internal crises.

As a result, reports the editor of the *Jerusalem Post*, the Soviets "acted in the Middle East in the belief there would be a widespread reluctance by the United States to answer their moves."

What is the USSR up to? Primarily this: The Soviets want to drive Western influence from the Arab world. They would like to exercise eventual control over the oil of Saudi Arabia, Iran and the Persian Gulf on which Western Europe and Japan depend so heavily.

The Soviets grasp full well the strategic as well as economic importance of the Middle East. Reports former U.S. Undersecretary of State George Ball:

"What vitally relates to the power balance and thus to the maintenance of world peace is the strategic location of the area. . . . In marked contrast to Vietnam, the Middle East does lie near the center of world power — just below Central and Western Europe — and what happens in the U.A.R. and Israel would have a profound effect on millions of people in the industrially advanced countries."

Western European countries are becoming uneasy about Soviet influence in the Mediterranean. The West German Foreign Minister, Walter Scheel, has called for a bigger role for European States in dealing with Middle East affairs.

Israeli Foreign Minister Abba Eban told a delegation of West German officials recently in Jerusalem that aid to Israel "should not be regarded as the exclusive responsibility of the United States," for "if Soviet supremacy is established in the Mediterranean, the security of Europe will be undermined."

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Ambassador College Art

HOW TO FIND A GOOD JOB

Not since the closing years of the Great Depression have so many Britons and Canadians been unemployed. U. S. unemployment is at a nine-year high. Yet millions of jobs are opening monthly and millions are hired! Here is how you can locate a job — the one YOU need. Others have succeeded.

So can YOU!

by L. E. Torrance

FOUR MILLION Americans are hunting for jobs, but can't seem to find them.

Over a million workers in Britain and Canada face the same plight.

Yet, the shocking fact is, that in 1969 there were an average of three-million hirings every month in the United States. In 1970 the rate has dropped somewhat, but experts estimate that businessmen and employers will hire over two million people in the

next thirty days, mainly to replace those who retire, quit, die, or are fired.

New jobs constantly open as businesses expand, communities grow, buildings are built, and people buy more goods.

In certain areas, however, there are not enough jobs for all job seekers, and available jobs go only to those who know how to get them! One of these jobs may be yours if you follow the practical steps outlined in this article. These ideas have worked for hundreds

of people already. They can work for you!

Analyze Your Abilities

Your first step in finding a job is to analyze your experience and your ability. You need to find out how many different types of work you can do successfully.

Ask yourself, "What jobs have I done successfully? What work have I done that others have commended me for doing exceptionally well? What machinery and equipment am I qualified to operate? What vocational training have I received in school or in the armed forces?"

Make a list of the abilities and skills you have to offer to an employer.

Take this list and try to find a trend running through all the jobs you can do. If you spot a trend it will give you a



One important factor in landing the right job is to put your "best foot forward" during the interview. This not only includes your personal appearance but your personality, determination, and character.

clue as to what type of work you might do exceptionally well. Don't overlook anything. Just remember that whatever you can do well, you usually will enjoy doing.

Most people underestimate their working potential. It's amazing how many different jobs a human being can do.

Before making a final decision on choosing a career, study the *future* of the vocation you choose. From year to year, such professions as teaching, aerospace, construction, etc. have either a surplus or shortage of laborers. Your best bet here is to follow the trade magazines of your skill or the overall summaries of job needs in such magazines as the *U. S. News & World Report*. It is important to pick a field with a *future*!

Plan a Course of Action

Don't go out blindly hunting a job from door to door. You will save yourself many fruitless, heart-breaking hours if you *first* take the effort to find out the exact name and location of business concerns who hire people who have your abilities and skills.

There are definite, precise ways to find the names and addresses of the companies you might work for. Also the names of their key personnel who have

the power to hire you and put you to work.

One very practical way to find a job involves looking at the classified ads of your newspaper. Hundreds upon hundreds of jobs are often listed in newspaper ads, trade journals and professional publications. This gives you an immediate source of jobs, often with telephone numbers to call.

Then there are the employment agencies. They often place "Help Wanted" ads in the newspapers. You can also get their names and addresses from the yellow pages of the telephone directory. These agencies usually make money by providing the job seeker with information about available jobs.

Whenever someone is hired through the agency, there is a fee which must be paid. Sometimes, especially when there is a great need on the part of the employer, he will pay all or part of the fee. Usually, however, it is the new employee who pays the fee, which comes to from one to four weeks' salary. There is, of course, no charge when you are not hired.

Some Helpful Aids

Don't overlook the services of the public library — it is usually a valuable

source of written material to assist the job hunter. Ask the librarian for help.

Two valuable books published on American business are: (1) your local Chamber of Commerce's *Directory of Business and Industry* (the name may vary in your locality) and (2) the *Thomas Register of American Manufacturers*.

The *Chamber of Commerce Directory* lists firms which employ a minimum number of employees. In this directory you will find the names of key personnel who hold important positions in every industry that employs five or more people, although some directories list only the concerns that employ 20 or more.

The *Thomas Register of American Manufacturers* is a ten-volume set which lists various products in alphabetical order. Under each product is a list of the leading manufacturers who make that product.

In addition, your librarian can help you locate *specialized* job opportunities in large directories such as *Rand McNally's Banker's Directory*, corporation listings by *Dun and Bradstreet* or *Standard and Poor*, or regional employment guides. For instance, the eleven Western states use *Western Employment Guide, A Handbook for the Prospective Employee in the United States*, by Sharp and Santee.

Also, the library checkout shelves should contain many useful books on employment, under the Dewey Decimal heading 331.1. For example, two helpful books on preparing résumés are *Job Résumés*, by J. I. Biegelsen, and *Résumés That Get Jobs* by Edward C. Gruber. For analyzing your abilities and using them to the full, you could read *Turn Your Job Into A Successful Career*, by Aurea Uris.

A helpful publication found in most British libraries is titled *British Qualifications*. This is a comprehensive guide to educational, technical, professional and academic qualifications in Britain.

Your librarian may suggest other books that will be helpful in your particular area.

While you are at the library, look carefully at the Yellow Pages of the telephone directory. Take down the tele-

phone numbers and addresses of any companies which have work you are able to do. Get yourself a city map if you need it, to easily locate these possible places to work.

Note carefully that the Chamber of Commerce *Directory of Business and Industry* gives the names of the key personnel who hold important company positions. Call these key personnel and ask them for an interview. You could very easily land a job before your first day of search is over.

It may surprise you to know there are hundreds of such concerns in any large city, perhaps even thousands, needing employees.

Make a list of the organizations that look like good prospects. List them in order. Check off those you'd like to work for.

You should be able to locate a number of job prospects in your first day. These concerns do not have to be advertising for help for you to find a job. Employers are impressed by people who have the ability, drive and initiative to go out and find a job for themselves.

Some Obvious Job Sources

Don't overlook the excellent job opportunities that can be found at a new office building or factory construction project. Remember that every new office building or factory that goes up needs workers, everything from maintenance crews to business executives. By a little thinking, you can often make a list of perhaps a dozen jobs you are qualified to do in just one new office building alone. Many are going to be hired. Why not you? If you are on your toes, you can land one of the better jobs.

Remember that the government is the biggest employer in the country. Government jobs and contracts account for one third of all jobs, according to some estimates. While other industries have cut back thousands of employees so far this year, government hiring in the U. S. has actually *increased*. There are usually many thousands of jobs available.

Study the civil service announcements at your local post office. Also there are civil service or government employee

newspapers in many localities which often announce government job openings.

Don't make the mistake of overlooking your most obvious source of information — friends, neighbors, relatives and business acquaintances who may be able to help you get a job. Ask them for specific information — names, companies and addresses.

They may know about a job opening that will suit your particular abilities. They may even have a personal friend who, to do them a favor,

reliable? (Some are not.) Is the job temporary or permanent? Is it only seasonal? You may find most of these answers in the *Chamber of Commerce Directory* and the *Thomas Register of American Manufacturers*.

The *Thomas Register of American Manufacturers* gives an analysis of industries — financial status, number of employees, products.

Find out how much of a demand there is for this company's product. Is it needed by a great number of people?

If a great many people depend on this industry, your future job will be more secure.

Not only know the products of the company, but also know the general financial standing. Know the names of certain men in high positions in the company, and the history and background of the company.

After finding out the names and locations of various concerns, be there at quitting time. The kind of workers will tell you a lot about a company's efficiency and hiring practices. Talk to some of them about their company and their job conditions. Find out whether this company is a good company to work for.

Prepare for the Interview

First impressions are important. Be neat! Be clean!

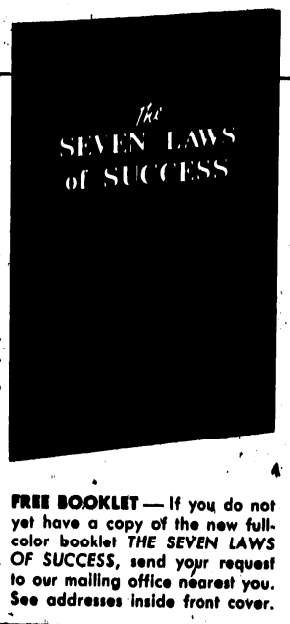
"If the hair is combed, nails are cleaned, shoes are shined, step is confident, handshake firm, clothes are well-pressed, then that impression has to be good," said Orville Fenton of McCain Distributing.

Another very important point is to prepare what you expect to say in advance. Be able to give honest answers to direct questions, such as: "What sort of job are you looking for? What is your experience? Why did you leave your last job?"

Make your answers short, but not so short that you leave out important information.

Tell your prospective employer what you can do. Don't underestimate yourself! If you can do the job, tell him *you can* — not that you think you can.

Prepare a one- or two-page, easily read summary of your education, your



FREE BOOKLET — If you do not yet have a copy of the new full-color booklet **THE SEVEN LAWS OF SUCCESS**, send your request to our mailing office nearest you. See addresses inside front cover.

will review your application and possibly hire you.

Don't be afraid to renew old acquaintances, or even make new friends of people in your prospective field of employment. Develop useful contacts.

What to Know About Your Prospective Employer

Realize you may be working for your next employer for a long time to come.

Find out the answers to the following questions before you ever go for your first interview. Is the company

experience, your skills and abilities. Give him this résumé.

Emphasize experience that shows you are qualified for the kind of position you are applying for.

Take plenty of time to write your résumé. Seek advice from those qualified to give it. Few people realize that no job-hunting tool is more useful than a good résumé, yet most people skip it or do it poorly.

Your résumé must be very neat in appearance, but do not make it elaborate or expensive-looking. In a few instances you may want to have a duplicator run off quality copies to mail to key personnel of many different companies.

Sell Yourself

When you go for an interview, don't be afraid to tell the personnel director you have investigated the company — if you have — and you know the company is financially sound. He will be pleased to hear it. Employers are impressed by the rare individual who is able to show such initiative, enthusiasm, and real zeal. They need this type of individual.

Also be able to honestly tell him you want to work for this company because you have talked to the employees and have found that they are happy on their jobs.

Be dynamic! Be forceful! Your personality — your interest in the company, your resourcefulness, your friendliness — may be the deciding factors in landing you the job.

Look your interviewer straight in the eye. Tell him in a straightforward manner that you have prepared for this type of work. Tell him you believe in doing as much as possible for him and the company, that you will go "all out" in making a success on this job! Of course, be sure you can fulfill these promises.

Tell your employer how you can help him, not how he can help you. Remember the company is buying your services, your experience and your abilities. An employer wants to hire you only if you can make him money. Sell him your ability to make him money. Prove to your prospective employer your services will be profitable to him!

Be factual! Get to the point and say clearly and concisely what sort of abil-

ities you have to offer and what your experience is. Do not reel off endless details about jobs you held years ago.

Employers also look for loyal, cooperative employees who do not complain and criticize their last employers. Employers want well-adjusted, happy people *who got along well as a team with their last employers* and fellow workers. They want someone who is willing to work, and does as he is told.

But be careful. Most interviewers will turn down any job applicants who launch into a philosophical "spiel" about their "eagerness," their "willingness to work," "character," and "ambition." You need to be *sincere, positive, and honest!*

Also, an interviewer almost always turns down any job applicant who discusses his personal difficulties. They are hiring money-making producers, not problems.

Be Persistent

Make job hunting a full-time job. Begin looking for a job early in the morning. Don't quit until closing time.

You will work for your employer 40 hours a week. Why not work at least that much for yourself?

Job researchers insist the job hunter should be able to make up to one application an hour for non-executive jobs. That's nearly forty a week. They state that jobs on the executive level require much longer interviews.

Set a goal of a certain number of applications a day until you land your job.

Call up and ask to speak with the directors of the various company divisions, the lab directors, or the shop foreman. (Remember key personnel are listed in the *Chamber of Commerce Directory of Business and Industry*.) If you have good qualifications, the lab director may hire you even if there is no opening at the moment. He must look ahead to future needs, show initiative, drive. Put forth this effort. Prospective employers are impressed by initiative.

Most job seekers stop with the interview, when many a job could be secured by a follow-through.

Keep going back. Some employers make it a policy to hire a man only

after his second or third visit. They want a man who is persistent.

Sometimes a thank-you note to the interviewer for the time he gave you, or a telephone call in a week or so may remind your prospective employer what a persistent man you are and may win the job for you.

Look Ahead

Once you get the job, keep alert to what's going on in your organization. Know how you are doing and what your boss thinks of you. You should usually know how long your job is going to last.

If you see that the end of your present job is in sight, IMMEDIATELY begin laying the groundwork to find another job.

In today's tight labor market, don't ever quit your job unless you already have somewhere else to go. It's far easier to find another job while you still have one than when you don't. But be careful not to "shop around" by changing jobs too often. It hurts your employment record. (A two-year stay on a job is usually considered minimal.)

Don't ever turn an offer down flat because it doesn't meet your every requirement. Be willing if necessary to accept a position that requires traveling or be willing to take company training for a new job.

If you are in a small town where there aren't any jobs available, then you must be willing to go to a larger city where there are jobs. You may have no other choice.

The unskilled often find it difficult to find jobs. Remember you are never too young or too old to learn a trade. You may find it advantageous to enroll in a course at a trade school or in an adult education program.

In the present tight job market, many skilled professional people are out of work. If you are in this quandary, be willing to seek temporary employment opportunities lower than your capabilities until your field opens up again.

There are definite laws of success in achieving whatever you undertake. We offer a free booklet called the *Seven Laws of Success*. It can help you find and put into practice the principles necessary to find and keep a good job. □

THE WAR TO END ALL WARS?

The tragedies of Hiroshima and Nagasaki during those frightful days in 1945 were "in the interest of peace." Yet, today, twenty-five years later, world peace still escapes us. We see only the prospects of war. WHY?

by C. Wayne Cole

THE SCOURGE of war is almost as old as man! Every known means of exterminating an enemy either has been used, or is being stockpiled for use or developed for possible use against human beings!

Where will it all end?

Has the horribleness of war — witnessed in the finality of World War II — now convinced man that war is indeed obsolete? Or is peace beyond the reach of man?

Remember Hiroshima

This past August was the *twenty-fifth anniversary* of the atomic bombings in Japan. Let's go back for a moment to 1945 — to Hiroshima.

August 6, 1945, began as usual in Hiroshima . . . actually it might have been a little better than usual. The weather was warm. The sky was cloudless. People went about business normally. So far, they had

been spared the agonies of destructive allied bombing raids that had laid waste so many of Japan's cities.

It seemed no one had believed the leaflets the United States had air-dropped over the city a few days before the bombing, warning that a new weapon of fantastic destructibility might be used for the first time in Hiroshima *if* the war didn't end immediately.

No one in Hiroshima — a city of 420,000 population at that time — had the remotest inkling that a man-made tragedy of a horrendous magnitude unequalled in history was about to strike.

No one could possibly foresee that before the sun would reach high noon on August 6, the name "Hiroshima" would be ineradicably etched into the pages of history! And, indeed, into the minds of men everywhere!

The Bomb Is Dropped

At 8:15 a.m., August 6, 1945, three United States B-29's approached the city from the northeast. One of them, the Enola Gay, carried a single bomb — the new weapon which some derisively referred to as a "gimmick."

Moments later the bomb was dropped — exploding in a great searing ball of intense heat and blinding



Wide World Photo

THE PLAIN TRUTH

August-September 1970

white light. It proved to be anything but a "gimmick." This atomic bomb — the first ever used against human beings — brought sudden death to perhaps 100,000 men, women and children. A slow, agonizing death from burns, radiation and irreparable wounds took 140,000 more lives. Another 100,000 were left alive, suffering from shocking mutilation and injuries. Estimates of total deaths range from 68,000 to 280,000. A painstakingly thorough survey now under way promises to reveal the most accurate figure yet.

Three days later another bomb was dropped over Nagasaki — a leading steelmaking and shipbuilding city of southern Japan. The bomb was dropped about a mile off center, and thus "only" about 40,000 perished. Then, five days later, on August 14, 1945, Japan surrendered. World War II was over.

As the three B-29's which took part in the August 6 "raid" flew back to base, one of the scientists on board wrote a letter to his four-year-old son. He expressed the hope of much of mankind — that the terrible weapon man had created might bring the countries of the world together and help prevent further wars.

San Francisco, 1945

Actually, even before the nuclear explosions over Hiroshima and Nagasaki, nations of the world were hopelessly pursuing this same dream — the goal of world peace.

The United Nations Charter was drawn up and signed at the San Francisco Conference April 25-June 26, 1945. The opening paragraph announced the idealistic hopes of the signers:

We the people of the United Nations determine to save succeeding generations from the scourge of war, which twice in our lifetime has brought untold sorrow to mankind...

Right now — twenty-five years after "Hiroshima" and the signing of the United Nations Charter — is a fitting time for us to STOP and THINK.

Has this goal been achieved? Has peace become a reality? Living now — in the decade of the 70's — do we actually see the countries of the world brought together in peace? Is the world really enjoying the fruits of peaceful

coexistence? Hardly! And, where can you look to find hopeful signs that the problems of "making peace" is finally, about to be solved?

A Brief History of War

Since Hiroshima and the United Nations Charter, there have been fifty military conflicts classified as wars. Even as you read this article, war rages in Vietnam, Cambodia, and is on again off again in the Middle East. There are many other world "hotspots."

Yet, that is just the way it has always been. The greater part of man's existence has been devoted to preparing for, waging, or recovering from war. Believe it or not!

The same is happening today! The nations of this world are engaged in the most costly, sophisticated and nightmarishly deadly arms race ever waged. The weapons today are nuclear warheads — any one of which is greater than all the explosive power used by all parties in World War II. And what are the chances this won't end in war? By the law of averages, 1 in 100 — perhaps, in fact, much less than that.

If we base our calculations on the historical record, chances of averting a nuclear war are slim indeed.

Man Today More Civilized?

But, aren't we more civilized today? Surely man today has progressed, through education, to the point he can finally abolish war. Hasn't man learned that war doesn't pay, that negotiations — "dialogues" between nations — are now the only way to solve international disputes? Hasn't war become obsolete in the latter half of this twentieth century?

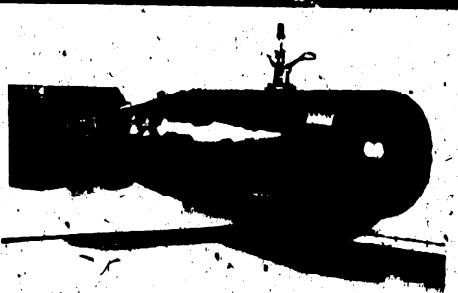
The answer is quite obvious.

Witness Vietnam, Cambodia, the Middle East, Biafra, the Sino-Soviet border dispute, the constant India-Pakistan quarrelling, the China-India border dispute, not to mention the Turkish-Cypriot struggle, the Northern Ire-

Ambruder College Photo, UPI, Wide World

Atomic destruction in Hiroshima 25 years ago. The mangled steel, top photo, was close to "ground zero." The bomb shown in inset is of the same type dropped on Hiroshima and Nagasaki.

HIROSHIMA - AUGUST 1945



land religious riots, plus the unending wave of violence with rioting, malicious demonstrations and outright anarchy occurring on a global scale. The latter more often than not being perpetrated by educated university students — the product, if you please, of modern "enlightenment."

But notice further facts about the history of "man at war!"

The 21st International Congress of the Red Cross was told late last year that more than 90 million people have been killed in wars since this century began.

Further evidence of the increasing — not decreasing — trend towards war in recent years is given by Mr. Quincy Wright in his book *A Study of War*. He draws attention to the increase in the length of battles and the number of battles fought during a century. He reveals that there were 231 major battles in the 17th Century, 703 in the 18th, 730 in the 19th, and 882 in the 20th Century — up to 1940.

There is absolutely no foundation of any kind to support the notion that better and more widespread education results in man utilizing a more "civilized" means of settling disputes. An intensive study of history reveals the opposite.

The truth is that "civilization" just makes wars more sophisticated, deadly and expensive. Better education, especially more sophisticated scientific and technological skill, has simply enabled

man to develop infinitely more complex and destructive weapons with which to wage war.

Stockpile of Arms

Witness the stockpiling of nuclear weapons today! So massive are national arsenals that the term "overkill" is used to describe the capacity to destroy all human life more than once.

The U.S. arsenal in late 1969 consisted of 3854 thermonuclear warheads. Since it is estimated that the U.S. needs only 250 nuclear warheads to "kill" the Soviet Union — to utterly destroy 50 of the USSR's largest cities — the U.S. has 15 times the number of warheads needed to completely devastate the USSR. This illustrates the meaning of "overkill."

Estimates today indicate that the USSR has sufficient nuclear power to overkill the U.S.A. by 8½ times.

And on the stockpiling goes. With a new delivery system called MIRV (Multiple Individually Targetable Reentry Vehicles) which enables a single missile to carry from three to twenty warheads, each aimed at a different target.

Economic Burden of War

Do you know how much the world is now spending on such military armaments?

The latest figures are for 1969. They were compiled by the U.S. Arms Control and Disarmament Agency in cooperation with other U.S. government agencies and several international

bodies. Their report shows that by 1969 the combined military budget of all nations had reached over \$200 billion annually. The combined U.S. and Soviet Union military budgets account for about three fourths of this figure.

Let's use an illustration or two to more clearly visualize just how much 200 billion dollars is.

Let's say your \$200 billion was in silver dollars. If you dropped one silver dollar at the rate of one per second, it would take 6,350 years for the last of the dollars to drop. Or, expressed another way, if stacked one on top of another the silver dollars would reach to the moon and on past it for another 76,000 miles.

Let's figure the cost of war another way. While it is gruesome to think of the cost of war in terms of how much it costs to kill an enemy soldier, it nevertheless gives a graphic illustration of the spiralling economic burden war imposes.

Authorities estimate that in the days of Julius Caesar it cost about 75 cents to kill an enemy soldier. Inflation, more sophisticated technology and greater armaments spending brought the cost per death up to about \$3000 during the days of Napoleon.

Since then the costs have skyrocketed. During World War I, the United States spent about \$21,000 for each enemy killed. In World War II the costs rose to over ten times the amount in the first World War.

Already the war in Vietnam is costing

the United States \$170,000 per enemy death and it is estimated the total may exceed half a million dollars when all costs including veterans' benefits, war debts, etc. are included.

Where do the world's priorities lie? Perhaps this will answer the question. In 1966 the world spent 35 percent more for military purposes than it did on public education. While at the same time 300 percent more was spent on military budgets than on maintaining public health.

It is almost beyond comprehension what could be accomplished if the staggering sums of money now being spent on military operations could be used for constructive and peaceful benefits for mankind.

Collective Security and the Balance of Power

As the arms race continues and the world becomes ever more deadly as a place for man's habitation, the "brightest hope" in the eyes of many for achieving peace lies in collective security and maintaining a balance of power.

"Are these attempts to maintain peace new, modern, twentieth-century inventions? Is there any reason from the past to believe that such attempts will ultimately be successful today?"

On page 179 of his book *The Myth of International Security*, Mr. A. V. Levinson wrote, "the concept of the international balance of power is not new." He further states that the principle was known at least as early as the Greeks and

is frequently referred to in Greek writings.

In the book *Preface To Peace* — *Symposium* Herbert Hoover and Hugh Gibson wrote, "From time immemorial, nations have marked the end of their wars by the signature of treaties on 'perpetual peace' and solemnly promised its continuance." (Page 169.)

But there has been no perpetual peace.

Is our present-day United Nations a new concept? Hardly! As early as the 14th Century a plan for a League of Nations was considered: A Council of Nations was to arbitrate all quarrels. And just as surely as any former attempts at such "united" arbitration failed, so is the U.N. failing today.

From the Middle Ages to the present, plans strikingly similar to what we see today have been designed in an attempt to avert war and maintain peace. There have been plans for federations, leagues of nations, collective security, mutual assistance and sanctions against an aggressor. NONE has kept the world from the tragedy of war.

Hans Morgenthau in his book *Politics Among Nations* wrote, "While nobody can tell how many wars there would have been without the balance of power, it is not hard to see that most of the wars that have been fought since the beginning of the modern state system have their origin in the balance of power." (Page 204, Fourth Edition.)

Putting it very bluntly, A.V. Levinson wrote in *The Myth of International Security*: "The empirical verdict of his-

tory on the efficacy of the balancing technique is not in doubt. *The balance does not work.*" (Page 181.)

After the balance of power failed to stop the use of Fascism, the United Nations came into existence in 1945 to avert further global wars. Putting it succinctly — the U.N. has failed as a peace-keeping body!

The United Nations is observing its 25th anniversary this year amid warnings that it must shape up or collapse.

Today we witness SALM (Strategic Arms Limitation Talks) between the U.S.A. and the USSR — also called the Geneva Talks. They have gone on for so long, we've all but forgotten about them. More recently, the Paris peace negotiators have attempted to negotiate a settlement to the Vietnam war. Then there is an almost endless list of pacts, treaties, conferences, etc. to avert war. While at the same time "preparations" for war continue on a massive global scale.

The Why of Rome

But this has always been the case. Noted historian Edward Gibbon wrote of a sobering parallel from ancient Roman history. "The negotiations of peace were accompanied and supported by the most vigorous preparations for war" (*The Decline and Fall of the Roman Empire*, Edward Gibbon, Vol. I, p. 734).

Can the United States indeed learn a lesson from ancient Rome?

Dr. Robert Strauss Hupé, Director of

the Foreign Policy Research Institute at the University of Pennsylvania, made this interesting observation on the position Rome occupied as "military policeman" of the ancient world and the effect this eventually had on her peoples. What Dr. Strausz-Hupé has said about Rome is particularly relevant to the U. S. today as she is so heavily committed to the role of "international policeman."

He said: "Rome was the 'policeman' of the ancient world. Her people grew weary of this assignment... shortly thereafter, Rome's hostile neighbors turned more aggressive... for awhile, appeasement of her enemies bought Rome peace. Then her strongest allies defected, and her enemies, encouraged by Rome's limp response to their provocations, renewed the attack, and proceeded to ravage Rome's home territories, Italy and Gaul." ("The Lessons from the Roman Fall," Dr. Robert Strausz-Hupé, *L. A. Herald-Examiner*, Feb. 9, 1969).

The parallels between Rome and the U.S.A. are so obvious they hardly require comment.

But Why Wars?

Everyone wants, it seems, PEACE. The United States wants peace. So does the Soviet Union. Placards throughout the nations — in many languages — proclaim the desire for peace and that men may live in harmony.

Religious leaders want peace.

Statesmen, politicians, world leaders since time immemorial have sought peace. But only war came. Why? Why has the world sought peace and been unable to find it?

The observations, studies, reports and analyses of men, bound in the books that line our library shelves, provide a means of insight into the causes of peace and war. The best-seller of all time — possessed by more people than any other and probably studied least — has this to say about the subject of peace. "When a man's ways please the Lord, he maketh even his enemies to be at peace with him" (Proverbs 16:7).

The conclusion? Since there is no peace, then the ways of men in this world don't please the Almighty!

This same book has this to say about

the subject of war. James wrote: "From whence come wars and fightings among you? Come they not hence, even of your lusts that war in your members? Ye lust and have not: ye kill and desire to have, and cannot obtain: ye fight and war yet you have not" (James 4:1-2).

Notice another authority:

"Practical men have, then, usually thought of war as a manifestation of human nature with its complex of ambitions, desires, purposes, animosities, aspirations and irrationalities." So wrote Quincy Wright in *A Study of War*. He continued: "Men or governments want something — wealth, power, social solidarity — and, if the device of war is known to them and other means have failed, they use war as a rational means to get what they want." (Page 107, Phoenix Books Edition.)

Notice the words — *aspirations, animosities, irrationalities, a desire for wealth, power, etc.*

Sounds just like the apostle James, doesn't it!

Hans Morgenthau expressed it this way: "Men do not fight because they have arms. They have arms because they deem it necessary to fight. Take away their arms, and they will either fight with their bare fists or get themselves new arms with which to fight. What makes for war are the conditions in the minds of men which make war appear the lesser of two evils. In those conditions must be sought the *disease* of which the desire for, and possession of, arms is but a *symptom*. So long as men seek to dominate each other and to take away each other's possessions, and so long as they fear and hate each other, they will try to satisfy their desires and to put their emotions to rest." (*Politics Among Nations*, fourth edition, p. 392).

If you have two aggressive children, you have undoubtedly witnessed personally on your own living room floor what Mr. Morgenthau has described. Each child is possessive of his own toys. And as soon as he senses someone trying to take what is his, he is ready to meet the situation with whatever resistance seems necessary — if that means fight, then fight it must be, unless you quickly intervene.

And what is necessary to overcome

this? Training, right education and a change of the human spirit.

Sound like lofty ideals?

Perhaps, but absolutely necessary — and recognized by some of the world's greatest authorities.

Consider These Words

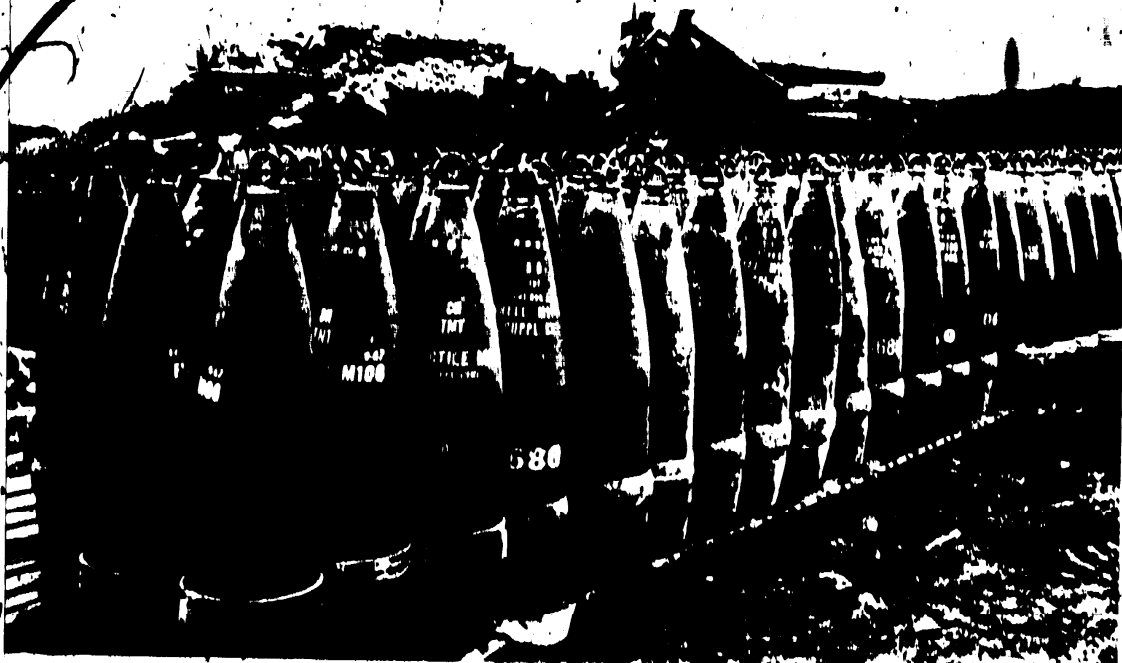
Another great leader — a military man himself — also saw why mankind goes to war and what it will take to bring world peace. Standing before a joint session of American Congress on April 19, 1951, the late General Douglas MacArthur said: "I know war as few other men now living know it, and nothing to me is more revolting. I have long advocated its complete abolition, as its very destructiveness on both friend and foe has rendered it useless as a means of settling international disputes... Men since the beginning of time have sought peace... Military alliances, balances of powers, leagues of nations, all in turn failed, leaving the only path to be by the way of the crucible of war. The utter destructiveness of war now blocks out this alternative. *We have had our last chance.* If we will not devise some greater and more equitable system, Armageddon will be at our door."

MacArthur summed up by putting his finger on why war has ravaged this earth. He said, "The problem basically is theological and involves a spiritual recrudescence, an improvement of human character that will synchronize with our almost matchless advances in science, art, literature, and all material and cultural developments of the past 2,000 years. It must be of the spirit if we are to save the flesh."

The Way to PEACE

What then, is needed to insure a lasting peace? A CHANGE OF THE HUMAN SPIRIT AND CHARACTER!

Any nation is merely the sum of its citizens. That is why an individual improvement — change — in human character is necessary if nations are to change. To date, humans have operated on the wrong premise — on the philosophy of *self-centeredness*. One nation wants to control another. It seeks another nation's natural resources, its population,



Wide World Photo

Hundreds of 155 mm shells stand ready for use near DMZ in Vietnam.

a corridor to the sea, its harbors, its strategic location. That nation will take by violence what it wants.

Its actions are based on the anxious way of getting instead of giving; taking and acquiring instead of sharing; the way of envy, jealousy, hatred instead of outgoing concern toward others — the way that causes all of this world's ills.

Wars to end all wars have been fought throughout history. They will continue to be fought as long as men are incapable of peace. Secretary-General of the U.N. U Thant warns that the threat of nuclear warfare is increasing every day. The die is cast. Will the next war end war — OR WILL IT END ALL LIFE? It isn't a happy thought.

Yet today, twenty-five years after the

atomic bombings of Hiroshima and Nagasaki, no change of human spirit and character is in sight.

Is there a solution? A plan for a peaceful, happy tomorrow? Dare we hope for the impossible?

ONE FINAL PLAN

There exists only one source that purports to have such a plan for world peace — a practical, workable plan. It speaks of how a peaceful tomorrow will demand a new philosophy of life — insists that greed and war must be supplanted by CONCERN FOR OTHERS.

This plan demands a world government on this earth based on a new dimension of rule, on unselfish love — OUTGOING love. The successful citizen, we are told, must individually follow

and practice this way of giving, sharing and helping others.

This government of tomorrow CANNOT function as a United Nations composed of 'disunited' nations. It must be united through the bond of mutual cooperation and purpose.

There is only ONE SUCH PLAN for world peace. It has been available to world leaders for nearly 2000 years. But they haven't understood it. You can begin to understand it if you write for a subscription to TOMORROW'S WORLD magazine. Up-to-the-minute articles about today, tomorrow — vital to you and your family — appear on a regular basis.

Get your name on the mailing list today. Over two million readers currently enjoy and benefit from this informative and enlightening magazine. You too, will be surprised and delighted. Free of charge, of course! (1)

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Evolutionists "Speechless" on ORIGIN OF LANGUAGES

How did languages originate — and why? Did men "learn" language by imitating animals? By reflex grunts from physical exertion? To warn fellow humans of danger? Or is there yet another reason why we have so many varying languages? This article explains why the origin of languages no longer needs to remain an unsolved riddle.

by Lester Grabbe

LANGUAGE experts have cracked languages undeciphered for hundreds of years. They have cut through ancient scripts and today understand Egyptian hieroglyphics, Babylonian cuneiform and Linear B of Crete.

But one question about language has never been solved!

No Sherlock Holmes of language has yet answered the following puzzle: What is the origin of language?

Theory upon theory has been advanced. But none is satisfactory. No hypothesis has yet offered a logical explanation as to how, why, what and when language developed.

The Experts Agree

Dr. Mario Pei, world-famous linguist and author, states: "If there is one thing on which all linguists are fully agreed, it is that the problem of the origin of human speech is still unsolved" (*Story of Language*, p. 14, emphasis ours throughout).

He further adds a ring of finality to scientific research on the problem on page 20 of his book: "What are the

chances that modern linguists, equipped with the powerful aids of present-day science, may one day break down the veil of mystery that enshrouds the origin of language? Frankly, very slight."

Theories Abound — But No Answer

Some of the theories of language origin bear imaginative titles: the *bow-wow* theory (language arose in imitation of the sounds of animals), the *yo-be-ho* theory, (a series of reflex grunts from physical exertion produced speech), the *ta-ta* theory (vocal organs tried to imitate movements performed by other parts of the body) to mention only a few.

But, Dr. Pei points out, "Against them stands one imposing fact. If they were true, language would have arisen as a series of isolated monosyllabic grunts, groans and wheezes, later refined and combined to form words. We might then expect to find such among primitive and backward groups. . . . Such is emphatically not the case" (*Voices of Man*, pp. 20-21).

A bylaw of the Linguistic Society of

Paris requires that anyone wishing to read a paper on language origin before the group be automatically considered out of order. Doesn't sound very optimistic, does it! This august body considers it a waste of time to research the matter further.

But why no research? Is linguistic science completely stumped by the question of speech origin? Certainly the theories advanced so far have been completely inadequate. Linguists are sure of this — if nothing else.

In reference to this point, Professor John P. Hughes of St. Peter's College further adds: "But a word or two should be said in any serious linguistic work to counter the grant nonsense on this subject which is still circulated in Sunday-supplement science features."

"According to this pseudo-evolutionary foolishness, based on nothing but rampant imagination, language originated among old caveman ancestors when someone tried to tell the hitherto speechless tribe about the wolf he had killed, and was forced to give an imitation of the wolf . . . or when he hit his thumb with the mallet while shaping a stone spear, so that *ouch* became the word for 'pain' . . . and similar fairy stories" (*The Science of Language*, p. 30).

Strong words, those. And from a professional linguist.

But others still maintain a blind faith that further research will surely solve the problem. Professor G. Révész of Amsterdam University expresses this

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King Leopold Photo

more exact locations are often added. For example, some differentiate between what is near him but nearer than you, and what is near him but farther than you. Some tell whether the pronominal subject is visible, or not! (See *Race, Language and Culture*, p. 223.)

Aborigine Speaks His Mind

You would hardly think there could be a more culturally limited people than the Australian aborigines. Most anthropologists would put them very near the bottom of the cultural development list, if not on the bottom. But if we judged an ethnic group's development by language alone, we in "advanced" cultures might find ourselves taking a back seat.

Says the authority on their language: "The Australian verb... Privately and exceeds the Greek and the Sanskrit, for it thus has four futures, and, for time past, it has three forms, marking the past time as instant, proximate, and remote. Corresponding to these tenses, there are nine participles, each of which may be used as a finite verb. Besides an Imperative mood and a conjunctive mood, there are reflexive and reciprocal forms, forms of negation, forms to express continuance, iteration, imminence, and contemporary circum-

stances. ... And, in Australian, this copiousness of diction is not confined to the verbs: it shows itself also in the building up of other words" (*An Australian Language*, edited by John Fraser, p. xlvii). Now, that is a complex language!

E:volution or DE:volution?

According to evolutionary theory, language began very simply and gradually evolved the grammatical complications of number, case, tense, gender.

But the exact opposite is true: languages tend to simplify.

An examination of the history of practically any language shows this.

A notable example, of course, is the English language. The original Old English or Anglo-Saxon possessed a system of noun declension almost as complicated as Latin or Russian. Today this almost disappeared, except for a few pronouns and the adding of an 's to show possession. Other elements of grammar have simplified in a similar manner.

German, the Romance languages, Scandinavian languages and others have

followed the same pattern as English:

"... the languages of the more civilized groups appear to be more complex and involved the farther we go back into their history, and tend to simplify as we approach their modern stage." They were once quite complex but "some of them, like Chinese and English, then went through a historically attested process of simplification and reduction to a more analytic, monosyllabic structure" (Pei, *The Voices of Man*, p. 21).

Chinese? Did you see "Chinese" in that quote? That's interesting because the Chinese maintained one of the leading cultures for millennia. Yet their language is very simple. You might say it is the ideal "primitive" speech in many ways. It has almost no grammar — some have even gone so far as to state it has none — and only a small vocabulary of monosyllables.

Which Came First?

One writer of the last century built a whole book around the theory that Chinese is the closest to the "primeval"

tongue. Writing about 1887, Joseph Edkins made this statement:

"... it remains possessed of a primitive order of words, and a monosyllabic structure. These peculiarities give it a claim to be a direct descendant of the mother tongue of humanity... Further, it may be said that there is no other language... which can be more reasonably assumed to be the speech first used in the world's grey morning than can the Chinese... Hence, Chinese is regarded in this essay as the equivalent of the primeval language" (*The Evolution of the Chinese Language*, p. vii).

Unfortunately, Dr. Edkins wrote too soon — before the research of Sinologists had reached its present-day stage. Rather than being an undeveloped primitive language, Chinese was *once* polysyllabic and *more complicated* in structure. *Chinese has developed simplicity* — to the complete chagrin of evolutionists!

"Sinologists apparently believe the prehistoric structure of Chinese to have been quite complex. If this is true, then its isolating structure is *anything but primitive*" (J. T. Waterman, *Perspectives in Linguistics*, p. 38).

What more need be said! The more advanced a people becomes, the simpler its language. But some of the most backward and undeveloped cultures have very complicated and complex modes of speech. It's enough to drive a linguistic evolutionist to distraction!

Can you imagine it? Here — according to evolutionary imagination — might be a "primitive" people living in jungle huts containing practically none of the gadgetry we consider essential; but we find they have no difficulty in evolving an intricate grammatical structure complete with optative mood, aorist tense, pluperfect passive participles, and locative case — all conforming so beautifully.

Where Do We Look Now?

But if linguists admit their studies haven't provided the answer, who does have it? Is there a source somewhere, perhaps overlooked by linguists and evolutionists, that purports to give the real solution? A key that will unlock the riddle of languages?

There is a source, which in recent



Many scholars consider these ruins of Birs Nimrod to be the remnant of the ancient tower of Babel. According to the Biblical record (Genesis 11), all modern day languages had their origin here.

times has been laid aside and assumed to be unscientific. Yet, it has never been proved unscientific. And it does claim to hold the key to the origin of languages. If we are conscientiously to present all the arguments on this subject, we cannot ignore this basic document — the account found in Genesis 11.

Here is recorded the story of the Tower of Babel and the dividing of tongues or languages. Read the account for yourself. The narrative is short and simple, giving only the barest details. But it brings to mind two important points:

(1) Speech was divided suddenly into many different, fully developed languages. The ability to talk, according to this account, did not evolve gradually from a state of speechlessness. This conforms to what research has proved — that the *original* languages were advanced, completely developed, and intricately organized.

(2) The various nations arose out of those scattered abroad from Babel, and logically would have some account or

legend (though perhaps garbled) of this division of language.

Now, notice some shocking parallels.

Many languages are related to one another, making up language families. Such widespread languages as English, German, Russian and the other Slavic languages, the Scandinavian dialects (except for Finnish), Hindi, and the Romance languages all form the *Indo-European* family. Arabic, Hebrew, and certain African languages are classified in another group. And so on. The number of estimated language families varies around 100, depending on who is doing the estimating.

According to this Biblical account, different language groups were suddenly created at one time — each independent of the others. Of course, we are to understand that dialects later diverged from the major groups and developed into different language subgroups. For example, one ancient Teutonic tongue gave us such diverse modern-day languages as English, German, and Dutch, while Latin is now represented by several Romance tongues.

And the consensus of modern

linguists? They generally agree that the different major language families or groups are *not*, on the whole, related. Each arose *INDEPENDENTLY* of the others. Only a very few hold to the *monogenesis theory* — that they all developed from one "primeval" form of speech.

So Genesis 10 agrees with what the latest linguist research has proven to be true!

Universal Coincidence?

Why is it that similar accounts of the Tower of Babel and the confusion of tongues are found *around the world* — many of them recorded centuries before missionaries ever brought a Bible into those areas? Unmistakable narratives of the Genesis 11 event are found in Assyria and Babylon, Sumeria and Greece, among the Toltecs and the Cholutans.

The Chinese, the Hindus, and the Persians tell us of the divisions of speech by a Supreme God. The Estonians and the Irish and the American Indians tell us of the same thing.

And were the ancient "Hebrews" such good prognosticators they anticipated modern linguistic theories by several millennia? Or is it possible that the story of Babel is an *accurate historical* summary of what did happen?

Are these traditions mere Universal Coincidence?

A LOGICAL Conclusion

Let's acknowledge the facts.

The theory of the evolution of languages is *UNPROVED*. For languages to have universally "developed" *independently* from COMPLEX to SIMPLER forms — AS THEY HAVE DONE — is, in itself, directly *contrary* to evolutionary thought. In fact, no acceptable theory has yet been propounded which can satisfactorily answer WHY man even has the faculty of speech — of language — if there is no Creator.

On the other hand, the Genesis account is in complete agreement with all established scientific *FACT*!

Those holding to the evolutionary postulate dismiss this account as *myth* — without examination. They choose, rather, to reject it, and cling blindly to a theory which leaves them "speechless" on the origin of languages. □

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 *different*!

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 300% 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!

what you can do...

TIMELY Tips and Helpful Suggestions for YOU and YOUR FAMILY

● Don't Be a Crime Victim Out of Doors

Almost every category of crime is increasing. Single women, wives and daughters need to be particularly cautious. Of course, men are not immune either. There are many ways you personally can "harden the target" for criminals.

1. **Don't think it can't happen to you!** The Statistical and Records Bureau of the New York City Police Department shows that most crimes occur on the spur of the moment. Victims are not purposely picked out in most cases. Usually the assailant seizes upon a likely situation when he sees a chance of getting away with the crime. *Avoid dangerous places and situations by taking adequate precautions.*

2. **Walking:** Avoid walking down dark or poorly lighted streets, parks and vacant lots at night. If you must be out at night, walk near the curb. Stay away from buildings and alleys which could be possible hiding places. It's always advisable to walk with a friend.

3. **Driving:** Keep your windows rolled up and your car doors locked while driving. When slowing down or stopping at a light or crosswalk, be alert for suspicious persons. Never pick up a hitchhiker — man or woman!

4. **Parking your car:** Always park your car near a well-lighted part of the parking lot or street. Roll up all windows and lock the doors. Never leave your automobile unlocked, even for a few minutes. When getting back into your car, always check the back seat and floor even if you left the automobile locked.

Use these common sense precautions. For further helpful information write in for our FREE booklet *Crime Can Be Stopped... Here's How.*

● Avoid Supermarket "Impulse Shopping"

Supermarket food costs rose over 11 percent from December 1967 to December 1969.

Market experts know that 70 percent of all retail sales are "impulse sales." That means that the casual shopper buys 70 percent of his goods unintentionally on the spur of the moment.

Here are some tips that will help make you a wise shopper.

1. **Have a shopping list and stick to it.** Buy what you really need and avoid the impulse to buy "foodless foods" — snacks that not only sharply skyrocket the food bill but that may also greatly raise the dental bill.

2. **Don't shop on an empty stomach.** Eat first — then shop. You will be surprised how much that will save. Studies have shown that housewives who eat two hours or less before shopping, save regularly on their food bill.

3. **Avoid in between trips to the store.** Remember the store is geared to make you buy. The less time you spend at the store the less chance you will buy what you don't need.

4. **Shop by yourself if possible.** Experts note that the food bill is always higher when a wife shops with the children or the husband.

5. **Make good use of bargains.** Food bargains are available, but don't let the word "bargain" influence you to buy if you don't really need the item.

6. **Avoid convenience foods.** Eliminate most of the "convenience" foods for the cook-it-yourself foods. Even considering the time it takes, with the price, you still save — not only pocketbook wise but health wise.

7. And as a final point to help you save money while shopping, write for our free booklet, *Managing Your Personal Finances.* It will help you save in every aspect of family spending.

● Foil the Mail Thieves

Mail theft is an increasing problem. Out of the 80 billion pieces of mail handled each year by the U.S. Government the amount stolen is staggering. Here are ways you personally can protect yourself and help the Post Office prevent your mail from being stolen.

Utilize safer mail boxes: Postal inspectors say a great deal of mail theft occurs BEFORE the mail is picked up and AFTER it is delivered. In fact they say the ratio of thieves involved in mail theft is 5 nonpostal workers to 1 actual postal worker. Your mail can be stolen right out of your own front porch or front yard mailbox before the postman ever sees it or after he has already delivered it.

Use personal checks: For a nominal monthly service charge by your local bank, or possibly for no charge at all, you can have a personal checking account. Paying bills etc. by check is much safer than sending cash through the mails. Besides, your cancelled checks will help you keep accurate financial records.

Use money orders: If you don't have a personal checking account then use money orders. They cost just a few cents in comparison to their value. Fill them out immediately — making a complete description of the payee, or person to receive the money order. The more the description, the less chance of a thief forging a name to cash it.

Mail valuables less attractively! People tend to make their packages too attractive and therefore overly tempting to thieves. Mail them in plain brown wrapping paper with just the appropriate mailing instructions.

Add a return address: Many make the mistake of not

putting a return address on their letter or package. Tons of mail collects for this very reason. If the intended address no longer exists or is wrong, the mail has nowhere else to go. You might even think your letter or package was lost or stolen when in reality it couldn't be returned for lack of return address.

● Seat Belts for Children

Over 56,000 human beings were killed last year on U. S. highways! Sadly enough — 10,000 would still be alive if they had used their seat belts. Although most cars are equipped with seat belts, authorities estimate that only 20 to 30 percent of those who have them use them.

Worse yet — those who do use safety restraints often fail to provide their children with adequate protection. Here are a few considerations to keep in mind when providing protection for children.

Children under three or weighing less than fifty pounds do not get adequate protection from adult seat belts or shoulder straps. They need special restraining devices specifically designed for children. Toddler seats and vest-type harnesses give them special protection and often allow some freedom of movement. Infants on the other hand need securely attached bassinets or car beds with either a net covering or harness to hold them in.

And contrary to what a mother may feel, the baby is less secure in her arms. Strapping a child on your lap with your seat belt is also very dangerous.

● Home Fire Accidents

Home fire accidents take thousands of lives each year and cause unestimable property damage! And the tragic fact is that 95 percent of home fire accidents can be prevented! Here are precautions you can take to sharply reduce home fire accidents and lessen your chances of becoming a fire victim.

Electrically Caused Fires

1. Check each electric appliance for a worn-out, frayed or cracked cord.
2. Don't run electrical cords under rugs.
3. Check behind refrigerators, washing machines, stoves and other appliances for build-up of lint and grease — a potential fire hazard.
4. Avoid overloading circuits by too many appliances plugged into the same outlet.
5. Use only the recommended fuse for fuse boxes and never put a penny in a fuse panel. Fuses are a fire safety feature designed to keep wires from overheating.
6. Teach children not to pull cords, put fingers, pencils or other objects into electrical outlets.
7. Don't use water on an electrically caused fire. Use a carbon dioxide or appropriate dry chemical fire extinguisher.

Heaters and Stoves

1. Don't store or leave combustibles such as trash, furniture, toys, old rags, and flammable liquids near space heaters, water heaters, kitchen stoves, or other open-flame devices.

Remove hot pads or pot holders from the kitchen stove while cooking.

2. Repair or replace any vent pipe that may have rusted, cracked or deteriorated.

3. Use a screen in front of the fireplace and have a spark arrester on top of the chimney to keep burning brands from coming through. (You can make a spark arrester with 1/2-inch wire mesh.) Bear in mind that fire can extend through loose bricks or cracked masonry in the chimney.

4. Keep baking soda close at hand in case of broiler, oven or grease fires. Use the baking soda to smother the fire. Don't take a chance of being severely burned while trying to carry a pan of flaming grease. A tight-fitting lid or a breadboard might also effectively smother the flames.

Fire fighting equipment: A garden hose long enough to reach all parts of the house — inside or out — makes a very inexpensive but valuable piece of fire fighting equipment. A 2 3/4 or 5 pound B C type dry chemical or carbon dioxide fire extinguisher (from 10 to 20 dollars) will provide protection against flammable liquid and electrical type home fires. Baking soda can be used to smother most kitchen-type fires.

If fire strikes: All members of the family should exit the house as quickly as possible. Escape routes should be planned in advance. Once outside, the family should know where to assemble for a head count.

Inside a flaming house or building: Use common sense — don't panic! And don't carelessly open an interior door without first testing to see whether it's hot. A closed door will act as a barrier to smoke and flames. Stay low where smoke concentration is less. The majority of fire deaths are caused from the smoke, not from the actual flames.

Check with your local area fire department for further information. Keep the proper fire emergency number near the phone in an easy-to-reach location.

● Guns in Your Home

More firearm accidents occur in the home than out hunting or on a firing range! In fact, out of 2600 accidental gun fatalities during 1968 — 1400 took place in the home — almost 4 every day.

Prevent a firearm fatality or injury occurring in your home. **NEVER keep a loaded gun in the house!** If it's not loaded it can't kill or injure.

In 1968, 130 INFANTS four years old and under were killed by guns in the home! **Keep your firearms hidden and out of reach of children! Store firearms and ammunition in separate places!**

And finally — **NEVER point the muzzle of a gun, whether it's loaded or not, at anyone!** This should be understood and obeyed by all in your family. Teach your children the seriousness of firearms. Many authorities say children should ~~not~~ even be allowed to play with toy guns. Write for our FREE booklet *The Plain Truth About Child Rearing*, which covers this vital subject in detail.)



The DEAFENING Crescendo of NOISE!

Now "noise pollution" joins the growing list of environmental hazards. Experts warn that noise is a definite threat to health, not just an irritant. This report explains why, and what can be done about it.

by the Ambassador College Research Department

NO MATTER where you live today, chances are, you are surrounded and beset by the mounting din of noise!

The Racket of Civilization

Daily, in cities everywhere, one hears horn blasts, squealing tires, screeching brakes, rumbling trucks and trains, blaring television sets and transistor radios, the roar of automobile engines and jet planes, the throaty growl of motorcycles, and the pounding staccato of jackhammers and riveting guns.

Even at night, cities and suburbs are rarely quiet. An undefinable low moaning sound prevails — often punctuated with the ear-piercing shriek of a siren.

Noise has indeed become omnipresent. And as millions more crowd into the world's sprawling urban areas — where the problem is greatest — noise pollution threatens to escalate rapidly.

But *why* should it be virtually impossible, especially in highly advanced technological societies, to get completely away from the racket of civilization?

Foreseen Decades Ago

Sixty years ago Robert Koch — Nobel laureate and bacteriologist predicted:

"A day will come when man will have to fight

Ambassador College Photo

merciless noise as the worst enemy of health."

That tragic day may not be far off.

Until recently, attention on environmental matters has been directed toward the increasing plagues of air, water, and solid pollution, with the health hazards they pose. Little attention was focused on the dangers of increasing noise. Now the ballooning problem of noise is forcing a change.

A high official of the American Medical Association, Dr. Gerald B. Dorman, told a recent symposium on noise pollution: "We recognize that noise is as much of an environmental pollutant as the noxious gases, chemicals and wastes that befoul our air, water, crops and soil."

Dr. Vern O. Knudsen, chancellor emeritus of the University of California, asserts: "Noise, like smog, is a *slow agent of death*. If it continues for the next 30 years as it has for the past 30, it could become *lethal*."

Just what are the true dimensions of the noise pollution problem? A few statistics emphasize the gravity of the problem.

In the United States, the Federal Council for Science and Technology reports: "The overall loudness of environmental noise is doubling every ten years in pace with our social and industrial progress."

In some American communities, the noise level in 1968 was four times what it was in 1956 — and 32 times what it was back in 1938!

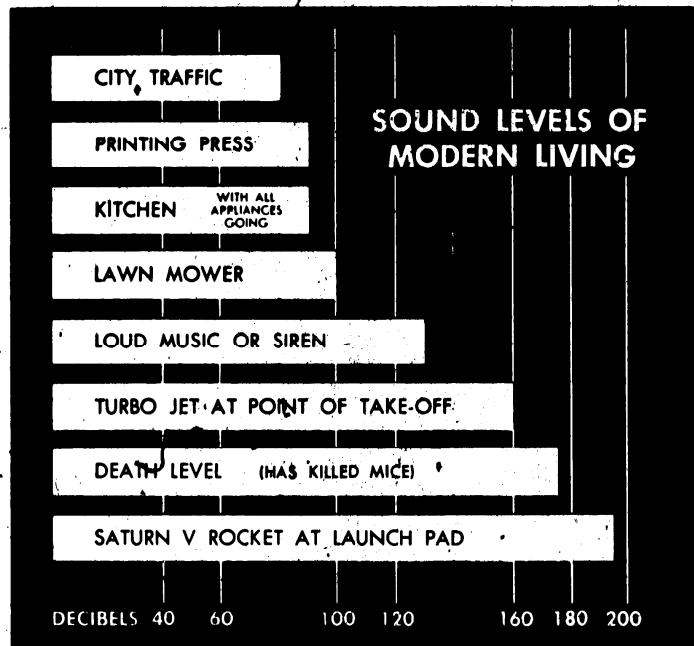
What IS Noise?

Just what is noise? What does it mean to "double" environmental noise?

Webster defines noise as "a sound... that lacks agreeable musical quality or is noticeably loud, harsh, or discordant."

Noise produces sound waves which are uneven and jagged in appearance, as viewed through an oscilloscope, whereas music sound waves are even and flowing.

The intensity of a noise is measured in *bel*s, a unit named after Alexander Graham Bell. A *decibel* is one tenth of a "bel." Theoretically, the threshold of hearing is zero decibels, but this is only accomplished in experimental conditions. What we would call "silence" is



Here are just a few of the representative sound levels in modern urban society. At about 80 decibels, annoyance begins; at 90-110 decibels, in a constant working environment, permanent damage results; at 140 there is definite pain and temporary loss of hearing; and at 175 decibels, experimental animals have died.

normally around 25 decibels. Pain is inflicted (depending on the *quality* and *pitch* of the sound) at about 120 decibels. Severe pain and temporary loss of hearing are inflicted after only a few minutes at 140 decibels or a few seconds at 150 or more decibels.

For the nonscientific reader, it is important to note that the decibel scale is *logarithmic*, that is, 60 decibels of sound is 10 times more intense than 50 decibels, 100 times more intense than 40 decibels, and 1,000 times more intense than 30 decibels. A jet taking off at close proximity (140 decibels) is *one billion* times more intense than "normal" background noise in a suburban neighborhood (50 decibels)!

That sounds impossible — a *billion* times? The key is that *intensity* is not quite the same as *loudness*. The best example of this is a 5,000-watt radio

station signal versus a 50,000-watt signal. The signal (intensity) is ten times — ten decibels — as powerful, but the volume (loudness) is only about *twice* as powerful.

Measuring Decibels

In July, 1969, the United States Government set limits for decibel levels on the job. Any exposure for more than the allotted time, they reported, would lead to *permanent hearing damage*.

Workers in a very noisy factory job were found to have lost an *average of 50 decibels* of their hearing range by working 15 years at a 100 decibel noise level. This means that their normal threshold of hearing (20-25 decibels) had been changed to about 70 decibels. Normal conversation (60 decibels) had to be repeated louder at 70-75 decibels for the workers to hear.

The government accordingly set 90



decibels as a health hazard for an 8-hour-day working environment. Louder work sites, such as the environment of a jet plane at the passenger ramp (115 decibels) would be dangerous to health after only 15 minutes.

Beyond any of these limits lies permanent hearing impairment.

One fallacy in describing decibels is attributing a certain noise level to an object. For instance, a common statement is, "A lawn mower measures 100 decibels." This statement may be true if you stood very near the mower, if the motor were generating top power, and if it were a large horsepower motor.

BUT, if you retreated to a more common listening distance, you would hear between 70 and 100 decibels, depending on the type of power.

Decibels are measured by many different factors. Distance is a factor. Quality of sound is a factor. The source of power is a factor.

Decibels are also a factor of frequency (high or low pitch of the sound). A low foghorn of 100 decibels, or a symphony orchestra generating 100 decibels may not be offensive. But a

shrill piercing siren of the same intensity would be offensive. A symphony orchestra playing a modern discordant selection would sound louder at the same decibel level heard in a pleasing symphony.

Decibel damage to your hearing is also measured by the all-important time factor, the length of exposure to high noise levels.

Widespread Health Hazard

The U.S. Public Health Service reports more than 7 million persons are working where noise levels are high enough to damage hearing.

The Federal Council for Science and Technology said that hearing loss caused by noise amounts to "a major health hazard in American industry." And it is expensive. The cost in compensation, lost production, and decreased efficiency because of noise and hearing damage, is estimated to be well over \$4 billion per year!

The subtle physiological and psychological side effects of noise are drawing special concern today. Prolonged high intensity noises have been found to

result in loss of hearing and even total deafness. Ulcers, severe headaches, stomach upset, aggravation of allergies and asthma and heart conditions, insomnia, and emotional breakdown are, in certain cases, attributable to too much noise!

Dr. Samuel Rosen of New York summarized the noxious effects of noise: "At an unexpected or unwanted noise, the pupils dilate, the skin pales, mucous membranes drain, there are intestinal spasms, and the adrenals explode excretions. The biological organism, in a word, is disturbed" (*Today's Health*, October, 1967).

The resulting internal wreckage caused by a screaming siren includes gastric ulcers, thymus gland atrophy, and over-stimulation of the adrenals. These conditions were contracted by rats under laboratory conditions at the University of Montreal.

Human effect is no more enviable. A sudden door slam has been shown to raise man's blood pressure four times, higher than the reaction from a shot of morphine. "The quantity of blood pumped by the heart may double under the stimulus of even the sound of a baby crying. The increased oxygen consumption that comes with rising blood pressure results in exhaustion and nervousness" (*Science Digest*, August, 1964).

Experiments have shown that noise which interferes with sleep lessens the body's resistance to disease and physical stress.

It is interesting to note that even those conducting the experiments were affected. One doctor said he couldn't hear his watch tick for three hours after one experiment (concerning the effect of rock-and-roll music). Another found that his subjects were unable to hear a whisper just 3 feet away.

Noise also disturbs people in a subliminal manner — apart from conscious awareness — even while they are awake. The cumulative effect of the subliminal interruptions may cause increasing irritability, anxiety, or a sudden emotional outburst.

The latter reaction is typified by the man who comes home after a tense, harrowing day in a noisy office. The home, he finds, is not with the television turned up loud and the children running



around, alternately laughing and crying. But when the phone rings or the garbage disposal — the "last straw" — is turned on, our harried executive impulsively reacts in wrath at the accumulated racket. The evening meal is subsequently very unpleasant. (Wives, take note!)

Dr. Edward C. Hews, well-known psychologist, explains why: "Prolonged subjection to an unpleasant noise, or even a pleasant sound which is too loud or which comes at the end of a harrowing day, can lead to SEVERE MENTAL DISORIENTATION, and in some cases violence."

Experts also blame noise, in part, for the increased consumption of alcohol, drugs, tranquilizers and sleeping pills in advanced Western nations. These people are turning to these escape commodities, in part, as an attempt to drown out or "turn off" the noises they don't want to hear.

International Dilemma

The problem of noise pollution goes hand-in-hand with the level of a nation's industrial development. Heavily industrialized nations usually have the worst noise problems.

In Germany it has been found that abnormal heartbeat rates among German steelworkers are related to the high noise levels of their working environment.

In France, workers who are subjected to high noise levels complain more frequently about insomnia, heart troubles, nervousness, impaired motor coordination and physical illnesses.

Noise costs the British economy £1,000 million (\$2,400,000,000) each year in lost production (*Christian Science Monitor*, Sept 26, 1968).

In a number of industrial nations, noise control has become a matter of national policy. Austria, Belgium, Bulgaria, Canada, Czechoslovakia, Denmark, England, Finland, France, Germany, Netherlands, Norway, Scotland, Sweden, Switzerland, and the U.S.S.R. have included sound insulation regulations in their building codes.

The United States currently lags in the field of architectural acoustics, noise control in buildings, and is far behind Canadian, English, and European research. The U.S. is also behind the theoretical, analytical, and applied Japanese and Russian research. So

reports the Federal Council for Science and Technology.

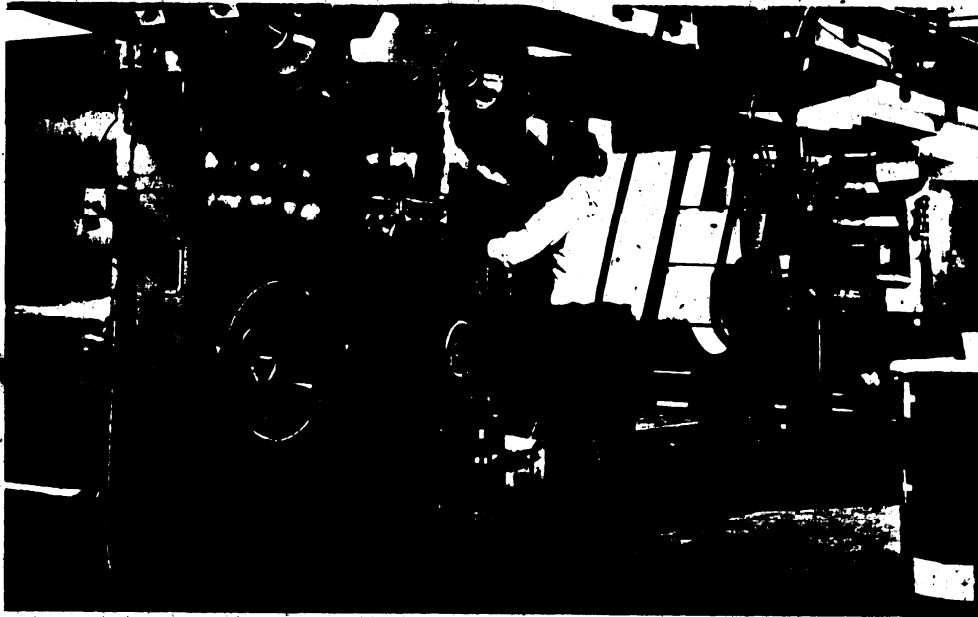
What the Housewife Endures

Noise is by no means limited to industry or the city street. It has steadily increased even inside the home. Background noise reaching into the home from the outside environment has risen from 20 to 45 decibels in the past forty years. Add to this the introduction of new appliances and labor-saving machinery used in the modern home in the Western world. Surveys indicate the average U.S. suburban home has as many as 20 gadgets that make noise.

The noisiest place in the home is the modern kitchen. The dishwasher rumbles at 60 to 70 decibels, the grinding garbage disposal churns at 70 decibels, and the refrigerator hums away at between 30 to 40 decibels.

Today's automated kitchen often reaches a decibel level of 80 — the same as the noise level made by heavy traffic. With a fan, dishwasher and garbage disposal going all at once, the decibel level may climb above 100!

One expert observed that the noise level in a modern kitchen is just below



Ambassador College Photos

Amazingly, the noise level in a modern, automated kitchen with all appliances going is nearly identical to the clatter of a large printing press — both are about 90 to 100 decibels. Notice the pressman wearing protective ear guards. Housewives aren't so fortunately equipped.

that of the cockpit of an old DC-3 airliner!

Is it any wonder, then, that the average housewife or homemaker often feels "on edge," jittery, fatigued, frustrated, even frenzied?

Hard-of-Hearing at Age 30?

Young people may refuse to believe it, but highly amplified rock 'n' roll music is damaging to their hearing.

Two University of Michigan researchers, Dr. Ralph R. Rupp and Larry J. Koch, are among several studying the relationship between "rock" music and hearing impairments among the young.

From their detailed studies they report that young people who either play or listen to rock 'n' roll music at high intensity levels may pay an "enormous" price in terms of eventual reduction of hearing. Rupp and Koch found that the sound pressure level generated in the rehearsal room during the loudest time period ranged from 120 to 130 decibels.

In comparison, the noise level of a Saturn moon rocket measured from the press site, at maximum, is about 120 decibels. And the level in a very noisy factory seldom exceeds 100 decibels.

United Press International reported recently on an interesting experiment conducted by University of Tennessee scientists.

Guinea pigs were exposed to "hard rock" recorded at a discotheque in Knoxville. The sound level ranged from 122 decibels to 138. The din literally shriveled up a high percentage of cells in the sensitive inner ear organs of the guinea pigs!

Dr. David M. Lipscomb of Tennessee's Department of Audiology and Speech Pathology reported a separate study showed more than 30 percent of a large group of freshmen at the University of Tennessee had "measurable high frequency hearing loss." He concluded that the nation should initiate at once

a program of "hearing conservation" for young people.

Elsewhere in the same state, another researcher, James M. Flugrath of the Memphis State University Speech and Hearing Clinic, said even chaperones at teen-age rock parties complain afterward of ringing in their ears. And ringing in the ears, authorities say, can be considered a warning sign of potential hearing loss.

"It is quite possible," Flugrath said, "that due to modern amplified rock 'n' roll music we are raising a nation of teenagers who will be hard-of-hearing before they reach what they consider old age (30)."

Flugrath suggested, with tongue-in-cheek, that a sign should be displayed in every dance hall catering to teenagers: "Warning! Modern Day Rock 'n' Roll Music May Be Hazardous to Your Hearing!"

Sure, most people will say, those in noisy jobs or music will lose a little hearing, but not me. My office and home are fairly quiet. I live in a "normal" environment.

So you think your hearing isn't affected?

The "average" person in Western

societies loses twenty decibels of his lower hearing range by age sixty, and thirty decibels by age seventy. Even those in their forties have lost an average of ten decibels of their youthful hearing range.

What causes this? Is this normal — to be expected?

Enter a Quiet World

Enter the Mabaan culture of Sudan. Noise levels of these "uncivilized" peoples are very low. They don't use guns or drums. Only a few times a year are their ears assailed by thunderclaps, the roar of a wild animal, or their own festive singing and shouting.

Dr. Samuel Rosen studied these people and found some amazing results. "There is no obesity, there is a total lack of hypertension, coronary thrombosis, ulcerative colitis, acute appendicitis, duodenal ulcer, and bronchial asthma — ailments common in Western civilization.

"The ten-year-old and the ninety-year-old Mabaans have exactly the same blood pressure levels," said the report. In Americans considered normally healthy, blood pressure levels usually increase progressively with age, especially after forty.

An important discovery Dr. Rosen made was that "the Mabaans suffered very little hearing loss in the high frequencies with advancing age. The hearing of the elderly Mabaans was far superior to older people in civilized countries; and the Mabaans had superior hearing to any other group of humans ever tested" (*Saturday Review*, May 27, 1967).

It is not "normal" to lose hearing, gain in blood pressure, and suffer stress-induced diseases with advancing age. Yet our hectic, stress-ridden, and noise-polluted society is bequeathing these curses to us!

And Now—Supersonic Transports

The mushrooming noise pollution problem has spurred some attempts to control it. Many industries are working on toning down the clamorous sound of their operations. Some cities are developing noise abatement programs, particularly in relation to the regulation of aircraft flight patterns or the location of airports.

But still the volume of noise mounts as cities grow larger and society becomes more dependent on powerful machinery.

The biggest problem that worries acoustical engineers is the burgeoning growth of air transportation — with the inevitable emergence of the SST's — supersonic transports.

The Federal Aviation Agency predicts a world air-traffic market in 1990 that will be five times the 1965 market size. By then, unless their production is halted or cut back, as many as 800 SST's may be in regular service.

When SST's start flying, they will create "sonic booms" causing bone-shaking jolts — like an explosion only a block away. (A sonic boom is the shock wave produced by a plane flying faster than the speed of sound — about 740 miles per hour at sea level.)

The zone where the sonic boom will be heard (and felt) will be everywhere along the whole supersonic flight path — from 50 to 70 miles wide and as far as the plane flies at that speed, — perhaps 2,000 to 3,000 miles long.

A blue-ribbon panel of scientists told the U.S. government that up to 40 million Americans could be bombarded as often as 50 times a day during the next decade by sonic booms created by SST's.

A sonic boom from the SST would be equivalent to the noise from a diesel tractor-trailer truck roaring by at 60 miles an hour, only 30 feet away. Add to this the unexpected nature of the thunderous clap characteristic of the sonic boom.

Professor Garrett J. Hardin, expert in acoustics at University of California at Santa Barbara, describes a sonic boom this way: "Sonic boom is something much worse than noise. Experiencing it is like living inside a drum beaten by an idiot at insane intervals."

In order to prepare for the supersonic jet age, Los Angeles is already constructing a great new airport. It will be situated in Palmdale, which is located beyond the San Gabriel mountains, which form the northern boundary of the Los Angeles basin. It is planned that when it opens in 1978, the new International Airport will be larger in area than the John F. Kennedy in New York, Chicago's O'Hare Field, San Francisco International, and the present

Los Angeles International — combined!

How to facilitate the ground transfer of the expected scores of millions of passengers per year across or around the mountains to the new airport may prove to be a monumental problem.

Many residents in Palmdale do not look forward to either the ground traffic or the thunderous roar of the SST's. Even at sub-sonic speeds, the SST promises to be noisier than today's jets because of its powerful turbojet, rather than fanjet, engines.

Some experts, noting the tremendous upsurge in air travel, are not comforted by present governmental assurances that the SST's will fly at supersonic speeds only over water. Competitive pressure, these experts warn, will gradually force air carriers to fly above the speed of sound over land as well.

A group calling itself Citizens League Against the Sonic Boom says this: "The SST would create a new kind of pollution — a WORLDWIDE sonic pollution. Hour after hour, day and night, weekdays and holidays, it would inflict its startling bang on literally hundreds of millions of defenseless persons, with no place of refuge."

What's Ahead?

Noise levels of the future are not pleasant to contemplate. At the present rate of noise increase — it doubles every ten years — physicist Vern Knudsen predicts that downtown areas of the largest cities will become as deadly as the ancient Chinese noise tortures!

As long as man continues to push production, to industrialize, to worship the gross national product, there appears to be no human solution to the mounting noise pollution crisis.

Says Leo L. Beranek, an expert on noise: "It is clear that the basic problem is essentially incurable; noise is an unavoidable price we must pay for a machine civilization."

It is one more facet of the awesome environmental crisis threatening to overwhelm mankind.

If you want to understand the entire story of global pollution, write for our FREE booklet, *Our Polluted Planet*. It explains the gravity of the pollution crisis and how it affects you and your family. □

"STOP THE WORLD I want to get off,"

(Continued from Page 14)

words? Some of them go like this, "Oh, the games people play, now... never meanin' what they say, now. Never sayin' what they mean, now." That's a mild way of admitting that people are a pack of liars.

The song continues later: "Cross our hearts and we hope to die" — we make ourselves appear righteous and godly — but what do we say? "That the OTHER was to blame. Neither one will ever give in."

The song continues, "They're singin' Glory Hallelujah! And they're tryin' to sock it to ya, in the name of, the Lord." There we go again, using the name of the Lord — but we don't really believe Him or even in Him.

The song "Gimme People Play" asks: "What's happenin' to you and me? God, grant me the serenity. To remember who I am, I am you're giving up your sanity. For your pride and your vanity. Turn your back on humanity. And you don't give a..."

Yes, what is happening to us? Why are we so unhappy? Why are there so many frustrated, lonely lives, and many suicides? Who are we — we humans? Why are we here? Where are we going? Are there any absolutes? Is there any truth? These are basic questions every human longs to have answered. But we live in an agnostic world. We admit, "We just don't know."

Some Questions About Basics

Take "truth" for example. Today, we're being told there are no absolutes. Two plus two might no longer "equal" four — but is "in the spectrum" of four, whatever that means.

An ancient Roman magistrate once asked a question about absolutes. His name was Pontius Pilate. He asked Jesus Christ, "Are you a king?" Christ answered, "To this end was I born, and

for this cause came I into the world, that I should bear witness unto the truth" — yes, the truth! Absolute truth.

Pilate asked, almost mockingly, "What is truth?" (John 18:38.)

You might be interested in reading the definition (John 17:17). But Pilate was schooled in the philosophies of his day. He couldn't conceive of any absolutes. And this kind of thinking ultimately led to the crashing downfall of the world's longest-lived empire.

What Is Truth?

After 1900 years we still don't know what *THE* truth is — what the true values are, why we are here, our purpose in life, what true moral values are. In fact, we wonder, "What is truth?" and "Is there an *it* thing?" But some of the kids and some of the establishment are beginning to *think*. They're asking again, "What is Truth?" They're asking it so insistently that the establishment wrote and sang the song "What is Truth?" Even you oldsters may have heard Johnny Cash sing that catchy tune.

Here's how the song put the problem. Note a smattering of the lyrics.

"A little boy of three, sittin' on the floor looks up and says, 'Daddy, what is war?' Son, that's when people fight and die.' A little boy of three says, 'Daddy, why?' A young man of seventeen in Sunday school; Bein' taught the golden rule..."

What's the golden rule? Love your enemies. But this seventeen-year-old youth will soon go to war. He will learn to hate and kill his enemies. Why this paradox? You know the old problem: Both the Germans and Americans prayed to the *same* God to win World War I for them. Is it any wonder, sings Johnny Cash, "Can you blame the voice of youth for askin' 'What is Truth?'"

What about it? What is Truth? Are there any absolutes? Does a Supreme Being really exist? Or is He the figment of men's imagination who shaped God in their image? Do our lives have any meaning — any purpose? Or is the human race only one link in an endless

evolutionary chain? Is there nothing beyond this life?

What Is Life All About?

Is human life a temporary, shadowy thing? Is it like the words of the popular song "Alfie"? "What's it all about, Alfie," asked singer Dionne Warwick, "Is it just for the moment we live? What's it all about when you sort it out, Alfie?... And if life belongs only to the strong, Alfie, What will you, lend on an old golden rule?"

What is life all about?

Can man ever achieve his dreams of happiness? Will there be no peaceful Utopia of love, joy and happiness? Will man end his civilization? Is there no way to achieve equality for all? Will we never be free of mental problems, of ghettos? Can mankind achieve an abundant life? Must we suffer the privations of war, of poverty, of ugliness?

Is a millennium of joy really an impossible dream? Why is it, though, hoping against hope for a better world, we don't really believe it can be achieved? Remember the song? It was called "The Impossible Dream."

Can the 'Crooked Be Made Straight?

It talked about wrongs so upright, able that no matter how hard, we fought, we would never overcome. Will the fight put us in our grave — to be laid to our rest? Must we march into hell for a heavenly cause? Or can we march into a Utopia by fighting for a heavenly cause? Must we follow the quest: "No matter how hopeless, no matter how far; To fight for the right without question or pause?"

Or can we fight the good fight — and find rest, peace and happiness? Must it be an impossible dream?

Must we sing, "Those Were the Days"? Can't we sing it in the present and future — "These ARE and WILL BE the days?"

Can we laugh away the hours, and experience the great things we want to do? To know they will never end — so we can really sing "forever and a day?"

We sing about and long for the good

TELEVISION LOG

The WORLD TOMORROW

NEW STATIONS:

KDAB-TV — Albuquerque, New Mexico — Channel 7, 2 p.m. Sat.
KELN-TV — Austin, Texas — Channel 9, 9 p.m. Tue.
WGBY-TV — Charlotte, N. C. — Channel 18, 2:30 p.m. Sun.
WHOK-TV — Columbia, S. C. — Channel 19, 1:30 p.m. Sun.

— U. S. STATIONS —

KHSB-TV — Bakersfield, Calif. — Channel 25, 3:30 p.m. Sun.
KVBC-TV — Bellingham, Wash. — Channel 12, 3:30 p.m. Sat.
WGB-TV — Buffalo, N. Y. — Channel 3, 12 noon Sun.
WVBC-TV — Charleston, S. C. — Channel 3, 12 noon Sun.
KSHB-TV — Des Moines, Ia. — Channel 11, 7 p.m. Tue.
KSHB-TV — Fresno, Calif. — Channel 47, 1:30 p.m. Sat.
KSHB-TV — Greenville, S. C. — Channel 13, 3 p.m. Sat.
KSHB-TV — Greenville, N.C. — Channel 4, 3:30 p.m. Sun.

KSHB-TV — Henderson, Nev. — Channel 3, 3:30 p.m. Sun.
WGB-TV — Jamestown, N. Y. — Channel 6, 12 noon Sun.
ETLA — Los Angeles — Channel 3, 10:30 p.m. Sun.
KWTV-TV — Los Angeles — Channel 22, 8:30 p.m. Sun.
WTVB-TV — Minneapolis — Channel 11, 8:30 p.m. Sun.
WGB-TV — Nashville, Tenn. — Channel 8, 11 a.m. Sun.
KSHB-TV — Pembroke, N. Dak. — Channel 12, 5 p.m. Sun.
KSHB-TV — Portland, Ore. — Channel 6, 3:30 p.m. Sun.
WAVY-TV — Portsmouth, Va. — Channel 10, 7 a.m. Sat., 11 a.m. Sun.
KSL-TV — Salt Lake City — Channel 3, 1:30 p.m. Sat.
KSHB-TV — San Francisco — Channel 22, 6:30 p.m. Sat., 7 p.m. Sun.
KNTV — San Jose, Calif. — Channel 11, 1 p.m. Sun.
KSHB-TV — Spokane, Wash. — Channel 6, 10 a.m. Sun.
KYAL-TV — Texarkana-Shreveport — Channel 6, 1:30 p.m. Sun.
KLTV — Tyler, Texas — Channel 7, 3 p.m. Mon., 10:30 p.m. Sun.
KSHB-TV — Waco, Tex. — Channel 3, 6 a.m. Tues.

— CANADIAN STATIONS —

KSHB-TV — Winnipeg, Ont. — Channel 12, 12:30 p.m. Sat.
KSHB-TV — Montreal, Que. — Channel 12, 3 p.m. Sun.

KSHB-TV — Quebec City, Que. — Channel 3, 6:30 p.m. Mon.

KSHB-TV NETWORK — 12 noon Sun.
Saskatoon, Sask. — Channel 8.
Winnipeg, Sask. — Channel 5.

KSHB-TV — Sudbury, Ont. — Channel 3, 12:30 p.m. Sat.

KSHB-TV NETWORK — 5 p.m. Sun.
Calgary, Alta. — Channel 4.
Brumheller/Head Hills, Alta. — Channel 12.

Edm., Alta. — Channel 8.
Brooks, Alta. — Channel 9.
Lake Louise, Alta. — Channel 6.
Lehrbridge, Alta. — Channel 15.
Brumheller, Alta. — Channel 10.
Saskatoon, Alta. — Channel 7.
Regina, Alta. — Channel 3.
Opas, Alta. — Channel 2.
Kimberley, B. C. — Channel 5.
Columbia Valley, B. C. — Channel 6.
Jubilee Mt., B. C. — Channel 8.

KSHB-TV NETWORK — 1 p.m. Sun.
Edmonton, Alta. — Channel 3.
Whitewater, Alta. — Channel 12.
Ashmont, Alta. — Channel 12.
Lea Lake, Alta. — Channel 6.

KSHB-TV NETWORK — 3 p.m. Sat.
Prince Albert, Sask. — Channel 3.
Altona, Sask. — Channel 10.
North Battleford, Sask. — Channel 7.
Weyburn, Sask. — Channel 2.
Regina, Sask. — Channel 4.
Big River, Sask. — Channel 9.

life — free from war, from fear, from poverty, from loneliness, from death. Is it so impossible?

A Better Way for Man

Man was not meant to live the way he is living. His destiny is so great as to pale into insignificance what he is today. We've gotten away from the true values, from the right goals in life, from the knowledge of our purpose in life.

• We were meant to be happy, to live abundantly, to expect something so much greater than this fleeting few years we call life on earth. Most are not aware of this destiny — of our purpose for being.

We have been cheated — duped into accepting a cheap substitute for true happiness. More money, more knowledge has not solved our problems. It has, in fact, created a crass materialism. It has made people into automatons —

devoid of love, happiness and the true values.

It's about time we came to see what are the true values. Yes, we need to remain pessimistic about human nature and the way of today's world. But we need to become POSITIVE about tomorrow and the destiny of human life.

The so-called impossible dreams of human happiness and world peace are NOT impossible. There is a way to end human misery. There is a way to beat swords into plowshares.

A New World Coming

There is a new world coming — a new world with peace, with joy, with love for all mankind. All peoples will share in it — the Vietnamese, the Arab, the Negro, the Britisher, the Jew.

This world is coming to an end and the new world is just around the bend. Except most people don't realize *how* — or *what* the coming world will be like.

Get Some Answers

In order to get this vital knowledge in detail, you need to read two important booklets. One is titled, *The Seven Laws of Success*. The other is called *The Wonderful World Tomorrow What It Will Be Like*. Both are FREE. Write for them.

The first booklet tells you why only a very few are successful in life. It shows how NO HUMAN need ever become a failure. The second booklet tells you where you will be ten to fifteen years from now. It shows how you can KNOW what is going to happen, and gives you an astonishing glimpse into the future. It shows how world peace will finally become a reality.

Also, you need to get your name on the mailing list of our new magazine, *TOMORROW'S WORLD*. It's 32 pages, full color — chock-full of answers to the big questions raised by this disenchanted generation. (C)

RADIO LOG

The WORLD TOMORROW

— heard daily on more than 800 stations worldwide. A thought-provoking broadcast bringing you the real meaning of today's world news — with advance news of the WORLD TOMORROW

U. S. STATIONS

— East —

MAJOR STATIONS

WJVR — New York — 710 kc., 11:30 p.m. Sun.
 WJNN — New York — 1050 kc., 11:30 p.m. Sun.
 WJMA — Rochester, N.Y. — 1180 kc., 11:30 p.m. Mon.-Fri., 10:30 a.m. Sun.
 WJVA — Wheeling, W. Va. — 1170 kc., 98.7 FM, 5 a.m. and 8:30 p.m. Mon.-Fri., 10:30 a.m., 8:30 p.m. Sun.
 WJRO — Boston — 680 kc., 6:30 a.m. Sun. (WROR 98.5 FM, 8:30 a.m. Sun.)
 WBAL — Baltimore — 1090 kc., 8:30 a.m. Sun.
 WRVA — Richmond, Va. — 1140 kc., 10:15 p.m. Mon.-Sat., 10:45 p.m. Sun.
 WPTT — Raleigh, N.C. — 680 kc., 1:30 & 10:30 p.m. Mon.-Sat., 9:30 a.m. Sun.
 WBT — Charlotte, N.C. — 1110 kc., 11:05 p.m. Sun.

LOCAL-AREA STATIONS

WOKO — Albany, N.Y. — 1460 kc., 6:30 p.m. daily.
 WJAN — Allentown, Pa. — 1470 kc., 8:30 p.m. Sun.
 WJMI — Babylon, N.Y. — 1290 kc., 6 p.m. daily.
 WJMS — Baltimore — 730 kc., 12:30 p.m. daily.
 WJSE — Bangor, Me. — 620 kc., 6:30 p.m. Mon.-Sat., 7:30 p.m. Sun.
 WJYT — Boston — 930 kc., 12 noon Sun.
 WJVS — Bristol, Va. — 690 kc., 12:30 p.m. Sun.
 WJWL — Buffalo, N.Y. — 1320 kc., 4 p.m. Sat., 10 a.m. Sun.
 WJWS — Charleston, W. Va. — 580 kc., 7:00 p.m. daily.
 WJCS — Chicopee, Mass. — 730 kc., 8:30 a.m. Mon.-Fri., 12:30 p.m. Sat., Sun.
 WJWS — Fayetteville, N.C. — 940 kc., 98.1 FM, 1 p.m. Sun.

* Asterisk indicates new station.

WJSP — Harrisburg, Pa. — 140 kc., 7:00 p.m. daily.
 WJAP — Mount Airy, N.C. — 740 kc., 9:30 a.m. Sun.
 WJON — New Rochelle, N.Y. — 1460 kc., 95.5 FM, 6:30 a.m. Mon.-Sat., 8 a.m. Sun.
 WJYS — New York — 1530 kc., 97.9 FM, 10 p.m. daily.
 WJNX — New York — 1380 kc., 9:15 a.m. Sun. (in Spanish).
 WJND — Niagara Falls, N.Y. — 98.5 FM, 12:30 p.m. Mon.-Sat.
 WJEP — Philadelphia — 1540 kc., 12 noon Mon.-Sat., 9:30 p.m. Sun.
 WJPT — Pittsburgh — 730 kc., 101.5 FM, 12 noon Mon.-Fri., 1:30 p.m. Sat., 11 a.m. Sun.
 WJPD — Pittsburgh — 810 kc., 7:50 a.m. Mon.-Sat.
 WJBN — Portland, Me. — 970 kc., 6:30 p.m. Mon.-Sat., 7:30 p.m. Sun.
 WJAR — Providence, R.I. — 920 kc., 7:50 p.m. daily.
 WJVR — Richmond, Va. — 1380 kc., 7 p.m. daily.
 WJWN — Rochester, N.Y. — 930 kc., 9 a.m. Sun.
 WJCR — Scranton, Pa. — 1320 kc., 12:30 & 6:30 p.m. Sun.
 WJBN — Utica, N.Y. — 930 kc., 7:30 p.m. Sun.
 WJBY — Waterbury, Vt. — 350 kc., 8 p.m. Sun.
 WJBS — Wilkes-Barre, Pa. — 1340 kc., 98.5 FM, 12:30 p.m. Sun.

— Central —

MAJOR STATIONS

WCKY — Cincinnati — 1530 kc., 5 a.m. Mon.-Fri., 5:30 a.m. Sat., 12 midnight Tues.-Sun., 7, 9:30 p.m. Sun.
 WLW — Cincinnati — 700 kc., 7 a.m. and 11 p.m. Sun.
 WJJD — Chicago — 1160 kc., 11 a.m. Sun.
 WJMN — Milwaukee, Wis. — 1150 kc., 10:30 p.m. Sun.-Fri., 9 a.m. Sun., 97.5 FM, 11 p.m. daily.
 KSTP — Minneapolis-St. Paul — 1500 kc., 5 a.m. Mon.-Sat., 8 a.m. Sun.
 KXII — Waterloo — 1540 kc., 9:30 p.m. Mon.-Sat., 8 p.m. Sun., 105.7 FM, 11:30 a.m. Sun.
 KRVM — Lexington, Nehr. — 680 kc., 10:30 a.m. Sun.
 KXEN — St. Louis — 1010 kc., 7:15 a.m. & 12 noon Mon.-Sat., 10:30 a.m. & 4 p.m. Sun.

LOCAL-AREA STATIONS

WJBR — Akron, Ohio — 1530 kc., 8 p.m. daily.
 WJCK — Battle Creek, Mich. — 930 kc., 7 p.m. Mon.-Fri., 12:30 p.m. Sat., Sun.
 WJCM — Bay City, Mich. — 1440 kc., 6:30 p.m. daily.
 KFTS — Bloomer, N. Dak. — 550 kc., 7 p.m. daily.
 KFTS — Cape Girardeau, Mo. — 900 kc., 9:15 a.m. & 7:30 p.m. Sun.

WJST — Cedar Rapids — 600 kc., 11:30 a.m. Sun.
 WJAW — Chicago — 1530 kc., 8 a.m. & 12:15 p.m. Mon.-Sat., 9:30 a.m. Sun. (105.1 FM, 7 a.m. Mon.-Sat., 8 p.m. Sun.)
 WJLN — Cincinnati — 1320 kc., 12 noon daily.
 WJBN — Cleveland — 1900 kc., 10:30 p.m. Sun.
 KJCS — Coffeyville, Kans. — 690 kc., 6 p.m. daily.
 KXII — Colby, Kans. — 790 kc., 11:30 a.m. Sun.
 WJMS — Columbus, Ohio — 1460 kc., 8:30 p.m. daily.
 WJTV — Danville, Ill. — 980 kc., 7 p.m. Sun.
 WJOC — Dayton, Ohio — 1420 kc., 105.7 FM, 10 p.m. Sun.
 KWKY — Des Moines, Iowa — 1150 kc., 12:30 p.m., 9:30 p.m. daily.
 WJBC — Duluth, Minn. — 160 kc., 6:30 p.m. daily.
 WJSC — Escanaba, Mich. — 680 kc., 6 a.m. Mon.-Sat.
 WJBT — Evansville, Ind. — 1280 kc., 9:30 a.m. Sun.
 KJGO — Fargo, N. Dak. — 790 kc., 7 p.m. Mon.-Fri., 7:10 p.m. Sat. & Sun.
 WJMF — Flint, Mich. — 1470 kc., 7 p.m. daily.
 KJUP — Garden City, Kans. — 1050 kc., 97.5 FM, 12:30 p.m. Mon.-Sat., 12:15 p.m. Sun.
 WJGA — Gary, Ind. — 1270 kc., 7 p.m. Mon.-Sat., 4 p.m. Sun.
 KJML — Grand Island, Nehr. — 750 kc., 4 p.m. Sun.
 WJBN — Green Bay — 1440 kc., 6:30 p.m. Mon.-Sat., 5 p.m. Sun.
 WJOD — Hammond, Ind. — 1290 kc., 6:30 p.m. Sat.
 WJME — Indianapolis — 1070 kc., 10:30 p.m. Sun.
 WJPS — Ishpeming, Mich. — 1240 kc., 6:30 p.m. daily.
 KJNK — Jefferson City, Mo. — 930 kc., 1 p.m. daily.
 WJOL — Joliet, Ill. — 1340 kc., 9:30 p.m. Sun.
 KJUN — Kansas City, Mo. — 1080 kc., 5:40 a.m. Mon.-Sat., 8 a.m. & 11 p.m. Sun.
 WJMA — Madison, Wis. — 1310 kc., 6:05 p.m. Sun.
 WJBN — Marietta, Ohio — 910 kc., 12:30 p.m. daily.
 KJUN — Mason City, Ia. — 1500 kc., 7:30 p.m. Sun.
 WJLD — Milwaukee, Wis. — 940 kc., 10 a.m. Sun.
 KJRS — Minneapolis — 1440 kc., 9:30 p.m. Sun.
 KJBA — Moline, Kans. — 1480 kc., 6 p.m. daily.
 KJBN — Omaha, Nehr. — 680 kc., 12:30 p.m. Mon.-Sat., 12 noon Sun.
 WJBN — Peoria, Ill. — 1550 kc., 7:00 p.m. daily.
 (Continued on next page)

KJPH — St. Joseph, Mo. — 680 kc., 7 p.m. daily.
 KSOO — Sioux Falls, S. Dak. — 1140 kc., 6:45 p.m. Sun.
 WBBY — South Bend — 960 kc., 9 p.m. daily.
 WCOW — Sparta, Wis. — 1290 kc., 10 a.m. Sun.
 KWTO — Springfield, Mo. — 360 kc., 6:30 p.m. daily.
 WSPD — Toledo, Ohio — 1370 kc., 7 p.m. daily.
 WISW — Topeka, Kans. — 380 kc., 9 a.m. Sun.
 WBAU — Wausau, Wis. — 330 kc., 7 p.m. Sun.
 KPH — Wichita, Kans. — 1330 kc., 6:30 p.m. Mon.-Sat., 9:30 a.m. Sun.
 WMAX — Yankton, S. Dak. — 570 kc., 7:30 p.m. daily.
 WTMJ — Youngstown, Ohio — 1390 kc., 10:30 p.m. Sun.

— South —

MAJOR STATIONS

WLAC — Nashville — 1510 kc., 5 a.m. Mon.-Sat., 7 p.m. daily, 6:30 a.m. Sun.
 WSM — Nashville — 630 kc., 9 p.m. Sun.
 KDFW — Dallas — 1080 kc., 8:10 p.m. daily.
 KTHN — Houston — 740 kc., 7:30 p.m. Sun.-Fri.
 WDAI — San Antonio — 1200 kc., 5 a.m. Mon.-Sat., 10:05 p.m. Sun.
 KWKH — Shreveport — 1130 kc., 1 p.m. & 9:30 p.m. Mon.-Fri., 11:30 a.m. & 11:30 p.m. Sat., 10:30 a.m. & 8:30 p.m. Sun.
 WNOB — New Orleans — 1060 kc., 9:30 a.m. Sun.
 WWL — New Orleans — 870 kc., 10:30 p.m. Mon.-Sat.
 KAAY — Little Rock — 1090 kc., 5:15 a.m., 7:30 p.m. Mon.-Sat., 9:30 a.m., 7:30 p.m. Sun.
 WQUN — Atlanta — 1010 kc., 11 a.m. Mon.-Sat., 4 p.m. Sun.
 WAPI — Birmingham — 1770 kc., 10 a.m. Sun.
 WMOO — Mobile — 1530 kc., 7 a.m. Mon.-Sat., 10:30 a.m. Sun.
 WING — Tampa — 1010 kc., 12:10 p.m. Sun.
 KRMO — Tulsa — 740 kc., 10 a.m. Sun.
 XBB — Monterrey, México — 1030 kc., 8:30 p.m. daily (CST)
 XBBM — México, D.F. — 1470 kc., 9 a.m. Sun.

LOCAL-AREA STATIONS

KHNT — Abilene, Tex. — 1280 kc., 6 a.m. Mon.-Sat., 8 a.m. Sun.
 KONG — Amarillo — 710 kc., 7 p.m. daily.
 KPHS — Austin — 990 kc., 5:30 a.m. Mon.-Sat., 9:30 a.m. Sun.
 KSVI — Sacramento, Tenn. — 360 kc., 6:30 p.m. Sun.

WBBC — Birmingham — 960 kc., 106.9 FM, 7:30 p.m. daily.
 WPMI — Camden, Tenn. — 1220 kc., 2 p.m. Sun.
 KML — Cameron, Tex. — 1350 kc., 12:30 p.m. Mon.-Sat., 8:45 a.m. Sun.
 WESC — Charleston, S.C. — 1590 kc., 6:30 p.m. Sun.
 WSEP — Chattanooga — 1370 kc., 92.3 FM, 7:30 p.m. daily.
 KCTX — Childress, Tex. — 1510 kc., 11:30 a.m. Mon.-Fri., 12:15 p.m. Sat., 2 p.m. Sun.
 KCTA — Corpus Christi, Tex. — 1030 kc., 12:30 p.m. Mon.-Fri., 4:30 p.m. Sat., 2 p.m. Sun.
 WTAA — Dallas — 570 kc., 11:30 p.m. Mon.-Sat.
 WAAX — Gadsden, Ala. — 570 kc., 12 noon Sun.
 KESB — Gladewater, Tex. — 1430 kc., 12 noon daily.
 *WWRP — Greenville, S. Car. — 1490 kc., Sun.
 KMS — Hot Springs, Ark. — 590 kc., 96.7 FM, 5 p.m. Sun.
 WBIK — Jacksonville, Fla. — 1010 kc., 12:30 p.m. daily.
 WKSC — Kershaw, S.C. — 1500 kc., 1:15 p.m. Sun.
 WPIV — Kissimmee, Fla. — 1080 kc., 7:30 a.m. Mon.-Sat., 12:30 p.m. Sun.
 WKXV — Knoxville — 900 kc., 12 noon daily.
 WLAP — Lexington, Ky. — 650 kc., 7 p.m. Mon.-Sat., 10:30 a.m. Sun.
 KFTO — Lubbock, Tex. — 790 kc., 11:50 a.m. Mon.-Sat., 4:30 p.m. Sun.
 KWAM — Memphis — 990 kc., 11 a.m. Mon.-Sat., 10 a.m. Sun.
 WMMB — Memphis — 1460 kc., 12:30 p.m. Mon.-Sat., 1 p.m. Sun.
 WNSC — Memphis — 360 kc., 9 a.m. Sun.
 WQAS — Miami — 710 kc., 9 a.m. Sun.
 WFAB — Miami — 990 kc., 9 a.m. Sun. (In Spanish)
 KWHI — Midland, Tex. — 1600 kc., 6:30 p.m. daily.
 WCOV — Montgomery — 1170 kc., 6:30 p.m. Sun.
 WWOM — New Orleans, La. — 600 kc., 12:15 p.m. Mon.-Sat., 1:30 p.m. Sun.
 KBYE — Oklahoma City — 890 kc., 12:30 p.m. Mon.-Sat., 10:30 a.m. Sun.
 *WKVX — Paducah, Ky. — 570 kc., 12:30 p.m. Sun.
 *KPBC — Port Sulphur, La. — 1510 kc., daily.
 KTLU — Rock, Tex. — 1380 kc., 1 p.m. Sun.
 KMCC — San Antonio — 650 kc., 7:15 a.m. Mon.-Sat., 9 a.m. Sun.
 WEAS — Savannah, Ga. — 900 kc., 12 noon daily.
 WMBN — Tallahassee — 1550 kc., 10:30 a.m. Sun.
 WFLA — Tampa — 970 kc., 7:05 p.m. daily.
 KTMJ — Tulsa — 1030 kc., 12 noon daily.
 KTHB — Tyler, Tex. — 680 kc., 11 a.m. daily.

KWTF — Wichita Falls, Tex. — 620 kc., 4:30 p.m. Sun.
 KBIW — Woodward, Ohio — 1450 kc., 1 p.m. Sun.

— Mountain States —

MAJOR STATIONS

KDA — Denver — 850 kc., 9:30 a.m. Sun.
 KQVS — Roswell, N. Mex. — 1020 kc., 6:30 a.m. Sun.
 KSL — Salt Lake City — 1160 kc., 5:30 a.m., 11:15 p.m. daily.
 XMO — Ciudad Juárez, México — 800 kc., 8 p.m. daily. (MST)

LOCAL-AREA STATIONS

KQOM — Albuquerque — 610 kc., 6:30 p.m. Sun.
 KIDO — Boise, Idaho — 630 kc., 7:05 p.m. daily.
 KTWO — Casper, Wyo. — 1050 kc., 8:05 p.m. daily.
 KLE — Denver — 360 kc., 106.7 FM, 7:15 p.m. daily.
 KCLS — Flagstaff, Ariz. — 600 kc., 12:30 p.m. Sun.
 KREX — Grand Junction, Colo. — 1140 kc., 8 p.m. Sun.
 KRON — Great Falls, Mont. — 360 kc., 6:30 p.m. Mon.-Sat., 6 p.m. Sun.
 KOM — Kalispell, Mont. — 1180 kc., 6:30 p.m. daily.
 KASA — Phoenix — 1540 kc., 12:30 p.m. daily.
 KSH — Pocatello, Idaho — 930 kc., 8 p.m. Sun.
 KST — Reno — 1340 kc., 6:30 p.m. daily.
 KMOB — Salt Lake City — 1230 kc., 12 noon Mon.-Sat., 9 a.m. Sun.
 KTVG — Tucson — 1400 kc., 8 p.m. daily.
 KTFI — Twin Falls, Idaho — 1270 kc., 7:05 p.m. Sun.

— West Coast —

MAJOR STATIONS

KIRO — Seattle — 710 kc., 10:30 p.m. Mon.-Fri., 5:30 a.m. Mon.-Sat.
 KRAK — Sacramento — 1140 kc., 9 p.m. daily.
 KPAX — San Francisco — 1100 kc., 12:30 p.m. Mon.-Sat., 10 a.m. Sun.
 KOSB — Los Angeles — 1020 kc., 97.0 FM, 6 a.m. Mon.-Sat., 10 a.m. Sun.
 KFI — Los Angeles — 640 kc., 9 p.m. Sun.
 XERS — Rosarito, México — 1090 kc., 7 p.m. daily.

LOCAL-AREA STATIONS

KWIN — Ashland, Ore. — 380 kc., 7:30 a.m. Mon.-Sat., 7:30 p.m. Sun.
 KARI — Bellingham, Wash. — 530 kc., 6:30 p.m. daily.
 *KICO — Colton, Calif. — 1490 kc., 7:15 a.m. Sun.
 KCMJ — Eugene, Ore. — 1010 kc., 7:05 a.m. daily.
 KJMN — Eugene — 590 kc., 7 p.m. daily.
 (Continued on next page)

KBW — Fresno — 900 kc., 7:30 a.m. Mon.-Fri., 4 p.m. Sat., 10 a.m. Sun.
KTYM — Applewood — 1460 kc., 12 noon Mon.-Fri.
KABO — Klamath Falls, Ore. — 1150 kc., 6:30 p.m. daily.
KPOK — Long Beach — 1280 kc., 9 p.m. Mon.-Sat., 9:35 p.m. Sun.
***KLAC** — Los Angeles — 570 kc., 8:30 a.m. Sun.
KVJC — Medford, Ore. — 1230 kc., 6:30 p.m. Sun.
KONA — Pasco, Wash. — 610 kc., 7 p.m. daily.
KEX — Portland — 1190 kc., 9 a.m. Sun.
KLMO — Portland — 1290 kc., 92.3 FM, 7:30 a.m. Mon.-Sat., 1 p.m. Sun.
KWJJ — Portland — 1080 kc., 8 p.m. Mon.-Sat., 10 p.m. Sun.
KBAY — Salem, Ore. — 1430 kc., 6:30 a.m. Mon.-Sat., 9 a.m. Sun.
KTOM — Salinas, Calif. — 1380 kc., 7 p.m. Sun.
KACE — San Bernardino-Riverside — 1570 kc., 7:05 a.m. Mon.-Sat., 9:30 a.m. Sun.
KCHT — San Bernardino — 1530 kc., 9 p.m. daily.
KMHM — San Bernardino — 1290 kc., 6 a.m. Sun.
KODD — San Diego — 600 kc., 8:30 p.m. Sun.
KRON — San Francisco — 1530 kc., 6 a.m. Mon.-Sat., 8 a.m. Sun.
KPBC — San Francisco — 610 kc., 106.1 FM, 7 a.m. Sun.
KVBC — San Luis Obispo, Calif. — 920 kc., 7 p.m. daily.
KDS — Santa Barbara — 1490 kc., 93.7 FM, 7 p.m. daily.
***KSL** — Seattle — 1030 kc., 12 noon daily.
KTW — Seattle — 1230 kc., 102.3 FM, 7:15 a.m. Mon.-Sat., 10 a.m. Sun.
KVI — Seattle — 370 kc., 8 a.m. Sun.
KMG — Spokane — 590 kc., 8:05 p.m. daily.
KMO — Tacoma, Wash. — 1360 kc., 8:30 p.m. daily.
KRWK — Yakima, Wash. — 1460 kc., 6:30 p.m. Sun.

— Alaska & Hawaii —

KPRB — Anchorage, Alaska — 730 kc., 7:30 p.m. daily.
KPRB — Fairbanks — 900 kc., 6 p.m. daily.
KHBI — Honolulu, Hawaii — 1270 kc., 6 a.m., 6 p.m. daily.

CANADA

CMBR — Blind River, Ont. — 730 kc., 6:30 p.m. Mon.-Sat., 5:30 p.m. Sun.
CKPC — Brantford, Ont. — 1360 kc., 7 p.m. daily.
PEPCN — Calgary, Alta. — 1060 kc., 9 p.m. Sun.-Fri., 8:30 p.m. Sat.
CPW — Canmore, Alta. — 790 kc., 8:30 p.m. Mon.-Sat., 2:30 p.m. Sun.
CHRM — Regina, Sask. — 730 kc., 6:30 p.m. daily.

CJBY — Brantford, Ont. — 910 kc., 6 a.m. Mon.-Sat., 10:30 a.m. Sun.
CKMR — Elyria, Ont. — 1340 kc., 6:30 p.m. Mon.-Sat., 3:30 p.m. Sun.
CMX — Fort William, Ont. — 800 kc., 7:30 p.m. Mon.-Sat., 6:25 p.m. Sun.
ACKOF — Grand Forks, B. C. — 1340 kc., 7:30 p.m. daily.
CJCH — Halifax, N. S. — 920 kc., 10:25 p.m. Mon.-Sat., 10 p.m. Sun.
CKWS — Kingston, Ont. — 960 kc., 8:30 p.m. Mon.-Fri., 9:30 p.m. Sun.
CKTK — Kitchener, B. C. — 1230 kc., 7:30 p.m. daily.
CHTR — Lumbington, Ont. — 3:30 a.m. daily at 730 kc., 6:30 p.m. daily at 710 kc.
CNSC — Lethbridge, Alta. — 1090 kc., 100.9 FM, 9 p.m. daily.
CFMS — Montreal, Que. — 1410 kc., 6:30 a.m. Mon.-Sat., 1:30 p.m. Sun.
CPCH — North Bay, Ont. — 600 kc., 8:30 p.m. Mon.-Fri., 7 a.m. Sun.
CKOO — Osoyoos, B. C. — 1240 kc., 7:30 p.m. daily.
CKOY — Ottawa, Ont. — 1310 kc., 3:30 a.m. Mon.-Sat.
CHVL — Peace River, Alta. — 610 kc., 6 a.m. Mon.-Sat., 7:30 p.m. Sun.
CHCK — Port Huron, B. C. — 800 kc., 7:30 p.m. daily.
CHKE — Peterborough, Ont. — 980 kc., 8:30 p.m. Mon.-Fri., 10:30 p.m. Sat.
CHBI — Prince Albert, Sask. — 900 kc., 7:30 p.m. Mon.-Fri., 8 p.m. Sat., 2 p.m. Sun.
CHTK — Prince Rupert, B. C. — 960 kc., 7:30 p.m. daily.
CHRM — Regina, Sask. — 980 kc., 8:30 p.m. daily.
CPBC — St. John's, N.B. — 930 kc., 8:30 p.m., 98.9 FM, 7 p.m. daily.
VOCM — St. John's, Nfld. — 390 kc., 6:30 p.m. daily.
CHLO — St. Thomas, Ont. — 1370 kc., 3:30 p.m. daily.
CPBC — Spokane, B.C. — 500 kc., 8:30 p.m. daily.
CKCY — Saint St. Marie, Que. — 920 kc., 6:30 p.m. daily.
CJET — Smith Falls, Ont. — 630 kc., 7:30 p.m. Mon.-Sat., 10:30 a.m. Sun.
CPTR — Terrace, B. C. — 590 kc., 7:30 p.m. daily.
CHNH — Toronto, Ont. — 1540 kc., 12 noon daily.
CKPM — Toronto, Ont. — 1430 kc., 6 a.m. Mon.-Sat., 10 a.m. Sun.
Cryl — Victoria, B. C. — 900 kc., 8:30 p.m. Sun.-Fri.
CKY — Winnipeg, Man. — 580 kc., 3:30 a.m. Mon.-Sat., 7 a.m. Sun.
CJAX — Yorkton, Sask. — 940 kc., 6:30 p.m. daily.

In French —
CHM — Montreal, Que. — 1230 kc., 10:45 a.m. Sat., Sun.
CHM — Montreal — 1410 kc., 1 p.m. Sat., Sun.
CHM — St. Louis, Mo. — 1230 kc., 10:45 a.m. Sat., Sun.
CHM — St. Louis, Mo. — 1230 kc., 10:45 a.m. Sat., Sun.

In Italian —
CFMS — Montreal — 1410 kc., 7:45 p.m. Sat.
CHNH — Toronto — 1540 kc., 4:15 p.m. Sat.

EUROPE

In English —
MANX RADIO — 188 m. (1994 kc.) medium wave, 10:30 a.m., 7:30 p.m. Mon.-Sat., 2:45, 7:45 p.m. Sun.; 89 mc. VHF 7:30 p.m. Mon.-Sat., 7:45 p.m. Sun.

In Spanish —
RADIO MIRAMAR — Porto, Portugal — 782 kc., 10:30 p.m. Sat.

ASIA

— Guam —

RADIO GUAM — KHAM — 610 kc., 6 p.m. Sun.

— Okinawa —

RADIO OKINAWA — KSNK — 880 kc., 12:06 p.m. Sun.

CARIBBEAN AND LATIN AMERICA

In English —
RADIO BARBADOS — Fine Hill, Barbados — 795 kc., 9:30 a.m. Mon.-Fri., 11 a.m. Sat., 10:30 a.m. Sun.
BARBADOS REDIFFUSION — Bridgetown, Barbados — 10:20 a.m. Mon.-Fri., 9:30 a.m. Sat. & Sun.
SPB 1 — RADIO BRUNDA — 960 kc., 1:30 p.m. daily.

GUYANA BROADCASTING SERVICE — Georgetown — 360 kc., 1 p.m. Mon.-Sat., 1:30 p.m. Sun.

JAMAICA BROADCASTING — Kingston — 360 kc., 12 midnight daily.

Mandeville — 620 kc., 12 midnight daily.

Montego Bay — 700 kc., 12 midnight daily.

Port Maria (Port George) — 700 kc., 12 midnight daily.

RADIO SURINAM — Paramaribo — 730 kc., between 7 and 8:30 p.m. or 10 a.m. and 1 p.m. daily.

RADIO GUARDIAN — Trinidad — 10 p.m. Mon.-Sat., 6:15 p.m. Sun.

RADIO ANTILLES — Montserrat, W. I. — 930 kc., 6:30 p.m. daily.

In Spanish —
RADIO ECOS DE PASTO — Pasto, Colombia — 740 kc., 3:30 p.m. Sat., 10:45 a.m. Sun.

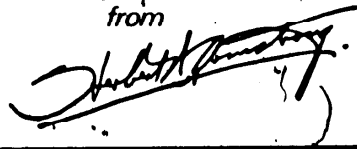
In French —
4VNH — Port-au-Prince, Haiti — 1460 kc., 7:45 p.m. Wed.

4VNH — Port-au-Prince, Haiti — 6140 kc., 7:45 p.m. Wed.

RADIO ANTILLES — Montserrat, W. I. — 930 kc., 6:45 p.m. Mon., Thurs., Sat.

RADIO CARIBBEAN — St. Lucia, W. I. — 840 kc., 6:15 a.m. Mon.-Fri.

Personal from



(Continued from page 1)

between Big Powers that the world has ever seen; to north-south, east-west, ideological, racial and economic cleavages; to a belt of divided countries; to a series of smoldering or active conflicts stretching across the globe."

World War II was the "war to END all wars." The United Nations was the world "Peace-Effort" to prevent further wars. What are the results after a quarter-century?

There have been more than 50 wars.

The U.N. has contributed to the shortening of four wars —

BUT —

There is no evidence to show that the United Nations has PREVENTED any war!

Let me give you a few of the statements I heard in the Press Gallery 25 years ago, spoken with great solemnity in opening plenary sessions:

Said Anthony Eden of Great Britain: "... the work on which we are making a start here may be THE WORLD'S LAST CHANCE."

General Jan Smuts of South Africa, whom I interviewed personally: "If San Francisco fails, then I see nothing but stark disaster before mankind. ... Scientific discoveries have been made in this war which ... might mean the END OF THE HUMAN RACE."

General Romulo of the Philippines: "This may be our LAST OPPORTUNITY TO ACHIEVE PEACE."

And many other such sober, ominous WARNINGS.

But after the plenary sessions, the delegates — Foreign Secretaries, Secretaries of State, high officials in the world's Great Powers — got down to real business in many private sessions. And then what happened — 25 years ago?

Let me repeat for you today what I wrote in San Francisco then.

Here is what I wrote:

This is Sunday, April 29th, 1945. It is a grave moment in history.

We are in the last days of World War II. The Nazis are disintegrating on all fronts. It appears only a matter of days, now. But already world leaders are looking toward World War III. This historic San Francisco Conference is the world's effort to prevent it and bring in World Peace. "The world's last chance," says Anthony Eden of this Conference.

Power Politics in Action

Never in the history of mankind has anything like this taken place. It is the greatest, most elaborate conference of world leaders ever held. I have had the rare privilege of being one of the writers and radio commentators credentialled to the Conference.

Here, I have talked with world statesmen. Here I have been seeing power politics in action. Here I have witnessed something of the subtle, yet fateful arts, skill, and strategy called statecraft and diplomacy — in living action as instruments for selfish national advantage.

In the plenary sessions of the Conference we hear beautiful oratory enunciating lofty aims of altruism and world peace — to be printed in newspapers throughout the world for public consumption. But the real sessions are behind locked doors of committee council chambers, and there the savage battle for national interests rages fiercely.

Already I see the clouds of World War III gathering at this conference. I saw it first as it was injected indirectly into every press conference. We learn of it in private talks with delegates in hotel lobbies. The nations can have peace — IF THEY WANT IT. But they don't want it. They want GAIN at the expense of others.

Injustices to Minorities

Yes, the efforts to form a world PEACE-ENFORCING government here are showing, in themselves, a continuing CONTEST, punctuated by constant strife.

The firebrand here is Stalin's top man, Molotov. I've attended press conferences here where protesting representatives of Lithuania, Latvia, Estonia, cry out against grave injustices forced on their people by the overpowering Rus-

sian boot. Three million from Lithuania have been torn from their homes and families, and deported to Siberia!

In a private interview with Constantin Fotich, pre-Tito ambassador to the U.S. from Yugoslavia, I learned that 30,000 small farm owners in Yugoslavia have seen their homes and farms confiscated by Stalin's puppet government. Some of these remain their farms as slaves, some have been driven to Siberia — many have been "liquidated" — killed!

I do not see PEACE being germinated here, but the seeds of the next WAR!

Success of the United Nations' effort for world peace requires complete harmony between the Big Three. But America and Britain are to achieve harmony with Russia, it is already apparent it will have to be at the cost of justice in the smaller Baltic and Balkan nations, and Poland. And if the rights of these helpless millions are to be trampled upon with impunity as price of peace with Russia, THEN STILL HAVE NO PEACE!

There can be NO REAL PEACE until we have justice for all. To achieve it Uncle Sam must stand up as the sure and determined champion of the rights of these helpless smaller peoples.

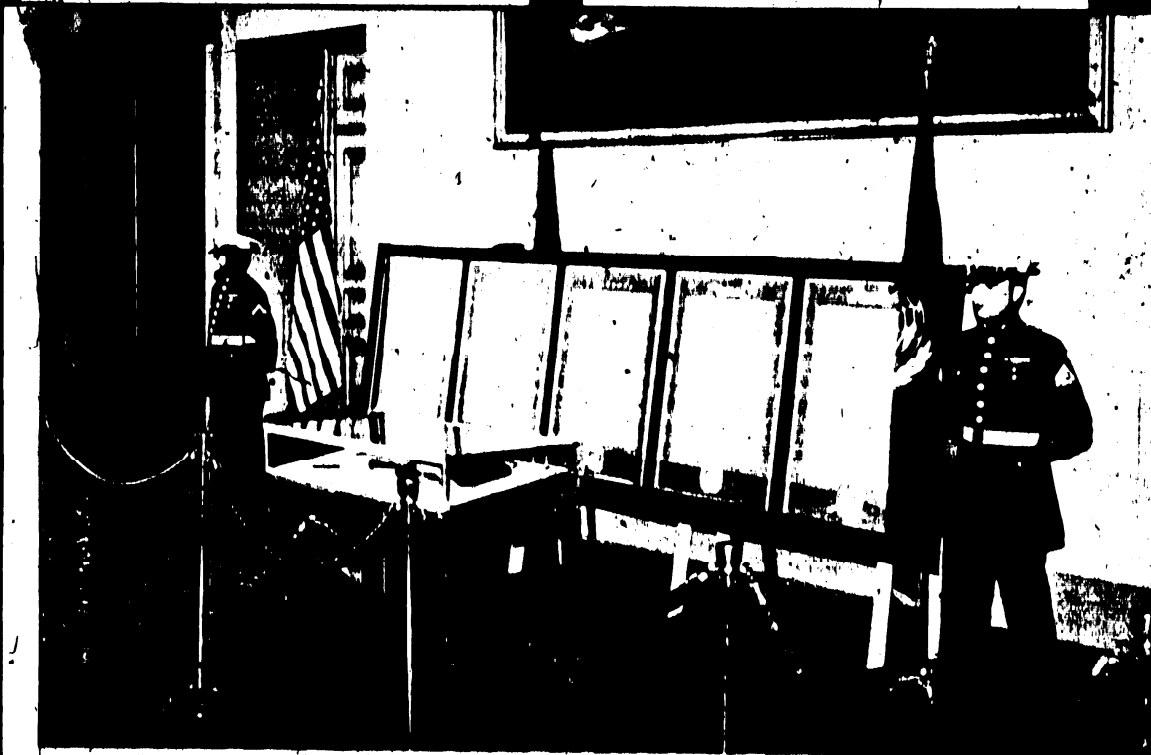
World Oblivious to Russian Crimes

And to do that would sacrifice harmony with Russia, and risk another war. PEACE, it seems, can be achieved only if Russia can eat her cake and have it, too!

The world seems blissfully ignorant of the colossal crimes Russia is committing against these smaller nations she is occupying and annexing. But I have talked, here, with officials and representatives from these nations, learned, first-hand, with shocked indignation, the true and cruel facts.

There is the Biblical statement "EXCEPT THEY ETERNAL BUILD HOUSE; THEY LABOR IN VAIN TO BUILD IT." Here at San Francisco little puny men in exalted positions trying out to build a great House, a vast edifice, a HIGH TOWER that reach to the HIGH HEAVEN OF PEACE. But God is not building this house.

God has not so much as been in



Ambassador College Photo

The original United Nations charter recently on display in San Francisco at the 25th anniversary meeting. Since 1945, more than 50 wars have erupted between this world's DISUNITED nations.

into this Conference. At the opening plenary session I was surprised, as I looked down from the Press gallery, to observe Secretary Stettin, instead of opening the deliberations with prayer for God's guidance, call, instead, for a one minute silence for meditation! You see, Mr. Molotov and the Russian delegates do not believe in God, and if Mr. Molotov were insulted, there could be no peace! But neither can there be peace without God!

The United Nations Conference is producing nothing but strife and bickering, and is destined from its inception to end in total failure. Yet world leaders are pronouncing it THE WORLD'S LAST HOPE with the only alternative ANNIHILATION OF HUMANITY!

HUMAN NATURE the CAUSE of Wars

PEACE "cannot be manufactured here below." Man alone of God's creatures

can choose to serve and love his fellow men. But he can choose, also, to hate his fellow men. In every man a struggle constantly persists between his higher faculties and lower inclinations — between obedience to law and servility to appetites, passions and selfishness. Unless this lower nature is kept under control, it breaks forth in violence and disorder.

It is human to be sensitive about securing one's own rights, while disregarding the rights of his neighbor. So men are tempted to lie, steal, and to kill in order to get what they want.

With men left to themselves, their baser inclinations unrestrained, with selfishness given free play, *there can be no peace or order in this world.* Man's mind and will are too weak. *The downward impulses of nature are too strong.*

The two great Commands — LOVE toward God, and LOVE toward neighbor — point the *only path to peace.*

Without GOVERNMENT over men, therefore, we could not have peace between individuals. But, as we rise in the scale of human relations, the problem of peace and good order becomes more complex, yet the solution remains the same. If the maintenance of peace and order is difficult as between man and man, if it is more difficult as between citizen and government, it is *most* difficult of all as between nation and nation! The basic conflict is the same as before — (human nature) — but the stakes are higher. In the international realm the selfishness of human nature reaches its lowest level. Nowhere else are the temptations to greed and lust for power so nearly irresistible. *National selfishness is more than the sum-total of the selfishness of individuals.*

Just as individual man cannot control and resist the downward pull of his passions and nature, so these NATIONS, swayed by NATIONAL selfishness greater than the sum-total of the selfishness of all individuals, CANNOT CONTROL THESE AMBITIONS AND LUSTS FOR

POWER AND INTERNATIONAL AGGRESSION.

"EXCEPT THE LORD BUILD THE HOUSE, THEY LABOR IN VAIN THAT BUILD IT." THE UNITED NATIONS ORGANIZATION WILL FAIL. IT IS DOOMED BEFORE IT STARTS!

That is what I wrote in San Francisco, Sunday April 29th, 1945 — more than a quarter of a century ago!

I had seen so much savage bickering and angry struggle for selfish national advantage, I think I was stirred to some heat of indignation as I wrote.

I remember one press conference held by the American Secretary of State, Edward Stettinius. We press representatives were kept waiting some 40 or 45 minutes, as I remember, before Secretary Stettinius entered the room. He was steaming hot with anger. He had been detained by Mr. Molotov of the USSR in another meeting. He burst out, in an off-the-cuff explanation, with indignation at the unfair, unreasonable and antagonistic tactics the Russian had used in detaining him.

I remember the scene as the chief delegates of the "Big Three" Powers arrived at the Opera House for the opening Plenary Sessions. Mrs. Armstrong and I were standing on the steps just above the front sidewalk when a Cadillac limousine rolled to a stop. Out stepped Sir Anthony Eden, smiling and handsome. The news photographers asked if he would pose for a picture.

"Certainly," he smiled.

It happened Mrs. Armstrong and I were standing in the exact spot the photos wanted to place Mr. Eden. We stepped to one side and gave him our spot. I don't remember whether we were caught in the picture.

It was the same when Secretary of State Stettinius arrived, also handsome and smiling.

Then two Cadillac limousines rolled to a stop. Out of the first car leaped seven, uniformed men. I'm not sure now, but I believe they were armed. They dashed to the rear door of the second car, and, with three or four more uniformed guards leaping out of the second car, formed a double line before the rear door. Grin and scowling, Mr. Molotov

stepped out between the two uniformed lines. Then the whole procession walked stiffly and unsmiling, with Molotov completely surrounded by his guards, up the steps.

I attended a special Molotov press conference. He was the same. Belligerent, unsmiling, accusing the United States, praising the USSR.

What an opportunity for the United States to have championed the rights of those smaller downtrodden ill-treated countries between East and West Europe — Estonia, Latvia, Lithuania, Poland, Czechoslovakia, Rumania, Yugoslavia. The United States was by far the strongest military Power in all world history then. We had the atom bomb. Russia had no nuclear weapons. If the United States had stood up to Russia IN STRENGTH, and given its demands, the Kremlin would not have risked war. But we had lost the pride of our power. We weakly submitted to Russia's demands and threats.

And as a result the United Nations has become virtually a Kremlin SOUNDING BOARD for propaganda before the world.

The world COULD have peace — if men in power in the Great Powers were willing to sacrifice selfish national interest, and personal aggrandizement, and if giant powers like the United States were willing to use their power to defend the rights of trampled-over little nations.

But men in power are human, swayed by human nature. They are NOT willing. And so, where do we go from here? Is humanity self-DOOMED? The answer is emphatically NO!

The answer is to be found in our intriguing booklet, *The Wonderful World Tomorrow — What it Will Be Like*. It's sent gratis, of course. In it you are going to take an astonished glimpse into a new world — as it will be in just ten or fifteen short years. I'll count it a privilege to send this along to you, if you haven't read it already. It will bring you the facts — it sizzles with interest, and gives you sound reassurance. These problems will be solved, after all. Personally, I look forward in faith and confidence — and so should you. □

What Our READERS SAY

(Continued from inside front cover)

you said about people not wanting to help any one for fear of being involved rushed into my mind... but I didn't stop for anything, just ran to the phone and called the police. They came right away and did get the three men who attacked this woman. She was badly beaten and her face badly cut — she was taken to the hospital. I can't understand why people will not at least call the police. It didn't hurt me a bit to do that."

Wynona H.,

Milwaukee, Wisconsin

"After reading the article 'Oh, Was That You Screaming' in *The PLAIN TRUTH* [April-May] I decided it was time I became a contributor! I wish everyone could read this with just at least a little bit of concern. So I am sending a contribution for what I have become convinced is truly a worthwhile cause."

Thomas E.,

Guttenberg, Iowa

• Thank you! That's one way of becoming involved where thousands will benefit (see the June-July "Personal from the Editor").

"Personal Reconstruction"

"I am trying to get involved (for the first time in my life) constructively. I am sick of being a hippie — having ruined things for myself by dropping out of university after one year and living common law with my boyfriend for another year on drugs, etc. I have returned home to my parents with my child and am planning to continue my education. My dropping out of society a year ago only caused a lot of pain to all concerned. Your *PLAIN TRUTH* magazine appeals to my personal reconstruction campaign to make the most out of what's left of my life."

Mrs. M. A. C.,

Stratford, Ontario

"I have received your recent booklets and articles that I requested. I've been sitting in this prison for 16 months

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• Pegg

now and I was beginning to think that living was just a lost cause. But thanks to you I can now see life in a totally different light. I'm 23 years old right now, and since I've been 14 I've been in trouble with the law. I just never saw any reason to change my ways. But I do now!"

Gary S.
Marquette, Michigan

Anti-Pollution Pollution

"I can't help but wonder how many of these people who go in for the demonstrations actually control their own share of the pollution, sanitation, or poisons department. Ever see the filth left behind after one of the demonstrations on pollution? Seems all they want is for the government to go behind them and clean up."

Mrs. Stella S.
Pasadena, Maryland

"I am, and have been, terribly concerned regarding pollution, and feel something must be done if we are to save our beautiful country for our children and their children. We must act before the whole balance of nature is upset to the point of no return. The truth of the matter will have to be pressed home to every living citizen, and some solutions found before it is too late."

Ruth E. J.
Wanaka, New Zealand

Utopia?

"Thank you for your kind inquiry as to whether I would enjoy your magazine. It would be wiser to send it to someone else. It shocks me too much, in reading about all the depressing news of what is happening to God's beautiful world. At 58, I am now seriously planning to retire from the world and live graciously in some pretty part of the nearby countryside and just take care of one good man and live most happily ever after, with our garden, fruit trees, etc. I'm not even going to read newspapers or magazines again when I've found my happy corner away from this crazy mixed-up continent. I will retire from it all."

Peggy Y.
Los Angeles, California

• Peggy, just one thing wrong with

your plan — your UTOPIA doesn't exist yet. Read our article "Stop the World" — in this issue.

Knowledge Gaps

"I enjoy your publications. Although I have BA, BBA, MAMBA, Lh.B., Lh.M., JD and JSD degrees, your publications still fill in a few gaps."

Dr. Roy J.
Afton, New York

"From my own personal experience with college this semester, not one of the classes teaches how one should live and the purpose of human existence... they don't answer the questions students want answered. They don't know the answers. It seems the more I learn in college, the more opposites of the truth I see in such teachings."

Michael L.
San Jose, California

Good Grades in Marriage

"I enjoy *The PLAIN TRUTH*. When my husband says I'm glad I married you, I know I am making good grades in the marriage department."

Mrs. George M., Sr.
Charleston, South Carolina

"Your point of view on the effects of the sex behavior of modern Americans is the first sensible one I've heard. If you are running for an office of any kind let me know, I'll vote for you. Yours is the first clean mind I've heard on this matter that spoke up and said what needs to be done."

Mrs. James C.
Tulare, California

A Problem About Child Rearing

"Please discontinue my subscription. I am horrified at your booklet *The Plain Truth About Child Rearing*. Obviously you do not understand children. They are human beings and should be treated as such. Yes, teach them respect and good citizenship, etc., but not as animals."

Mrs. D.B.R.
St. Petersburg, Florida

• Have we indicated otherwise???

"Please let me say how grateful we are for the *Plain Truth About Child*

Rearing. It's given me new confidence as a parent."

Mrs. Steven P.
Hearne, Texas

New Booklet on Marijuana

"I am 15 years old, and I read your booklet on *New Facts About Marijuana*, and I just want to say thanks because you may have saved my life. I was curious about pot, and I planned to smoke some someday if I ever got the chance, but not anymore. Your booklet changed my mind, and I thank you very much."

Angela M.
Duluth, Georgia

"*New Facts About Marijuana* should fill a serious broadening gap on pot... Anyone who has seen the empty-eyed look, the worn out, ravaged hulk of little kids in North Africa, other areas, especially the Near East, where *bbang* and *hash* have supplemented their daily lives, can only conclude this: no matter what you call it, marijuana is a hard partner."

Cy C.
Brighton, Colorado

• Everyone should write for a copy of this new booklet — it's free!

That's Right, It IS Free!

"You have kept your promise. No one has called upon me nor have I been deluged with mail trying to sell me something. But I have sold myself to *The PLAIN TRUTH*. I practically devour each issue."

Mrs. Margaret P.
Hollywood, Florida

No More Smoking!

"I recently read your book, *You Can Quit Smoking*. Myself being a thirty-day person thought it was impossible to quit smoking, but after reading the first five pages I had second thoughts. I have now given it up and I am beginning to be a healthier man."

Mr. B. E.
Hampshire, England

IN THIS ISSUE:

★ IN A SINGLE DECADE KNOWLEDGE HAS DOUBLED — SO HAVE TROUBLES — WHY?

The Fantastic Paradox: Human discontent, troubles, evils, are increasing in direct ratio with the increase of KNOWLEDGE! WHY? Here is the surprising, incredible ANSWER! See page 2.

★ MR. HEATH PROMISES BRITAIN "A BETTER TOMORROW"

Will Mr. Edward Heath and his new Tory Government be able to bring about "a better tomorrow" for Britain? How will their new policies affect the U. S., the Commonwealth and Europe? See page 9.

★ "STOP THE WORLD . . . I WANT TO GET OFF"

. . . was the title of a musical play a few years ago. And the bulk of humanity's billions would do just that — if they had a chance. Why? What's wrong with this society? See page 13.

★ HOW TO FIND A GOOD JOB

Not since the closing years of the Great Depression have so many Britons and Canadians been unemployed. U. S. unemployment is at a nine-year high. Yet millions of jobs are opening monthly and millions are hired! Here is how you can locate a job — the one YOU need. Others have succeeded. So can YOU! See page 17.

★ THE WAR TO END ALL WARS?

The tragedies of Hiroshima and Nagasaki during those frightful days in 1945 were "in the interest of peace." Yet, today, twenty-five years later, world peace still escapes us. We see only the prospects of war. WHY? See page 21.

★ EVOLUTIONISTS "SPEECHLESS" ON ORIGIN OF LANGUAGES

How did languages originate — and why? Did men "learn" language by imitating animals? This article explains why the origin of languages no longer needs to remain an unsolved riddle. See page 28.

★ THE DEAFENING CRESCENDO OF NOISE!

Now "noise pollution" joins the growing list of environmental hazards. This report explains why, and what can be done about it. See page 35.

THE PLAIN RUTH
P.O. Box 111
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Printed in U.S.A.