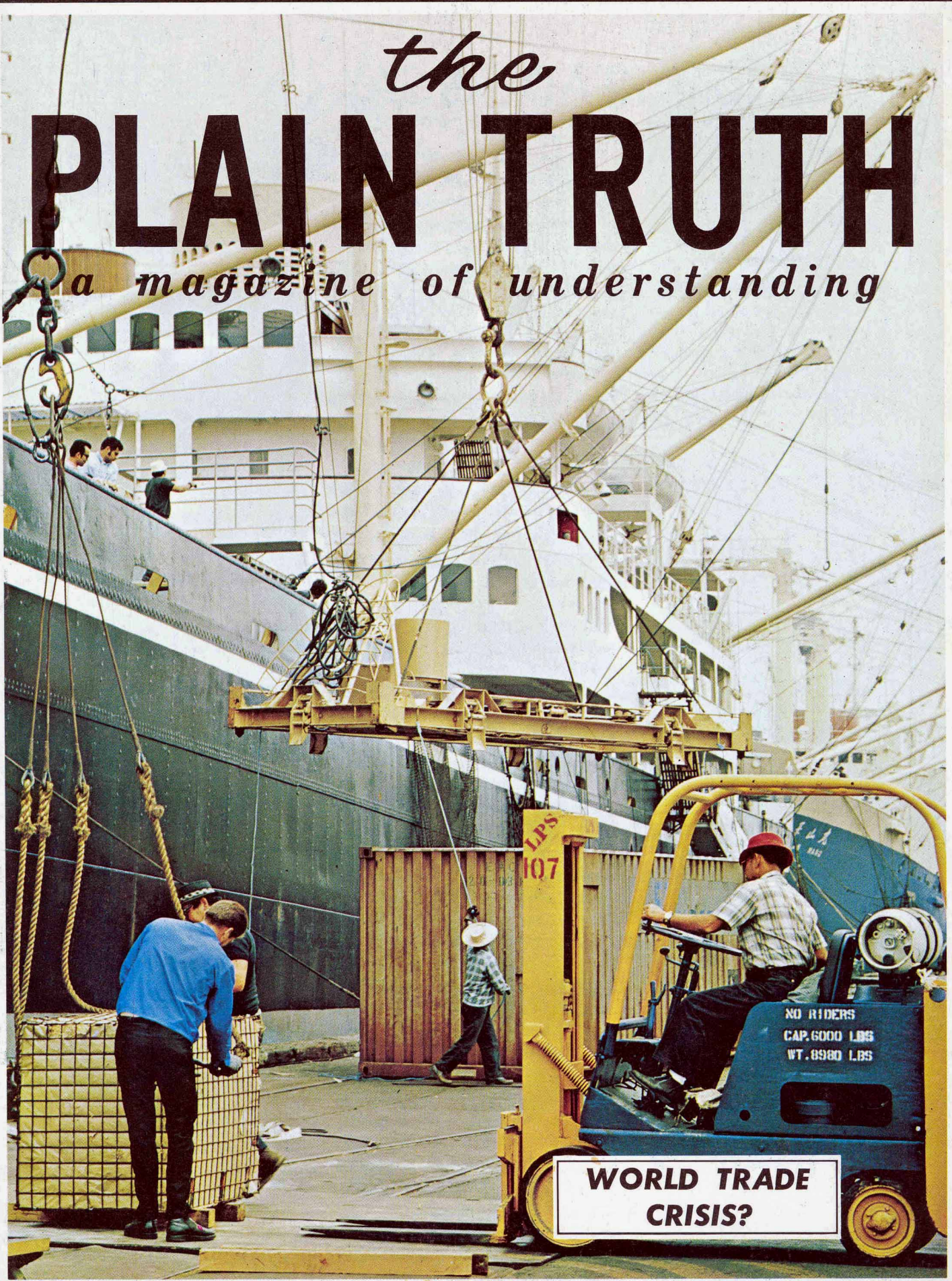


the **PLAIN TRUTH**

a magazine of understanding



**WORLD TRADE
CRISIS?**

What our READERS SAY

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

Gordon A. K.,
Milwaukee, Wisconsin

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

Leonard K. H.,
Great Lakes, Ill.

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

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

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

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

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

Charles L. B.,
Union Lake, Michigan

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

J. R.,
Lake Worth, Texas

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

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

S. R. L.,
Pottstown, Penn.

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

(Continued on inside back cover)

the PLAIN TRUTH

a magazine of understanding

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Personal from the Editor

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

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

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

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

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

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

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

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

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

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

"The good old days?"

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

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

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

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

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

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

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

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

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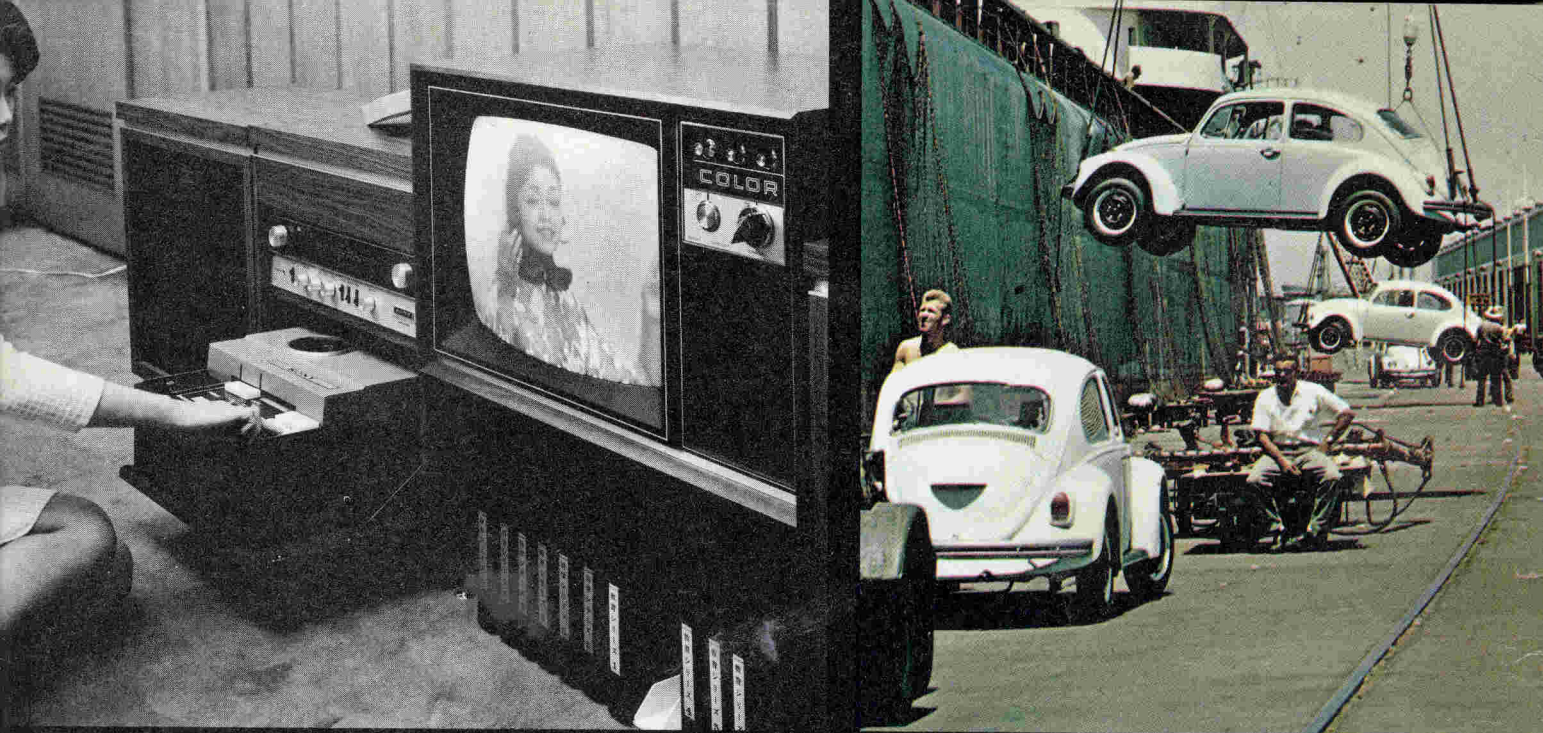


Ambassador College Photo

OUR COVER

Danish freighter SINALOA unloading Western European goods at the Port of Los Angeles. In the background is the Japanese ship KIN-KASAN MARU.

Trade relations between the United States and Japan are worsening as the U. S. faces a crisis over imports. Foreign confidence in the dollar and the inflation-ridden American economy is fading. You need to understand the crisis that is shaping up in world trade. Read the article beginning on page 2.



Is America Losing...

The Battle for

Beset by crime, campus riots, strikes, inflation, recession, and the agony of nine years of Vietnam, most Americans are utterly unaware of a global battle now under way which they could be losing by default.

by Gene H. Hogberg and Garner Ted Armstrong

Within and without, the awesome American economy is facing serious challenges.

Internally, the "inflationary recession" continues — although leading economists assure us that the recession is still relatively mild and will not develop into a major downturn. Measures to combat inflation, they say, are finally beginning to take hold.

Externally, foreign bankers and economists are expressing doubts about America's economic future. Continued inflation and balance-of-payments deficits, year after year, are eroding confidence in the power of the dollar as the pivotal international currency.

To some worried West Europeans,

the major U. S. "export" today is inflation — and an inflationary psychology.

Where is the United States going — or drifting? Americans don't know. Foreigners don't know. Said one European delegate to a recent Organization for Economic Cooperation and Development meeting:

"Frankly, we don't know where the U. S. is heading. . . . They [governmental leaders] haven't done what had to be done when it had to be done, and the situation has been dragging for a long time."

And Now — Trade War

On top of all this is the growing threat of worldwide trade war.

In fact, the first warning shots of a vast, three-cornered trade battle have already been fired. The trouble is, few have heard the volley of shots.

Charges and countercharges of protectionism, discrimination and bad faith are hurtling back and forth across both the Atlantic and the Pacific.

The United States is growing increasingly impatient with Japanese restrictions on U. S. investments, and Common Market barriers to profitable U. S. farm exports. In turn, officials in Tokyo and Brussels (Common Market headquarters) warn of severe reprisals if Washington attempts, through new laws, to curb the rising tide of imports into the United States.

Since early 1955, *The PLAIN TRUTH* has repeatedly warned of the specter of worldwide trade war. Backed up with facts and predictions from leading news sources, we have showed time and again what was bound to happen to the United States and Great Britain if our largely apathetic peoples didn't face up



Economic Survival?

to the growing challenge of economic survival.

Now, lamentably, those predictions are coming to pass.

The United States is slowly but surely pricing itself out of one international market after another. Inflation — clipping along now at a 6.2% annual rate — has robbed the country of its traditional export-over-import surplus. Wage settlements, far out of line with production increases, add to the growing crisis of U. S. trade.

Abroad, former enemies, now chief trade partners — Japan and Germany — continue their rapid industrial and economic growth. At the same time, they and other major trading nations are alarmed by the continual lack of economic discipline in the U. S. They are losing confidence in the ability of the world's leading banker nation to manage its own affairs.

“Grand Design” Finished?

Largely because of America's economic difficulties, the whole fabric of

international trade and economic cooperation, so carefully and painstakingly worked out in Washington and other leading world capitals, is threatened with dissolution.

Ever since the conclusion of the Kennedy Round tariff talks in 1967, for example, it has been fairly clear that American public opinion is turning increasingly sour toward one chief trade ally — the European Common Market. But it was not always this way.

On July 4, 1962, President John F. Kennedy said:

“We do not regard a strong and united Europe as a rival but a partner . . . capable of playing a greater role in the common defense, of responding more generously to the needs of poorer nations, of joining with the United States and others in lowering trade barriers, resolving problems of commerce and commodities and currency, and developing coordinated policies in all economic and diplomatic areas. . . . The United States will be ready for a declar-

Imports are flooding into the United States from Japan and Western Europe, left, while Americans fight among themselves in what has been called “The Year of the Strike.” Ruhr, above right, symbolizes Europe's prosperity and economic stability.

Top Left to Right: Sony Corp., Ambassador College Photo, Wide World, Walter Moog

ation of interdependence. . . . We will be prepared to discuss with a united Europe the ways and means of forming a concrete Atlantic partnership.”

That was eight years ago.

Now, according to one trade expert, “The bloom is off the rose.” The talk in official circles in the U. S. is more of trade war than partnership.

Senator Jacob K. Javits (N.Y.), long a leading exponent of free trade and a champion of close U. S. cooperation with Europe, expressed the new mood of pessimism succinctly in a recent speech: “I regret that the European Common Market is increasingly taking

The PLAIN TRUTH

A magazine of understanding

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WORLD WAR IS HERE—NOW!

World War III is being fought—now! But the startling facts show the present battlefields to be ECONOMIC—not yet military! It's time you begin to realize how this imminent struggle for world conquest is destined to

May, 1964 The PLAIN TRUTH

Trade War This Year?

"Wake up, or be 'walled out!'" screamed an article in one of America's leading farm magazines. You will be shocked when you really KNOW what the Common Market means to YOU! Here's what WILL happen in the near future!

by Garner Ted Armstrong

1956 alone, West German exports tripled in value. Great Britain was ousted from first place in trade with South America by West Germany, which leads all other nations in trade with South America. Germany exports more chemicals than does Britain!

DÜSSELDORF, West Germany.

HERE in West Germany again, I am once more sobered with the impact of seeing the burgeoning might of a modern new industrial nation rising from the ruin of total defeat!

JAPAN—Future Super Giant!

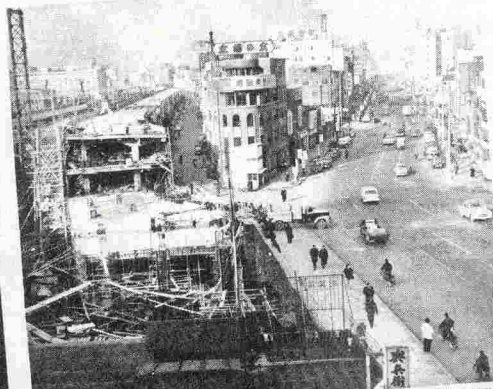
Almost unnoticed—post-war Japan has been booming ahead! Dangerous trends even now becoming apparent have Western observers worried! Here, from first-hand observation, is the REAL MEANING of present trends in Japan.

by Garner Ted Armstrong

Tokyo, Japan THIS most DRAMATIC of the new looks among nations is that of Japan! Here again after ten years' absence, I am stunned at the fantastic changes!

My ride from the airport to the ultra-modern Hotel Okura in the heart of Tokyo came after midnight. I was amazed to see literally dozens of construction crews throughout the entirety of the long ride into the heart of the world's largest city, busily working under lights at night!

Japan is literally BOOMING! Tokyo, a city tremendously damaged



Wide World Photo Tokyo Freeway Gets Under Way. Japan, too, has its highway problems. To help relieve traffic congestion and modernize the city at the same time, Tokyo began in 1956 constructing a wide center-town freeway atop one of the century-old canals that transverse the downtown section of the city. The space underneath the new roadway will be available for car parking. At left, the new freeway under construction in the heart of downtown Tokyo. At right is one of the main streets.

by U.S. bombs during World War II, is today a vast, sprawling, noisy, frightfully busy city, rearing steel and glass buildings into the sky above what was once a collection of shops and hovels. Tokyo is presently having a serious smog problem. However, the dust is not all from industry alone! Much of it is caused by the dust being stirred constantly into the air by the rumbling wheels of the hundreds of thousands of vehicles bustling back and forth through the streets of this sprawling city. Such a high percentage of Tokyo's streets are presently torn up because of building that the dust from this new road construction is so great as to nearly asphyxiate a city of ten million.

Building here in Japan seems even more feverish, more intense than in the Ruhr in Germany, where post-war growth has been so phenomenal. Crews are working here literally day and night—buildings being constructed everywhere, old houses being razed, whole sections of single-story shops and homes being moved back from the old street borders to accommodate the widening of main arteries.

Japan's post-war boom has been so large that she now stands, believe it or not, as the world's FOURTH LARGEST INDUSTRIAL POWER!

Think of it! With a completely feudalistic state only about 50 years in the past and the utter shambles of World War II barely fading on the horizon, Japan today has reached the status of world industrial power number four!

Political Danger in Japan In walking from a leading advertising agency to my hotel, I passed in front of the American Embassy here in Tokyo. Just to the left of its main entrance were several trucks and squad cars, with numerous Japanese policemen, some even in their cars, in alert readiness!

"These are riot police," my Japanese companion informed me. He went on to say how these police always have to remain on the alert for riots and demonstrations in front of the American Embassy. Riots are commonplace here, right on schedule with each renewed nuclear test, announcement of flare-up in the Cuban crisis, or almost any move of any significance on the part of Uncle Sam.

I commented on the belief of Westerners that these riots are Communist inspired—asking his opinion. He simply didn't believe it! He admitted that perhaps there was some Communist

Developing Trade Wars

TRADE WAR!

Gullible Americans and Britons are ASLEEP to A GRAVE DANGER! Read, with your own startled eyes, the frightening trends underway which could spell our collective DOOM!

August, 1960 The PLAIN TRUTH

by Garner Ted Armstrong

TRADE war! These electrifying words will send a chill of apprehension over you when you realize the meaning! There have been times such as these in the past—just a few short years, look back to World War II, the time cleared to find the most powerful, profane force the world had ever known—our

Communist revolution—death-like echoes of MILLIONS being slain—"deprived of existence" was the Chinese word for it, in vast "reforms" aimed at bringing the teeming hordes of China under the hammer and sickle. Finally the world began to understand. War wasn't over, after all. Now a NEW war had begun—a "cold" war. A war of NERVES—but a real war, nevertheless!

FOR the United States and Britain, not against them! Somehow, their eyes became so focused on Russia, they began to believe she was the ONLY enemy left in the world. If Russia could be stopped—the world would SURELY have peace!

What WENT WRONG? This, they said, was a "calculated risk."

Now—take a long, searching look at the world today. What do you see? The Russian threat—MORE SERIOUS, MORE DANGEROUS!

COMMON MARKET PROSPERITY

Here is a surprising report on the progress of the EEC. This special report unveils the ominous significance of this Continental prosperity. It reveals why this European club will eventually crush America and Britain.

December, 1966 The PLAIN TRUTH

by Raymond F. McNair

Brussels, Belgium. EVENTS are speeding up here in the Common Market Europe! Prosperity is soaring! Optimism is high!

Across the Channel, however, Britain is in the throes of an economic crisis. It is time you knew why!

Britain Tries Again De Gaulle blackballed Britain's planned entry into the Common Market in January, 1963. Britain was humiliated and deeply hurt over her rejection. Yet she is now officially ready to try again.

The British Prime Minister plans to visit the leaders of the Common Market nations shortly. Mr. Wilson wants to find out for sure if they really want Britain in their club, or if Britain will merely receive another rebuff—another

rejection seem keener than ever to join the Common Market. Today, two thirds favor Britain's entry.

Liberal and Labour (Conservative) are all campaigning loudly for Britain to join the EEC in the new again encouraging

On November 10th the British Prime Minister informed Parliament that Britain is now ready to make a second bid for Common Market membership. He said: "I want the House, the country, and our friends abroad to know that the Government are approaching the discussions with the clear intention and determination to enter the EEC if, as we hope, our essential interests and Commonwealth welfare can be safeguarded. We mean business."

But Continentals are skeptical of Britain's motives! Many obstacles lie in the way—the Commonwealth, Britain's shaky economy and a host of differences relative to sovereignty, defence, farm policy, cost of living, wages, and welfare-state problems.

What a change since 1945 when Britain was riding high and the Continent was devastated and lying in the ashes of World War II.

1945—Europe in Ruins! Let us go back momentarily and survey Europe at the close of World War II. In the summer of 1945, much of the Continent lay in smouldering ruins—totally devastated through the most horrifying war mankind has ever experienced. Many of Europe's proudest cities—especially in Germany—had been reduced to rubble.

Russian expansionistic manoeuvres caused American foreign-policy makers to become alarmed—frightened of the Red Russian Bear. Panic-stricken, U.S. policy shapers feared that a prostrate

Walters Photo Busy nights and busy nights of the Common Market nations.

on the appearance of a narrow, inward-looking protectionist bloc, whose trade policies . . . increasingly discriminate against non-members."

And Edwin L. Dale, Jr., the respected international economic analyst of *The New York Times* and once an ardent proponent of the Common Market, wrote recently in *The Times* of London:

"We bought a pig in a poke. We have been taken. . . . The girl looked gorgeous for awhile. But now she is all warts. It is all very human, but the time has come to cut our losses."

This is the increasingly bitter U.S. viewpoint. Europeans, on the other hand, are crying that the U.S., via its annual balance-of-payments deficit, is exporting inflation to Europe. And with these inflated dollars, they point out, American businesses have been buying up huge segments of Western European industry. The massive "Eurodollar" market — surplus dollars in circulation in Europe — now totals approximately \$43,000,000,000.

Agriculture the Big Obstacle

Overall, the United States profited economically from the formation of the Common Market in its first decade. This fact cannot be denied. U.S. exports to the Six rose by 153 percent compared to an 84 percent increase to non-Community countries.

Agriculture, however, is the big obstacle. Over the last three years the U.S. has watched its position of key agricultural supplier to the Six gradually erode away. The drop in U.S. farm exports to the EEC in 1969 was 21 percent over the previous year.

At the same time, rising subsidies to Common Market farmers have produced a glut of many commodities within Europe. Brussels officials, for example, are pondering over what to do with a steadily growing "butterberg" — a mountainous oversupply of butter.

Some of these surpluses, according to U.S. officials, are being "dumped" into

traditional American export markets below U.S. export price levels. J. Robert Shaetzel, American ambassador to the Common Market, cites, as examples, sales of wheat to Taiwan, lard to Britain, and feed grains to Japan.

Shaetzel recently addressed an audience in Bonn, West Germany. He said that original American hopes for cooperation with the Common Market have "largely evaporated and been replaced by irritation, frustration, and a brooding sense of apprehension as to what the future will hold."

West German Chancellor Willy Brandt has even gone so far as to propose a new American-European liaison office to discuss mounting trade problems between U.S. and the Common Market.

Thus the "grand design" of a politically unified Western Europe and the United States waltzing harmoniously in an "Atlantic partnership" delirium is virtually dead.

Co-Prosperity Sphere — Act II

Washington's hopes in the early 1950's for a revitalized Japan, able to share the burden of leadership in the Pacific region, has worked out well — all too well.

Given massive transfusions of economic assistance after the war (a sort of "Asian Marshall Plan"), protected by the U.S. nuclear umbrella (saving billions of dollars in defense), Japan has become an economic giant of the first magnitude. In staging the first world's fair in Asian history, Japan this year is showing the world just how far up the economic ladder she has risen.

Japan has become an economic giant — far surpassing the dreams of the military "Greater East Asia Co-Prosperity Sphere" planners of the 1930's.

Japanese industry, in octopus-like fashion, reaches around the earth. It devours voluminous supplies of raw materials. The ubiquitous "Made In Japan" label — no longer an epithet for cheapness — is affixed to every product under the Rising Sun.

Japan has climbed to third place among industrial powers, outranked by only the United States and the closed industrial society of the Soviet Union. Japan's annual gross national product

stands at between one fourth and one fifth that of the U.S. — \$200,000,000,000, compared to \$952,000,000,000. But Japan's yearly *rate* of growth has averaged three times that of the U.S. over the last decade.

And very important — despite Japan's phenomenal rate of growth, her economy is the most disciplined and controlled of all major nations. There is no runaway inflation in Japan!

By 1975, Japan's GNP could reach as high as \$440,000,000,000. That awesome figure would be greater than today's *combined* gross incomes of Britain, West Germany and France.

Competition Deluxe

Japan's unstoppable growth has meant competition deluxe for the inflation-ridden United States.

For years the U.S. held the advantage on the massive trade between the two nations. This is no longer the case. In 1969, the U.S. trade deficit with Japan reached approximately \$1,500,000,000.

In January of this year, Senator Jacob Javits told a trade meeting in Tokyo that Japan's refusal to compromise on trade problems — particularly textile exports to the U.S. — and open her markets to the United States threatens not only U.S.-Japanese relations but the trade structure of the entire world.

"I warn you that protectionists are out in force in my country," the New York Senator told a luncheon meeting of the Japan-America Society and the American Chamber of Commerce in Japan.

Two months later, one of America's top business leaders warned that Japan's delay in easing its present trade and economic restrictions could be the first step in an all-out global trade war.

Donald M. Kendall, Chairman of the Emergency Committee on American Trade (ECAT) and President of Pepsi Cola, Inc., expressed concern that it was already almost too late to act. "If we have a trade war we will be right back in the 1930's," he said.

Kendall told newsmen, at a breakfast meeting in Tokyo, that the pressure by the American textile industry for congressional restriction of synthetic and wool imports from Japan is matched by

Since early 1955, in-depth articles in *The PLAIN TRUTH* have repeatedly warned the American public of the growing trade challenge from the Common Market and Japan.



Ambassador College Photo

demands of the automobile, shoe and electronics industries.

A Flood of Imports

Why the mounting cry to do something about imports?

Basic statistics tell the story.

Imports into the United States have risen 90% since 1964. Six years ago, before the U. S. inflation rate began to worsen, the U. S. enjoyed a record \$6,400,000,000 worth of exports over imports. Now the advantage has virtually disappeared.

Yet, to make up for foreign military and economic assistance, plus the Indochina War, the U. S. needs a hefty trade surplus.

The percentages of certain products that come to the U. S. from foreign sources is staggering. Here's a list of key items: steel, 13 percent; footwear, 33 percent; autos, 12 percent; woolen textiles, 26 percent; fish products, 50 percent; radios, 20 percent; television sets, 30 percent; bicycles, 28 percent; sweaters, 42 percent; home magnetic tapes, 88 percent.

Textile Industry Exerting Pressure

The White House is under increasingly bitter criticism from the textile industry. Pressure is building to write restrictive legislation that would reverse the long-time American trend toward international free trade.

In 1969, a year that saw all imports into the United States rise by 8%, the flow of cotton, wool and man-made textiles rose by almost 18%.

"Two out of every five men's wool suits sold last year were made from cloth manufactured in Japan," reports Stanley Nehmer, U. S. deputy assistant secretary of Commerce. The Commerce Department claims that from January, 1969, to January, 1970, a total of 50,000 jobs disappeared in the American textile and apparel industries. The loss was blamed primarily on imports.

Attempts to get the Japanese textile industry to agree to voluntarily limit their exports to the United States have met a stone wall of resistance.

According to the spokesman for the Japan Textile Federation, its group is "fully prepared for a protracted war with the U. S." over the matter of restricting exports of textile goods to America. The Japanese textile men blame the inflating U. S. economy rather than their own economic success for the textile impasse.

Commerce Department officials who have been exerting pressure on the Japanese accuse them of displaying "arrogance" and "rudeness" in negotiations. Japanese trade negotiators are almost unanimously described as being rough and unyielding.

Shoe Industry Feeling the Pinch

The impasse over textiles is threatening to spill over into other industries.

The New England footwear industry, once the largest and most important in the nation, is being decimated. In places like Haverhill, or Brockton, in Massachusetts, or Manchester, New Hampshire, factories are closing and workers are being laid off.

Expensive camera equipment on display in West German store. Powerful *deutsche mark*, one of the world's strongest currencies, has been revalued — not devalued — twice in last ten years.

American shoe manufacturers insist that imports are responsible for their plight. Like the textile men, they are demanding some type of quota arrangement to protect them from the rising flood of overseas merchandise. So far, Congress and the administration have been impervious to their pleas, but the shouts are getting louder and more desperate every day.

According to one shoe company official in Haverhill, there were 23 footwear plants in that city a decade ago. "Only seven are left," he says, "and two of these are going out of business in the next 30 to 60 days. It's become a ghost town — I've got nobody to talk to anymore."

Imported Living Color

Every U. S. company which makes and sells color television sets suffered financially the first quarter of this year. Two factors are responsible: the general economic slowdown — and the rising tide of imports.

Joseph Wright, chairman of Zenith, charges that Japanese sets are being "dumped into the U. S. market at prices far below the Japanese home market price."

In 1968, color sets imported from abroad totaled 243,000. In 1969, they rose to 447,000.

This year they are coming in so fast

they may reach the one million mark!
 "Nearly all the imports come from Japan," reports San Francisco newsman Milton Moskowitz. "They seem to be doing to the TV set manufacturers what Volkswagen and other foreign cars have done to the automotive industry."

On and on it goes.

And the big lesson of it all is — if the United States had been living within its means, checking inflation, curbing excessive wage increases, and controlling government spending, the import problem would virtually cease to exist.

How Long Can It Continue?

In the light of all this, there are several important questions that need answering.

How long can America's rapidly deteriorating export-import situation continue?

More important, how long can America's annual balance-of-payments hemorrhage — a record \$7,000,000,000 in 1969 alone — continue? How long will Europeans be willing to hold onto over 43,000,000,000 inflated "Eurodollars" backed up by a mere \$12,000,000,000 in U. S. gold? How long will the strained foreign confidence in the undisciplined American economy continue?

For a little while longer, at least.

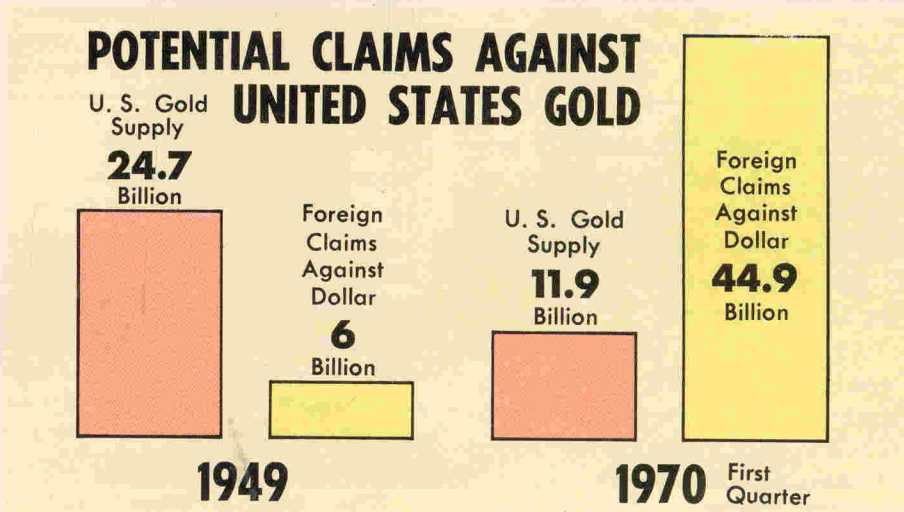
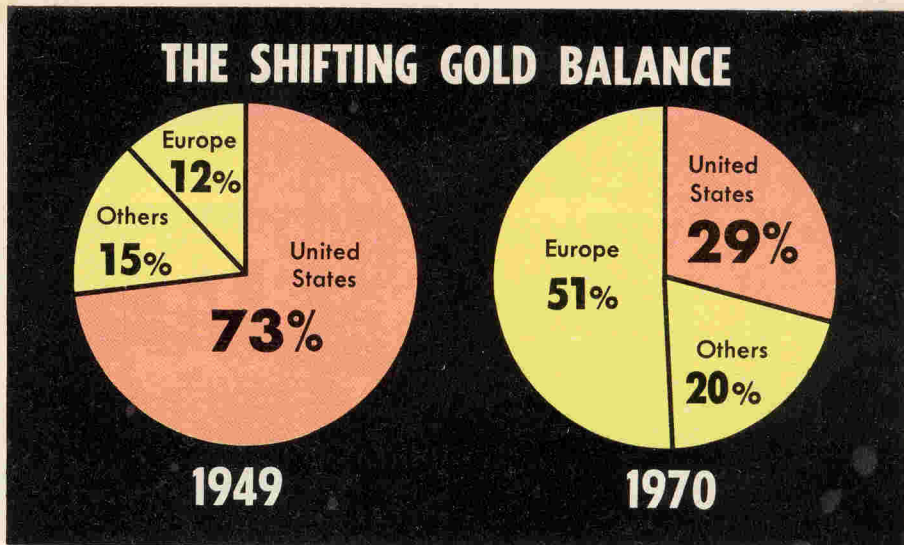
If there were a heavy run on the U. S. gold supply, the Treasury would simply stop selling gold. The last link between the dollar and gold would be cut. This would leave foreign banks holding over 30,000,000,000 totally unbacked dollars.

The fact is, there simply is no other international reserve currency on the scene to replace the dollar — yet.

But the seed has been planted for just such an alternate unit, should it become necessary.

The six nations of the Common Market have already agreed to move toward the establishment of a Common Market reserve fund, and eventually a common currency. The current thinking is that it would take from five to nine years before such a currency unit could become a reality.

But should there be another international currency crisis — such as the devaluation of the British pound ster-



Source: Federal Reserve Bulletin

Charts above show the rapidly deteriorating condition of the U. S. dollar and monetary gold reserve. A little over twenty years ago America owned almost three fourths of the world's gold stock. Gold outnumbered foreign-held dollars — potential claims — by four to one. Today that ratio is reversed. Over half of the world's monetary gold is in the hands of Western European nations.

ling in 1967 — the timetable could be stepped up.

None of America's trading partners, however jealous they may be of our abundant affluence, or however much they may want to improve their own trade account with the U. S., want to see an economic collapse in the United States. It is in virtually every nation's self-interest to see the shaky U. S. economy improved. No nation or bloc of nations eagerly anticipates assuming the burden of a world banker.

But the United States must show some reassuring sign it is willing to tackle its mounting fiscal and economic problems — and this includes resolving

the financially disastrous war in Asia.

Says Jelle Zijlstra, board chairman of the Bank of International Settlements:

"The ultimate discipline for the international payments system as a whole is the degree of stability achieved by the U. S. dollar as the anchor currency.

"That the United States should strive towards a major improvement in its external current account," he argued, "is not only in its interests but also in that of the entire Western world."

Survival at Stake — Who Cares?

Americans still have time to act — to act unitedly in their individual and



Ambassador College Photo

Intercity trucks stand idle in Los Angeles, victims of early 1970 strike. Many economists claim wage settlements are far out of line with job output.

national interests. Yet, instead of gearing up for the fight for economic survival, Americans are seemingly more interested in battling themselves.

1970 may go down in U. S. history as the Year of the Strike.

All that matters for the average working man, it seems, is a fatter paycheck every year. Whether the increase is tied to an increase in productivity is of little consequence to him.

President Nixon and Labor Secretary Shultz suggested last winter that unions should moderate their demands in coming bargaining talks. Otherwise they would run the risk of pricing their employers right out of the marketplace.

One powerful labor boss retorted that no union leader would think of scaling down his demands. "If he does, he isn't going to be in the head of that union very long," he reasoned.

Another top union leader, looking ahead to a major contract negotiation later this year, said: "We're going to the bargaining table in 1970 to get our equity, and we don't care what business' attitude may be or the attitude of the Nixon Administration may be."

But who is going to act in the national interest?

Where do we find *sacrifice* for the good of the nation — which in the end is for the good of every individual within the nation?

In his new book, *The End of the*

American Era, author Andrew Hacker laments that "a willingness to sacrifice is no longer in the American character."

What was once a nation, writes Hacker, "has become simply an agglomeration of self-concerned individuals" — 200 million egos, as he captions one chapter.

Americans are in "a stage of moral enervation," and "we lack the will" to continue being a great nation.

What kills a nation? Lack of national spirit, purpose and unity — and an unwillingness to sacrifice for the common good.

How Can We Compete?

"Both the Japanese and the Germans are determined to be outstanding in the world," said Philip H. Abelson of the Carnegie Institute. "How can the United States, which is in some sense lethargic and without a sense of direction, compete with such energetic people, especially when we do not recognize that we are in a contest?"

The Japanese have such a team spirit. The nation is determined to be *Ichiban* — Number One.

Japanese industry, government and the public as a whole are concerted in the national efforts.

The average Japanese has been willing to sacrifice for the good of his country, even to the point of accepting overcrowded living conditions, housing

shortages, and other privations.

The average Japanese workman "socks away" 18% of his take-home pay into savings. In West Germany, the figure is 11%. The United States? A mere 6% — with much of this diluted by the exploding growth of consumer credit.

The Japanese have a sense of national purpose and will. Western Europeans are determined to overcome their historic differences to create a United Europe.

And the United States? It's coming apart at the seams in all directions!

Listen to the words of John W. Gardner, former U. S. Secretary of Health, Education and Welfare:

"While each of us pursues his selfish interest and comforts himself by blaming others, the nation disintegrates. I used the phrase soberly: The nation disintegrates.

"This is a time for the highest order of patriotism. This is a time to ask what it is we stand for as a people. . . .

"We face two overriding tasks. We must move vigorously to solve our most crucial problems. And we must heal the spirit of the nation. The two tasks are inseparable. If either is neglected, the other becomes impossible."

Time Is Short

It's time Americans wake up to the facts — and act before it's too late.

There is still time for all Americans — governmental bodies, industry, labor unions and every individual — to act responsibly and do their part to stem inflation, and help put the nation's economic house back in order.

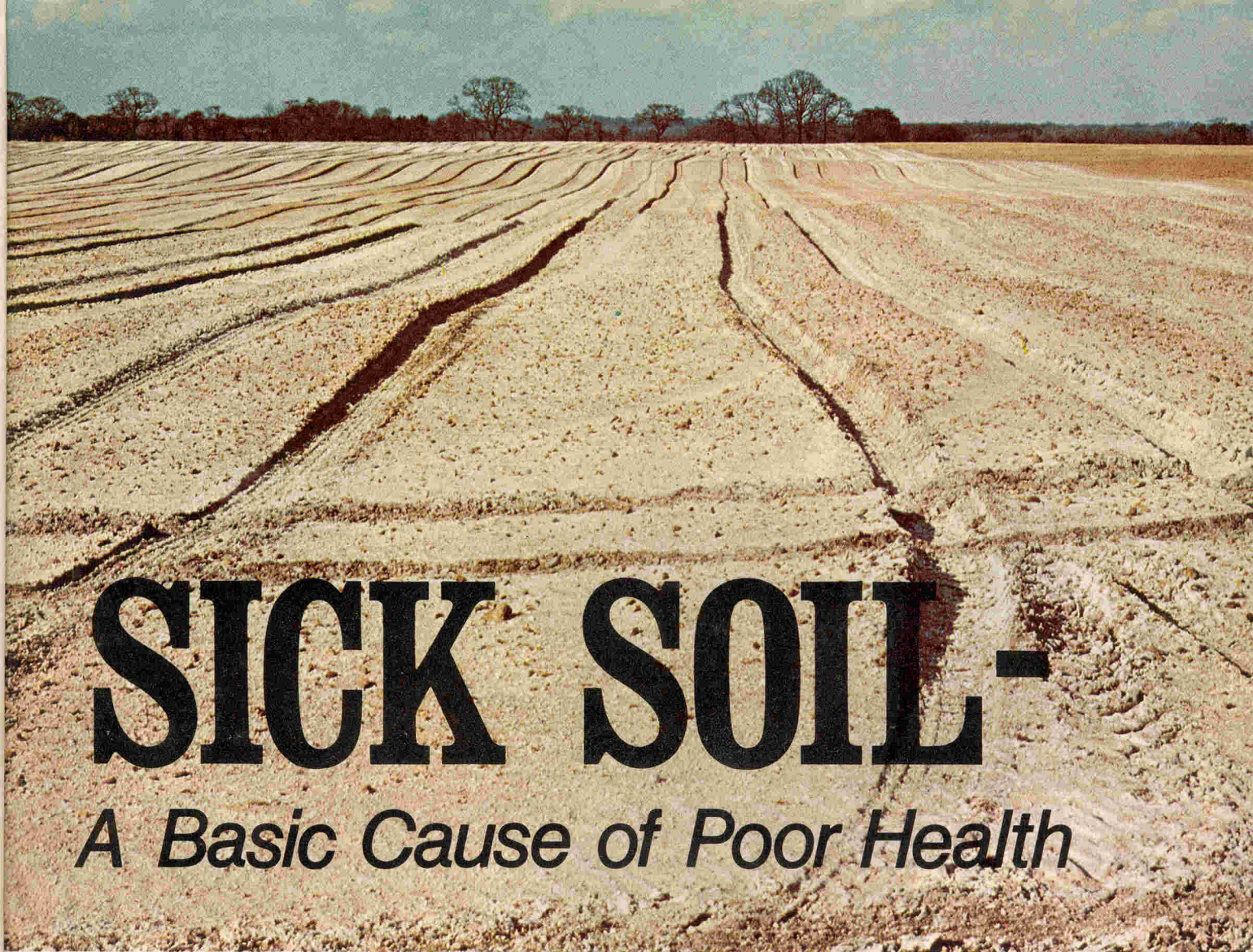
But who will be the first labor union leader, for example, to tell his men honestly and frankly that the company and the nation can't afford them a pay raise this year.

What about honest cuts in governmental spending?

All that is needed are some good examples and forthright, unselfish leadership.

There is still time left. There is still time left to rescue the dollar on the international front. Our creditors are more than willing — in their own interest — to give the U. S. time to put its economic house in order.

But time is running out. □



SICK SOIL -

A Basic Cause of Poor Health

Ambassador College Photo

What difference does it make to you what kind of soil your food is grown on? Far more than you may realize! Here is WHY.

by Eugene M. Walter and Dale L. Schurter

TODAY, Earth's farmlands are tired, overworked, depleted — *sick*. Quality of food is suffering — and so is your health.

Few realize why, or what can be done about it.

Almost everyone takes for granted that it is natural to be sick from time to time. Not so. It is natural to be in health. Sickness is an unnatural state — the result of something gone wrong!

What's Wrong with Being Healthy?

Robust human health depends on wholesome food. And wholesome food

can come only from fertile and productive land.

Today such rich and healthy land is scarce. And so is good physical and mental health for an increasing percentage of the earth's teeming billions.

As population soars, productive lands shrink. Hunger and starvation are ever-present threats for many. Even in developed nations, many doctors and social workers are finding that millions suffer from "hidden hunger" — malnutrition. An alarming array of new degenerative, debilitating diseases are on the rise. In "fat" America, for example, many are overfed in food volume, yet under-

nourished, and in poor health. Hospitals can't be built fast enough to care for and treat the physical, emotional and mental effects of malnutrition.

Why malnutrition?

It all begins with the soil.

You Are What You Eat

The soil is the foundation of health. It is the soil that is the basis for either good health or poor health. No matter who you are or where you live, your food comes directly or indirectly from the ground. The soil makes available to plants the essential elements needed for their growth. In turn, man and the animals man eats depend on these plants for their nutrients.

In other words, you are, in a sense, physically, emotionally and mentally what you eat. If you eat foods which lack nutritional value, your body and emotions pay the penalty. Plants and

animals raised on weak, unbalanced soil are inferior food products. Such foods result in weak, degenerate and disease-prone human beings.

Deficient soils produce deficient men. It's just that simple — and that *sure*. Add to this soil deficiency the daily stress of modern life, highly processed and refined foods, smoking, pill popping, drug taking, etc., consequently the shameful state of our collective health isn't surprising.

But just what is this miracle we call soil? How does it work? What is its function in the cycle of life? This is basic knowledge we all ought to possess.

What Soil IS

Fertile topsoil is by far man's most valuable and indispensable natural resource. It lies at an average depth of seven or eight inches over the face of the land. In some few areas, this life-sustaining layer of earth may be several feet deep; in many other areas it is considerably less than even seven or eight inches.

"If that layer of topsoil could be represented on a 24-inch globe it would be as a film three-millionths of one inch thick. That thin film is all that stands between man and extinction" (Mickey, *Man and the Soil*, pages 17-18).

This thin layer of earth sustains ALL PLANT, ANIMAL AND HUMAN LIFE!

The soil is not, as many suppose, a dead, inert substance which merely supplies mineral elements to plants and gives them a place to anchor their roots. A healthy soil is vibrantly "alive" and dynamic. It teems with bacteria, fungi, molds, yeasts, protozoa, algae, worms, insects and other minute organisms which live mostly in its top few inches.

This hive of living creatures in the soil, the eaters and the eaten, adds up to incredible numbers. The bacteria alone may range from a comparative few up to three or four billion in a single gram of soil. In good soil the bacterial matter, living and dead, may weigh as much as 5,600 pounds per acre.

The fungi in a gram of soil may weigh over 1,000 pounds to the acre.

It is estimated that about 95 percent of the roughly one million insect species

spend part of their lives in the soil.

And then there is the humble earthworm. He is nature's plow, chemist, cultivator, maker and distributor of plant food. Rich soil easily supports a worm population of 26,000 per acre. The earthworm is so important to the soil that we have an entire article about "The Worm and You." A free copy is available upon request.

All this teeming soil life plays a vital role in keeping the soil healthy and building it up.

The soil is not solid. It is actually composed of billions of grains or soil particles. These range in size from smaller than 1/2000 of an inch up to 1/12 of an inch in diameter. Each of these tiny soil particles is covered with a tight-fitting film of oxides, water and bits of organic matter, which provides a habitation for the teeming soil life.

The surface area of these particles is staggering. One ounce of soil can easily have surfaces adding up to 250,000 square feet — about six acres!

Of what, then, is soil composed? It is composed of 1) minerals, dirt or disintegrated rock particles; 2) organic matter — dead remains of plants and animal wastes; and 3) a vast community of living organisms.

When organic matter is decaying by the action of soil life upon it, it is a most important substance, known as *humus*.

Why Humus Vital to Soil

Organic matter is obtained from living and dead plants and animals, plant roots, green manure crops, animal manures, crop residues, fungi, bacteria, worms, insects, etc. This organic matter is the raw material that is spoken of as humus while it is being broken down and decaying through the action of the complex mass of soil microorganisms and earthworms upon it. This digestive action produces humic acids which make minerals soluble. The end result of this blended mixture is true plant food.

The importance of humus cannot be stressed too strongly. The more humus a soil contains, the healthier it is. Here are a few reasons why:

When it rains, soils with humus soak up the water. Humus is so porous it can

hold at least its own volume in water. A four-inch rain on humus-rich soil causes little or no runoff; one-half inch on humus-poor land will cause erosion and some flooding in lower areas.

Humus improves the physical condition of the soil, supports the soil's organisms, increases permeability, improves aeration and stabilizes the soil's temperature.

Yet to do all this, humus need not be more than five percent of the topsoil in most instances.

Why Soil "Wears Out"

When minerals, organic matter and soil microorganisms are present *in balance* for a particular type of soil, that soil is fertile and healthy. But all too often this balance is upset. How? By the serious depletion of humus, due to improper cultivation practices, unchecked erosion, continued monoculture and failure to restore to the soil what the preceding harvests have taken from it.

Modern agriculture practices the substitution of synthetic fertilizers for humus that is not being replenished in the soil. The "replacing" of humus by artificial means does stimulate plant growth, but it also continues to upset the vitally needed balance and blended mixture of minerals, organic matter and soil life found only in humus.

Chemical fertilizers add only a part of the mineral portion of the critically important soil mixture essential to good health.

But an unbalanced soil is not normally caused by a lack of minerals, as many believe. Even in relatively poor soils there is normally a large reserve of minerals.

Noted soil scientist Eric Eweson states that the supply of major minerals such as calcium, phosphorus and potassium is normally a hundred to a thousand times more than the seasonal requirements of most crops. The supply of the vital trace minerals — boron, iron, copper, nickel, fluorine, manganese, iodine, etc. — is also generally more than adequate.

What is most often missing is sufficient organic matter and the soil life which is necessary to break down the



Above — Typical farm scene during planting season. Recent findings show that many of our "profitable" practices have an unprofitable kickback. Right — A double handful of well-made compost. Note the abundance of healthy pink earthworms.



Top: Bob Taylor Photo
Inset: Ambassador College Photo

dirt materials into food forms the plants can assimilate and use. Even mineral-rich soil usually lacks enough nutrients in available form for vigorous plant growth. Humus, then, is a key to soil balance and fertility.

Types of Fertilizers

True fertilization is the addition to the soil of that which is conducive to increasing soil life. Fertilizers are generally recognized in two groups — organic and inorganic. The organic are made up of organic matter and microbes.

Inorganic fertilizers are basically comprised of minerals and are available in two major types. One type is made up simply of ground-up minerals such as rock phosphate, rock potash, limestone and rock salt as they are found in their natural state. This type of fertilizer is not generally dissolved by water, but is gradually changed into plant food by the action of microbes, earthworms and organic acids that are formed by the decomposition of organic matter.

The other type of inorganic fertilizers consists of chemical fertilizers. These are easily soluble in water and cause corrosive action. Chemical fertilizers are

manufactured products and are commonly advertised and sold on the market for quick results. Most farmers and gardeners use them, and feel they could not get along without them.

When Nature Is Unspoiled

In nature there is no need for special fertilizers. Plants and animals live together and their litter accumulates on the surface to compost and decay, thus making a health-sustaining, humus-rich soil. The whole life cycle in the soil becomes a self-regulating system as long as it is undisturbed by outside forces.

When man enters the picture, however, it becomes a different story. He plows up virgin land to grow crops. The increased oxygen made available by plowing stimulates the bacteria into breaking down the organic matter more rapidly. Then man removes his crops from the soil, thus further taking from its reserves. When he has thus "mined" the soil until it can no longer produce profitably, he moves on — or at least he did until this century. But now there are no new lands to exploit.

Since 1880, it is estimated that about half of the humus in the Midwest has been lost — the loss greatly intensifying

in recent years. The situation is probably equally bad or worse in many other heavily farmed regions of the world.

It doesn't have to be this way. With a little more effort and a lot less greed, man could return organic matter to the soil and build humus. But he seems to be hopelessly greedy and short-sighted. He would rather borrow from the soil's capital and ignore repaying this debt until necessity demands it. Necessity is now *banging* on the door!

Desperately, man is looking to chemical fertilizers to bail him out and to repay his debt to the soil. But is this possible? Can chemical fertilizers truly restore soil fertility?

No! Such was never intended.

How Chemical Fertilizers Became Popular

In the 1840's, von Liebig in Germany noticed the regular presence of certain mineral elements — especially nitrogen, phosphorus and potash — in the ashes of burnt plants. Since these had to be drawn from the soil, he concluded that soil fertility depended primarily on the

presence of these elements in the soil. He further suggested that fertility could be maintained or improved by adding these elements in suitable forms to the soil. About the same time an Englishman, Lawes, was experimenting along similar lines.

It was found that when nitrogen, phosphorus and potash were added to depleted soil, in the form of water-soluble chemicals, production was increased like magic! Soon farmers the world over were adopting this method as a shortcut to soil fertility — or at least so they thought.

It should be noted that the early advocates of chemical fertilizers only intended that these fertilizers *supplement* the use of organic matter. For a time this continued to be the case.

For example, Lord Hankey, in a speech in the House of Lords when soil fertility was debated said: "There is more common ground to begin with in this matter than is generally realized . . . There is common ground as to the great importance of humus in the soil. There is common ground also that, whether you have artificials or not, you must have an adequate supply of organic fertilizers. Again, compost is admitted by the supporters of chemicals to be a very valuable form of organic fertilizer. . . ."

In Lord Hankey's thinking — and the thinking of many others — chemicals were not intended to replace the function of organic matter, but to *complement* it — to help it feed crops.

But were these chemicals really *necessary*? Were they really *needed* to complement the organic matter?

There is no question whatsoever about the fact that humus-rich soil can provide everything needed to maintain and build soil fertility — including nitrogen, phosphorus and potash (abbreviated NPK). But because of changing social and economic conditions, men found it much more expedient to provide plant nutrients by organic matter *and* chemical fertilizers instead of just by organic matter alone.

Intensive specialized farming became more and more popular. This method of farming, for the most part, does not allow for crop rotation and periodical planting of soil-building legumes. By

this time, also, the internal combustion engine was gradually replacing the horse. There were labor problems with mass migration to the cities. Farm size was increasing along with economic pressures on the farmer.

And then there was industry. Astutely sensing big business, industry did not wait to be asked to provide artificial fertilizers to the farmer. Through intensive advertising it urged and "educated" the farmer into believing that artificial fertilizers was his panacea.

Under these conditions, the use of chemical fertilizers skyrocketed! Soon many farmers forgot all about organic matter!

As a result, our husbandry has been invaded by pests, parasites and diseases; but industry, unashamed, has provided an arsenal of more than 50,000 chemical formulations to fight them.

What Chemical Fertilizers Do

Chemical fertilizers are like shots in the arm to the soil. They stimulate a much greater plant growth. This growth means a speeded-up consumption of organic matter.

But, and never forget this, *chemical fertilizers can neither add to the humus content nor replace it.*

They do much more than just speed up the consumption of humus, however. They also destroy the physical properties of the soil and its life.

When they are put into the soil, they dissolve and seek natural combinations with other minerals already in the soil. Some of these new combinations glut the plants, causing them to become unbalanced. Others remain in the soil, many in the form of poisons.

For example, when sulphate of ammonia is used as a fertilizer, the ammonia is taken into the plant, while the sulphate, left free, joins itself to hydrogen in the soil and becomes sulphuric acid, a combination that is deadly to the natural organisms in the soil. Other chemicals used as fertilizers follow the same pattern in adding various pollutants to the soil.

Further, manufactured fertilizers alone cannot supply what the soil needs to produce abundant, healthy crops. Plants need much more than NPK! They need many other secondary and trace elements

— all in the proper balance. And they need the teeming microbial life that helps them absorb the minerals.

The margin between too much and too little is often very slight. Mineral excesses in plants — now common — are often more dangerous than deficiencies.

Too much nitrogen weakens the plant. It grows lush and watery tissue, becomes more susceptible to disease, and the protein quality suffers.

There is no artificial fertilizer on earth that can supply a completely balanced diet for plants in the way that humus-rich soil can. Chemical fertilizer companies blend and formulate mixtures, but they simply cannot mechanically formulate humus.

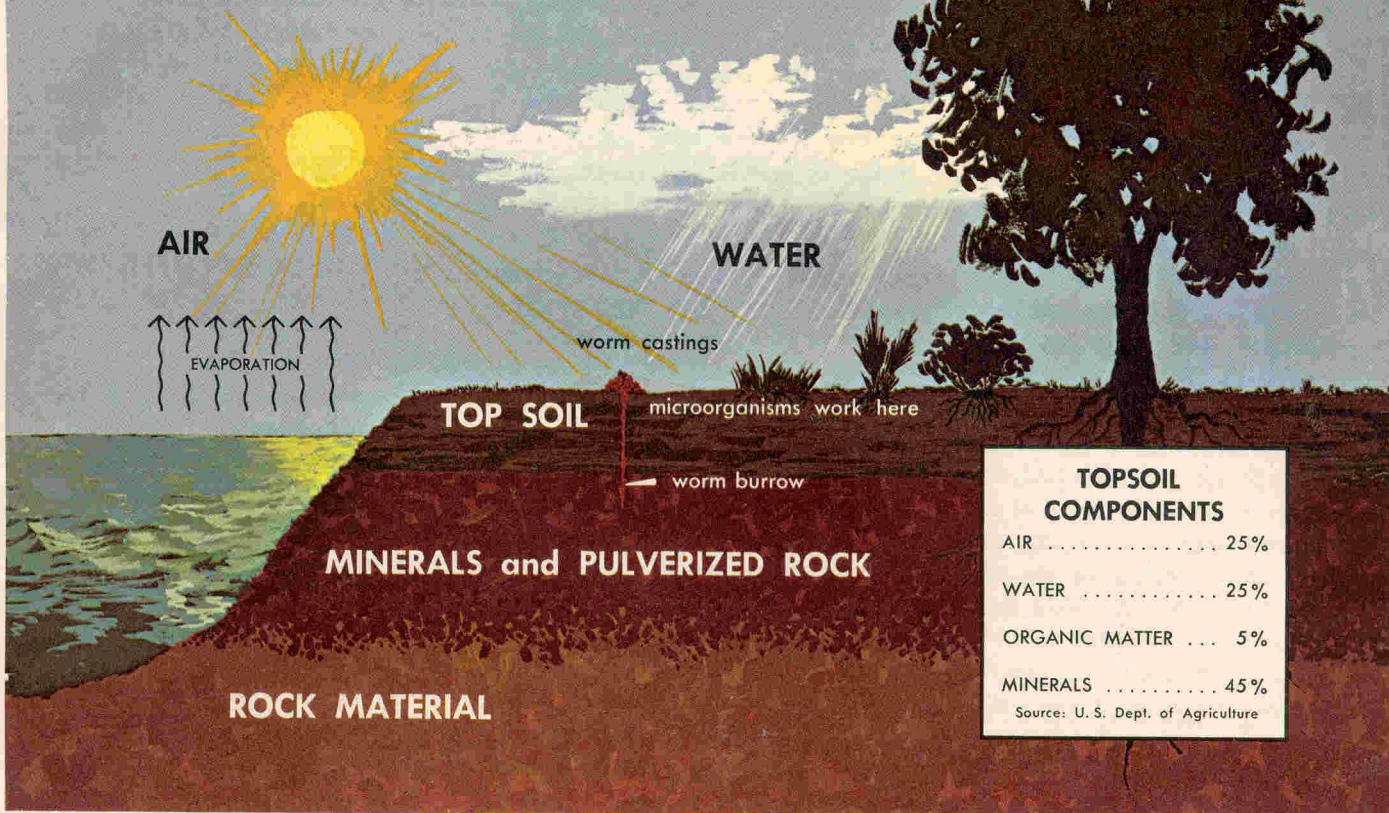
Plants were not designed to get their nutrients by being force-fed. Quoting soil scientist Eric Eweson:

"Even if we possessed sufficient knowledge and it were practical to provide chemical fertilizers containing some 20 or 30 elements in the infinitely varying proportions required by plants — instead of just NPK — this would not solve our soil problem. Forcing upon the plants immediately available food in the form of water-soluble chemicals, which they cannot reject but must absorb, constitutes a by-passing of the soil's extremely important functions in relation to plant life and all other life, in the same manner as intravenous injections of sugar or protein by-pass the digestive system of the human body. Neither can contribute to normal, vigorous life."

Nitrogen-fixing bacteria in humus-rich soil supply nitrogen to the plants as needed; they don't force-feed the plant like chemicals do. To force a plant to grow more bulk will cause the plant to change its inner biochemistry. As Professor Albrecht of the Missouri Experimental Station has shown, more carbohydrates and less proteins will develop in such plants. Insects are out for unbalanced plants and find these a well-prepared table and a suitable diet.

As explained in the article on pesticides in the last issue of *The PLAIN TRUTH*, the purpose of insects is to remove weak and sickly plants so that quality can be maintained. The alarming

ECOLOGY of a Balanced Soil



TOPSOIL COMPONENTS	
AIR	25%
WATER	25%
ORGANIC MATTER ...	5%
MINERALS	45%
Source: U.S. Dept. of Agriculture	

© Ambassador College

The top few inches of soil are the foundation of all life. Here live billions of bacteria, fungi, molds, earthworms and soil insects. They digest and mix plant and animal residues with minerals from below. These are combined with water and air to produce the balanced living soil.

increase in pests shows that something is wrong with an increasing number of our crops.

Laboratory tests have shown that seeds from plants grown on water-soluble nutrients are often incapable of germination. Even now many farmers cannot continuously use their own crops for seed because of poor germination. After a few years their seed stock "runs out" — as farmers express it — and they are forced to obtain fresh seed produced on better soil. Seed that cannot reproduce is certainly lacking something vital!

Decline in Food Value

As crops are grown in humus-deficient soil with the aid of increasing quantities of chemical fertilizers, the

crops become increasingly deficient in proteins, vitamins and minerals. This has been proved repeatedly by comparative analysis of grains, vegetables, eggs, milk and other products produced on humus-rich soil and on chemically fertilized soil.

According to Kansas surveys by the USDA between 1940 and 1951, while total annual state wheat yields increased during this period, protein content dropped from a high of nearly 19 percent in 1940 to a high of 14 percent by 1951 (Albrecht, *Soil Science Looks to the Cow*). By 1969 the protein content of wheat had dropped to an average of 10.5% in the U. S. Midwest.

Protein content in corn and other feed crops have often dropped even more remarkably than wheat. This is one rea-

son farmers today have to feed larger quantities of feed to livestock than they did in times past.

While this protein drop may not appear too serious, we don't fully understand what it entails. Protein quantity is easily measured, but protein *quality* is more difficult to measure. Proteins are as complex as life itself. They often carry the trace minerals and the vitamins. But many of these building blocks of all living substances are still a deep secret in respect to their detailed molecular structure. This is why there is great danger in carelessly raising our food — of which proteins are a most important component — on depleted soil and with the aid of chemical fertilizers.

Nitrate Pollution

In recent years another major problem has been developing as a direct result of chemical fertilizer use. That

problem is pollution of water, air and food by excesses of a form of nitrogen called nitrate.

Nitrogen, together with carbon, hydrogen and oxygen, are the four chemical elements that make up the bulk of living matter. But the nitrogen cycle, which vitally affects protein quality, is very vulnerable to human intervention. Today the nitrogen cycle in the U. S. is being thrown out of balance by two main factors: nitrogen fertilizers and nitrogen oxides from cars and other combustion processes.

Dr. Barry Commoner is an eminent scientist who early brought us forcefully to an awareness of this danger. Actually, we should have been aware of it long before now.

More than 75 years ago research stations such as the Missouri Agricultural Experiment Station undertook long-term experiments to study the effects of different agricultural practices on crop yield and on the nature of the soil. When the 50-year Sanborn Field Study from Missouri was published in 1942, it showed that nitrogen was an effective means of maintaining good crop yields. But the report also showed that the soil suffered important changes.

The organic matter content and the physical conditions of the soil on the chemically treated plots declined rapidly. These altered conditions prevented sufficient water from percolating into the soil, where it could be stored for drought periods. A condition had also apparently developed in which the nutrients applied were not delivered to the plant when needed for optimum growth. Most of the nitrogen not used by the immediate crop was removed from the soil by leaching or denitrification.

This Sanborn Field Study, and others elsewhere, were a warning that in humus-depleted soil, fertilizer nitrate tends to break out of the natural self-containment of the soil system. But this warning was ignored. Today it can be ignored no longer.

Some seven million tons of nitrogen fertilizer are used annually in the U. S. alone — a 14-fold increase in about 25 years. Roughly half of this fertilizer

leaves the soil in some way. Much is leached out and drains into water supplies.

In heavily farmed areas, the nitrate level of surface waters and wells often exceeds the public health standards for acceptable potable water, resulting in a risk to human health from nitrate poisoning. Also, when large amounts of nitrogen and phosphorous drain into surface water, they create an algal build-up that can and does destroy entire bodies of water. The oxygen in the water is depleted; fish and other animal life forms begin to die.

Excessive nitrates in plants cause similar problems. Some vegetable products in the U. S. often exceed the recommended nitrate levels for infant feeding. Research indicates this is usually the result of intensive use of nitrogen fertilizer.

Some of the nitrate pollutants found in the nation's atmosphere also come from agriculture sources.

The nitrate problem is so serious that it cannot continue — *if we are to survive.*

This leads to the question of what can be done to solve the problems caused by chemical fertilizers. And more important than that, what can be done to solve the entire problem of decreasing soil fertility and its resultant effect on human health?

What Can Be Done

First of all, we must stop employing practices that have caused the problems and begin replacing them with conscientious methods of cure and prevention. We must have open minds — minds willing to be re-educated, willing to admit error, willing to change.

Man needs to change his attitude towards the soil. Instead of only taking from it, we need to GIVE BACK to the soil by replacing and building up the supply of humus. Basically this can be done through heavy green manure cropping and the returning of other organic material such as crop residues, animal manures, etc. to the soil. Details on building the humus supply are commonly available.

Animal waste in the U. S. alone is

equal to the sewage of two billion people. It amounts to a billion tons per year! "Waste" is not really the right word, for these by-products of the life process are not to be wasted but carefully used to maintain soil fertility. Manure used to be carefully collected, composted and used on the land. Today its disposal is one of the livestock industry's biggest headaches. Instead of being a pollutant, as it is now assumed to be, it should be looked upon and handled as an asset and returned to the soil.

We need to make efficient use of all organic refuse. Why pollute our rivers and lakes with organic wastes when such material could be used to enrich the land? It doesn't make sense!

Careful attention also needs to be given to soil ecology. For example, the earth renews itself from top to bottom. The biological activity of the soil takes place somewhat in layers. If this layer-type activity is inverted the renewal process is interrupted. Therefore, any practice which inverts the soil should not be continued. Thus manures and other matter should be added to the soil's surface.

The Challenge of Survival

The basic principles which need to be followed are plain. We simply need to start applying them! As explained in our article on pesticides, this will not be easy, but with an all-out effort it CAN BE DONE. Indeed, it *must* be done if we are to survive.

We CAN stop being slaves to money. We *must* become more concerned with properly filling our stomachs and those of our children than we are with filling our pocketbooks.

Agricultural policies and practices CAN change and return to sound principles. Our agricultural colleges CAN free themselves of vested interests which influence their goals. These institutions CAN lead in the educational crash program necessary for survival.

We *must* de-urbanize and encourage the return of the small farmer. We CAN quit mining the land and forcing it to give more than it receives.

We CAN CHANGE. The big question is — *will we?* □

advance news

in the wake of today's WORLD EVENTS

NEVER IN U. S. history has the economic picture been so confusing. Inflation, rising unemployment, wild fluctuations in the stock market — all at the same time.

While most Americans are well aware of the internal economic conditions, it is primarily the *external* picture that foreign-trade experts are worried about.

Warnings are now being voiced of a possible global trade war between the U. S., the Common Market and Japan.

Imports are surging into the United States. The historic U. S. postwar trade surplus, which reached a record \$6,400,000,000 of exports over imports in 1964, has dwindled to virtually nothing.

U. S. attempts to get Japanese industry to voluntarily limit exports, especially textiles, have met a stone wall of resistance. Japanese trade negotiators are described as being tough and totally unyielding in their positions.

And there is a growing pessimism in Washington about Western Europe's future relationship with America:

Says Senator Jacob K. Javits (R-N.Y.), long a liberal internationalist and champion of close U. S. cooperation with Europe: "I regret that the European Common Market is increasingly taking on the appearance of a narrow, inward-looking protectionist bloc."

For the full story about the looming international trade conflict, read the article on world trade in this issue of *The PLAIN TRUTH*.

* * * * *

Red China Enters Space Race

Just 2½ months after neighboring Japan launched its first satellite, Red China, on April 24, became the fifth nation in space.

Scientists around the world were more concerned about the rockets that put the 381-pound satellite into orbit than the satellite itself, with its continual recorded messages extolling the praises of Red party boss Mao Tse-Tung.

The weight of the satellite indicates that the Chinese have now developed sufficient rocket thrust to fire an ICBM across the Pacific to the continental U. S.

While American experts feel that Peking is a few years away from perfecting a nuclear warhead to go with its present generation of rockets, repercussions were nevertheless felt around the world.

The extraordinarily timed launch has clearly dented the already dim hopes of American and Russian negotiators

arriving at any substantial agreement at their current Strategic Arms Limitation Talks (SALT) in Vienna.

The prospect of the Chinese Communists being armed with as many as 50 ICBM's within the next half-dozen years has greatly increased the likelihood that both the Russians and Americans will now go forward with their plans for anti-ballistic missile systems.

One of the ironies of Red China's successful space achievement is the probability that it was spearheaded by an American-trained rocket expert. Dr. Chien Hsueh-shen returned to Red China in the 1950's after almost twenty years of studying and teaching in the U. S. He was serving as Goddard professor of jet propulsion at the California Institute of Technology when he was deported to his native land as an alien Communist.

China exploded its first atomic device in 1964. Four years later, its first successful hydrogen bomb blast was detonated. Last year the Chinese conducted their first underground nuclear test. Now with the orbiting of a satellite in 1970, the world can only speculate what Peking will try next.

* * * * *

Aswan — Damming Up a Flood of New Problems?

"We have nothing but the Nile," says Salah Galah, Science Editor of Cairo's *Al Abram* newspaper. "Whether Christian or Moslem, we Egyptians have a kind of worship of our river. It is our god, because without the Nile, we are doomed. We must use every drop."

In a major effort that has now spanned 10 years, Egypt is nearing completion of the Aswan High Dam with dreams of manifold benefits for its economy. Massive aid and technical assistance by the Soviet Union has enabled Egypt to build this structure, which is more than two miles long, 300 feet high and nearly 3,000 feet thick at the base. The final two turbines are now being installed, bringing to 12 the total number available for generating electric power.

The dammed-up waters of Lake Nasser will give Egypt an additional 1.2 million acres of cultivable land. During the decade of construction, however, the population increase has already outstripped the food production that will be gained by the extra acreage.

In 1960 when the dam was begun, there was approximately one third of an acre of farmland for each

person. Today there is only about a quarter acre per person.

Egyptian officials, painfully aware of the population pressure, are quick to emphasize the dam's expected benefits. The dam will double Egypt's electrical capacity. It is also expected to increase the nation's annual national income by more than a half-billion dollars.

Unbiased observers, however, are concerned over the dam's possibly ruinous side effects. Says one scientist, an outspoken critic of the project: "In a generation or two, the Egyptians may wish that the High Dam had not been built at Aswan."

The Nile's rich deposit of silt and sediment — 130 million tons a year — will be lost to the valley of lower Egypt. As a result, the Egyptian farmers will have to use fertilizer on the land. The electricity to run the fertilizer plants will be generated by the dam's turbines in a rob-Peter-to-pay-Paul fashion.

The fishing industry in the Nile Delta and eastern Mediterranean has already been affected. Robbed of nutrients formerly washed into the sea by the Nile, fish have virtually disappeared from the mouth of the Nile. The sardine catch has been drastically reduced from 18,000 tons in 1965 to 50 tons in 1968!

Another problem for Egypt's farmers is salt water from the sea, which has been moving upstream and damaging farmland in the delta. Some experts worry that delta marine and plant life may also be adversely affected.

Even more troublesome in the eyes of medical experts is the threat of diseases both old and new spreading because of the High Dam.

Medical men in Cairo and at the World Health Organization in Alexandria warn that, unless proper precautions are taken, the waters of both Lake Nasser and the new irrigation systems may encourage the spread of diseases such as malaria and schistosomiasis (an endemic disease caused by parasitic worms which results in severe blood loss and tissue damage). Both diseases are spread by water-borne vectors — snails in one case and mosquitoes in the other. The carriers breed and multiply in still waters like lakes and irrigation ponds.

Public health specialists calculate that nearly 1½ million more people in Egypt could contract schistosomiasis, already widespread in the country.

But this is not all.

Two other diseases — kala azar (caused by a parasite which invades the stomach) and onchocerciasis, or "river blindness" — presently unknown in Egypt could take root. They are widespread in the Sudan and Equatorial Africa. Medical specialists say the mosquitoes and flies that carry them could flourish in the waters of Lake Nasser which back up into the Sudan.

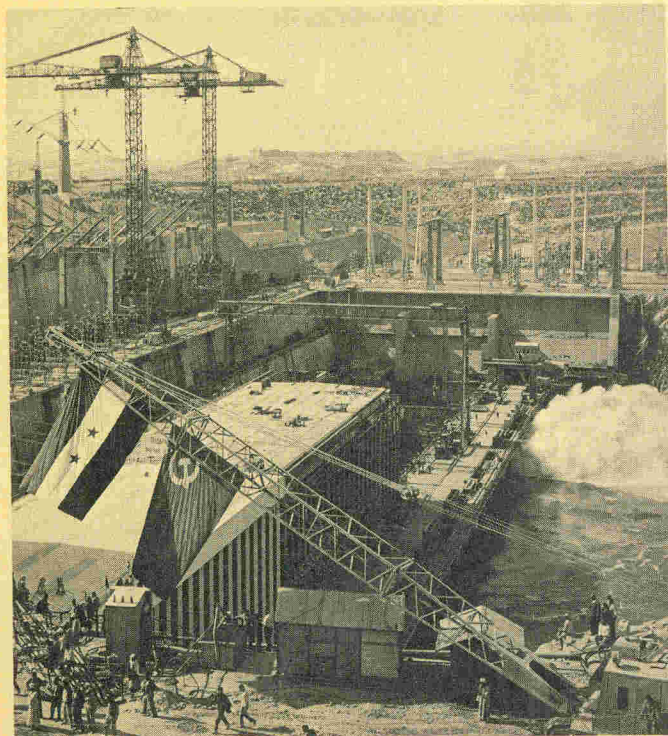
Despite these predictions, Egyptian experts today are hopeful that the adverse side effects of the great dam will be vastly outweighed by its benefits.

"To keep pace with our 1 million new mouths to feed every year, we must build even more High Dams," says science editor Galal. "Ours is the terrible problem of overpopulation. We must generate more electricity and bring more land under cultivation.

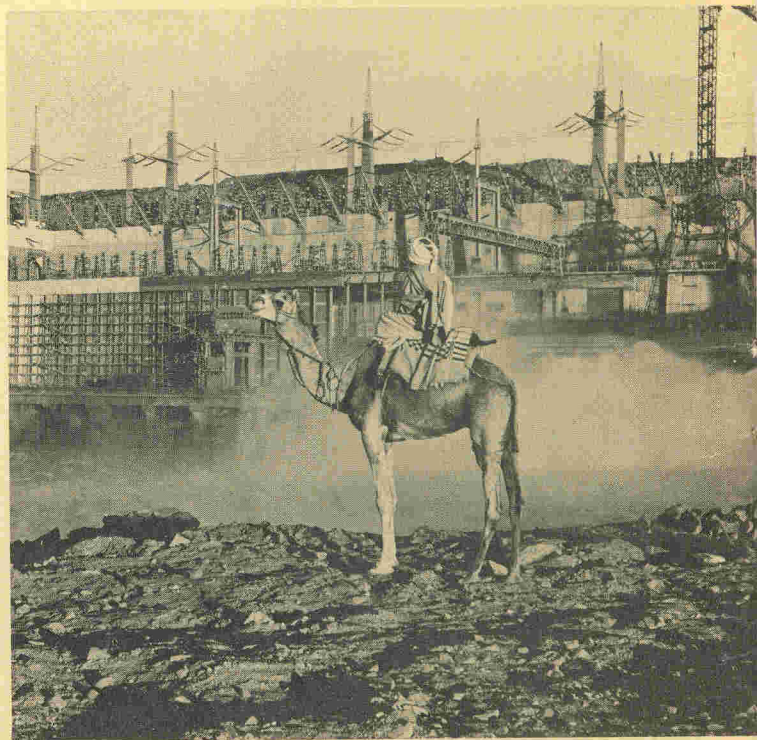
"Without the High Dam we would face famine. We need more High Dams not to raise our standard of living, but merely to maintain it. Without the dam — its water, its electricity — we in Egypt are nothing."

After all is said and done, one wonders if Egypt's troubles are over or just beginning.

A 1968 view of the massive Aswan High Dam on the Nile River. After ten years of labor, work on the dam and its hydroelectric facilities is nearly complete.



TASS from SOVFOTO



NOVOSTI from SOVFOTO

The Family That Eats Together *Stays Together*

Why do so few understand the cause of the generation gap? It is time we took a look at the breakdown in family mealtime togetherness — and asked ourselves how to rebuild a strong and happy family.

by David L. Antion

DOES it make any difference if the members of your family eat one at a time or together? Or if they eat in front of the television set? Is there more to mealtime than just eating?

These are questions most people seldom think about. Little do most

families realize how mealtime is linked with one of the big problems of our age — the generation gap.

Primary Cause of Generation Gap

Today the reality of a *generation gap* stares society in the face. Many parents frankly confess that they do not know their own children. They are like strangers. And this gap seems to have happened overnight.

Parents appear to be close to their



little children. But with the advent of teen-age something tragic happens. Communication breaks down. Alienation begins. Thus a generation of children has commonly become at odds with its own parents!

Why?

Examine your own situation. When does *your* whole family — every member — get together and talk — really have a good conversation and family communication? Chances are — seldom, if ever.

You know how it is. Everyone is busy. All the members of the family are involved in various activities in this fast-moving society of ours. Then, of course, there is TV.

"Pipe down" is the expression used when someone tries to talk during a program. One might get to say a few words during the commercial — unless it, too, is entertaining.

With school, work, play, TV and other activities — is it any wonder members of a family can seldom be together at the same time — EXCEPT FOR MEALS — ESPECIALLY THE EVENING MEAL? This is *why* mealtime is so important at *your* home!

Importance of the Evening Meal

Most parents today are working feverishly to provide the best for their children. They want to give them happiness and security. They consequently spend their time and energy in the acquisition of material possessions. Little time or energy is spent to provide for the family's spiritual and emotional needs.

In the average home, fewer and fewer meals are eaten together. In many families certain members eat no breakfast at all. In any case, the morning rush provides little time for family dining. And lunch is eaten by each member of the family separately. Dad eats lunch on the job. The children eat lunch at school. And Mom perhaps at home with the babies or at work.

Breakfast and lunch provide little, if any, family fellowship. Usually there is only one time during the day when the entire family can be together. This is the *evening meal*. And mealtime ought to be family time. But what do we see? A trend toward the no-cook-eat-in-

front-of-the-TV idea. In every city, main boulevards are ablaze with signs beckoning the customer to stop in and carry out a quick, already prepared TV meal. Our whole society seems geared to the eat-on-the-run syndrome. Snack shops, sandwich stands, drive-in restaurants have greatly proliferated. A trend is evolving in our society where people are just growing up without any importance placed on family dinner.

Yet in many countries and among certain ethnic groups it is considered *essential* that all the family be seated at the dinner table together. Here a meal represents far more than just food and nutrition to the body. It is a time for family communion — fellowship, conversation and enjoyment.

Is it this way in your home? Do you have each and every member of your family gathered together at mealtime?

This is such a simple task, but one of great importance. Why pass up the opportunity to gather your entire family — the most beloved people to you — around you in an atmosphere of love?

The sharing of food has always connoted the sharing of love. A pleasant dinner has always been the highlight of a special date. A banquet is given in the festive atmosphere of a wedding. Sharing food together is a sure way to increase the bonds between people.

Psychologists have found that the old adage is true, "The way to a man's heart is through his stomach." People are more receptive, more amiable over a pleasant meal.

Even in the Bible the sharing of food is considered the pinnacle of intimate fellowship. Before his crucifixion, Jesus gathered his disciples around him for the "last supper." He said, "With desire I have desired to eat this passover with you before I suffer" (Luke 22:15).

The Atmosphere

What is the atmosphere around the dinner table in *your* home? Is it pleasant?

In too many cases it is not. It is accompanied by problems, harsh talk, arguments, unpleasant subjects, bad manners, gossip, and parent-child oppositions.

In many households, especially in

America, meals are an unpleasant experience. They are served with the television blaring, children fussing — a disturbing, unsettled atmosphere.

Dining is becoming a lost art. The many benefits that should be derived from pleasant, happy family meals are too often missing. Many families eat on the run. It is not unusual for the dining table to be turned into a cafeteria as members of the family eat on a come-and-go basis.

In a growing number of cases, arguments are precipitated by one member or another. This has a great unsettling effect and is not only damaging psychologically but is also physically abusive to the body. The digestive tract is directly affected by the emotions. An emotional upset nullifies the appetite. In times of stress one seldom thinks of food.

When the atmosphere is pleasant and food is being enjoyed, there is also an increase in the secretion of saliva and of digestive juices in the stomach. Both of these effects promote better digestion of the food eaten.

If arguments occur or tempers flare at mealtime, digestion is impaired. Food taken into the body at these times finds its way into the intestinal tract without proper digestion. Here the food putrefies, contributing to gas and various toxins rather than good nutrition. This provides a base for many common illnesses.

Make Mealtime Profitable

Authorities have long recognized the importance of mealtime. A noted nutritionist, for example, wrote:

"In the life of a family the potentialities of mealtimes are unlimited. Often they are the only times of the day when the families are all together. For parents, they are times to *teach good food habits* by practising them as well as preaching them; *to learn to know the character and needs of each child*; to stimulate interest in learning through a studied choice of topics for conversation at the table; and, since mealtime is a good time to relate the happenings of the day and boast of small triumphs, to give praise for tasks well done.

"Perhaps even more valuable than

these opportunities are the rich possibilities mealtimes offer for the *social and emotional development of children*. They are times to help children learn socially acceptable behavior, develop good personality traits and social poise, practice restraint through refraining from eating until all have been served, and show respect and concern for the feelings of others through the use of good table manners and the avoidance of conversational topics that may offend.

"Finally, mealtime offers opportunities to give children responsibilities, somewhat akin to the chores of another generation, that not only aid in the development of manipulative skills but, even more important, give children status in the family. Perhaps those who think this sounds fantastic should be reminded that we eat three meals daily, lasting from ten minutes to an hour, 365 days each year, and that most children live at home for the first seventeen years of their lives or longer" (*Meal Management*, by Faye Kinder, pages 2-3).

Mealtime is an excellent opportunity to teach children proper etiquette. You'll be glad you did when you take them out to dinner or restaurant dining.

Ill-mannered children are annoying and embarrassing in a restaurant. Nervous parents nagging at their offspring are out of place in the serene atmosphere created by most restaurants.

Besides, children who learn proper manners at home are more at ease socially. They develop confidence in meeting and being in the presence of others. This confidence aids the development of the whole personality.

Tips for the Home

Here are some tips on teaching manners in the home. First, parents should learn how to instruct and correct children at dinner. Never nag at children over dinner in order to get them to use proper manners. But instead, make a game situation out of learning proper manners, and the children will take to it readily.

Second, don't confuse your children by giving them all the rules of etiquette at one time. Teach them one or two

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 *differ-*

ent! 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 30% 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!

rules. Let them concentrate on practicing these rules until they form a proper habit.

For instance, you might instruct your children on the use of the dinnerware — how to hold each piece properly. Teach them — giving instructions prior to mealtime. Then, at mealtime give praise for doing it right. Of course, Mom and Dad should set the right example. This phase of etiquette can be worked on for quite a while. Then go on to another area.

Dad's Place at the Dinner Table

A wise man once wrote, "Wherever Dad sits is the head of the table." How true.

Perhaps the family meal means more to the father than to anyone else. It gives him a chance to have his whole family gathered around him. Here is his opportunity to set the example of stability and masculinity children can look to. They see what it means to be the head of the household.

He can and should direct the conversation to make it pleasant and uplifting. He should be sure topics of conversation will be of interest to the whole family. Here is his opportunity to become more personally acquainted with his children and to let them know him better as well.

Here's how to bridge the generation gap! And make it pleasant, relaxing and profitable too!

Dad can let the children know more about his work. They could discuss their schoolwork — activities, sports, recreation. Or they could discuss a family outing — next summer's vacation, summer work for the teen-agers, etc.

There are scores of subjects for pleasant mealtime conversation. But it is important to make sure the conversation is pleasant. It is also important that there be order and not confusion at the dinner table. Here is where father can exercise proper authority — keeping order and directing the conversation. He must not allow unpleasant topics or controversial matters to come up at the table. He must put a stop to all argument!

Mealtime should be a pleasant experience filled with goodwill. This promotes family closeness and love.

Mother's Glory

Mealtime is Mother's time to shine. Here is her chance to express creativity.

When analyzed, it is apparent that a complete dinner — prepared and served — is akin to an engineering project! It must be planned in advance, then each portion skillfully done so that all phases are completed in a coordinated manner. In other words, soup, salad, meat, vegetables, bread or rolls, beverages and dessert must be ready to serve at the proper time.

Add to this the infinite variety of ways one can decorate a table and you truly have a masterpiece. A table setting can be a work of art in itself. It should be color-coordinated. Flower arrangements can be used to brighten and enliven the table setting. These in themselves are an expression of artistic endeavor.

"The table is the point for family reunion twice or three times a day, and nothing should be lacking that we can do to make those meetings pleasant and cheerful. No decoration will suffice to cover untidy napery, dim glass, or only partly clean silver. All details must be looked to, and then a perfect whole may be expected." This advice taken from an English Penny Weekly dated 1896, has lost none of its validity." (From the book *Table Settings, Entertaining, and Etiquette* by Patricia E. Roberts, page 54.)

Remember this quote from *Good Housekeeping* magazine: "The essential ingredient in every successful meal — the love you put into the planning and preparing of it."

All housewives should realize that the table setting and the way in which the food is served have an important psychological effect on the person eating. Food appearance and table appearance can actually make the dish appear tastier and more palatable. It would do housewives good to study proper and improper photographs of table and food settings in cookbooks.

You don't necessarily need expensive food, dishes, or decorations to make an attractive table. There are place settings in many different price ranges — all can be used to good advantage. Just one rose, or flowers from your

yard or garden can add immeasurably to your table setting.

Even on a picnic — using paper plates, paper cups and plastic dinnerware — the table setting can be very attractive and pleasing, adding much to the enjoyment of the meal.

But the wife may complain, "What's the use of setting an attractive table when my husband doesn't come home on time? The children and I just eat by ourselves." In many homes this is true. But it is still good for the wife and the children to eat at a pleasant and attractive table.

However the *considerate husband* will try to be home at a regularly scheduled time, or *call his wife* if he will be a little late. This will greatly encourage her in her efforts in meal preparation and table setting.

Prayer of Appreciation

The finest way to start off the meal is to pause and take time to be thankful. Today people seem to forget that everything we eat comes from the ground. And that it takes rain and sunshine to make it grow. Even animal products are dependent upon the vegetation that comes from the ground.

There is One who made this earth and who provides the rain and sunshine. It is good to pause and give thanks to Almighty God for the food we eat, for our health and safety, for our home and for each member of our family.

If the father of the family would have the courage and leadership and humility to set this right example of strength, he would gain much more of the love and admiration of his family — not only immediately but for years to come.

We generally tend to be the same kind of parents to our children that our parents were to us. And our children will grow up to be the way they have been taught through our rearing.

It is up to us today to give our children a home life of stability — of warmth, comfort, security, closeness and love. There is no better place to start than at the dinner table.

Begin to make mealtime profitable. Reap the benefits that come to the family that eats together! □



1970

a year of

DISASTER!

AP Photo

Floods, droughts, tornadoes—and now, one of the worst earthquakes on record. What does it all mean?

THIS YEAR is only half over — yet it will go down in history as a year of disaster.

Already, natural calamities — earthquakes, floods, tornadoes, and heat waves — have snuffed out more lives in 1970 than the fighting in Indochina and the Middle East.

Cities Disappear

The awesome earthquake which rocked northern Peru on May 31 stands out as the most devastating single event so far.

The full horror of the disaster is still being pieced together as the tragic tales of destruction and carnage filter down from the nearly isolated Peruvian mountain towns.

This much is known. The total death toll will likely reach 50,000, making

the catastrophe the deadliest earthquake in Latin American history. Another 800,000 have been left homeless — in a population of only 13 million.

The fate of the mountain city of Yungay — once Peru's tourist capital — gives evidence of the full fury of the quake.

Yungay was literally erased from the map. Along with the bodies of 28,000 hapless victims, Yungay's remains lie buried beneath a thick sheet of mud.

The quake jarred loose a section of glacier and mountainside which dropped into a nearby lake. A wave of water, mud and rock slammed into Yungay so fast its residents had virtually no time to escape.

Today, all that remains of the city are five palm trees and a religious statue protruding above the hardening mud pan. An aerial photograph of the city's

former site, released by the Peruvian Government, is labelled simply "Aqui estuvo Yungay" — Yungay was here.

Other nearby towns in the Huaylas Valley suffered similar fates, though with smaller death tolls. The head of an American relief team, viewing the disaster which swept the mountain valley, said, "The destruction is utterly beyond belief." U. S. Army Colonel Joe Beitler told reporters, "I've seen a lot of war in my time, but this destruction is far greater than anything I've ever seen."

According to Beitler, the ruin resulting from the quake and mudslides was "comparable only to the damage done to Hiroshima by the atom bomb."

Quakes Around the World

The earth has been far from quiet. There have been quakes in many other areas.

Over 4,000 after-tremors have rattled Western Turkey since the disaster which struck the town of Gediz and surrounding villages in March. A total of 1,087 persons were killed and about 3,000

TORNADOES...



were injured in the initial strike.

Three strong earthquakes in nine days unnerved Manila residents in early April. Filipinos, acutely reminded of the destructive 1968 quake, rushed out of their homes as shocks swayed tall buildings.

An earthquake shook the Soviet republic of Kirgiz close to the border of China's Sinkiang Province on June 5, destroying 5,000 houses and leaving 20,000 people homeless.

In April, strong earthquakes were recorded off the coasts of both Alaska and Mexico. Fortunately, no severe damage was done to populated land areas.

In continental United States, a series of mild earth tremors unsettled citizens of New York City. Four young scientists studying the causes of the earthquakes have discovered a geological fault in the area. The formation lies below Lake Hopatcong in New Jersey, some 35 miles northwest of New York City.

Tornado Rips Lubbock

Every bit as frightening as an earthquake is a tornado. On May 11, a killer

LEFT: Scenes of the destruction wrought by a killer tornado that struck Lubbock, Texas on May 11. RIGHT: Residents of Galati, Romania, were among 270,000 Eastern Europeans left homeless by the worst floods in European history.

Left: Ambassador College Photos
Right: Wide World Photos



tornado swept into Lubbock, Texas. A PLAIN TRUTH news team was on the scene shortly after disaster struck. Here is its report:

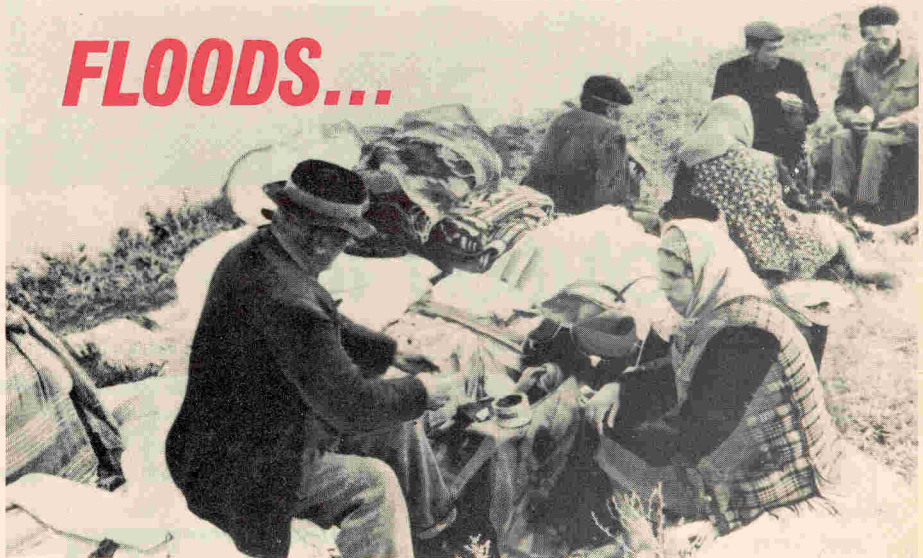
“What was uncommon about the ‘twister’ that touched down about 9:30 p.m. May 11, was first of all its size. Called the ‘Great Tornado,’ it cut a swath of destruction one mile wide and eight miles long. Further, it did not touch down in a rural area where there were few people and buildings. Rather its black arm reached down right in the very heart of the city of Lubbock. When it lifted, more than 20 of Lubbock’s 161,000 residents were dead and more than 1,000 were injured — hundreds seriously enough to require hospitalization.

“When PLAIN TRUTH reporters and photographers arrived on the scene the next day, they discovered that facilities on one side of the airport had been devastated. More than 100 light aircraft had been twisted, bent and broken. One entire row of hangars had been torn from the ground and lay in a crumpled heap.

“The roads into the city were littered with debris and frequent detours were necessary. Police and National Guardsmen were patrolling the area and keeping an eye out for looters — some of whom had begun their dirty work even before the wind had fully subsided.

“The ‘Great Tornado’ had snapped power and communication poles like matchsticks, made flying razor blades out of corrugated roofing, pulled steel “I” beams from their anchors, flipped huge tractor-trailer rigs with mockery and made a shambles of man’s ‘orderly’ system of water, power and communications. Tall buildings in the city center — including a 20-story skyscraper — were left windowless, pocked and scarred by the debris-laden wind and lemon-sized hail. 2,500 square blocks

FLOODS...



had been damaged and estimates of the destruction indicated at least a \$100 million loss. Some officials felt that \$200 million was a closer estimate.

“The city was declared a disaster area and immediately government at all levels, as well as private organizations and individuals, pitched in most commendably to offer aid. As the long, painful task of recovery began, we could not help but wonder how many were stopping to ask themselves *why* such disasters occur — and what it all means.”

Rampaging Floods

In Eastern Europe the story has been one of *floods* — the worst in European history.

In Romania the Danube River, swollen with rainwaters from its engorged tributaries has been responsible for the loss of 200 lives. More than 270,000 have been evacuated from their homes.

Over 39,000 houses have been damaged or destroyed, 1,200 villages flooded,

over a million acres inundated — more than the area of Jamaica — and nearly 600 bridges swept away. The Danubian floods so far have robbed Romania of 11% of its grain and vegetable crop this year. Many thousands of farm animals have been drowned.

Disastrous Drought in South Africa

In stark contrast, the Republic of South Africa is undergoing an unprecedented drought. Reports a newspaper from Port Elizabeth:

“Countless cliches from ‘dehydration’ to ‘devastation’ are associated with South Africa’s drought years, but the climatic scourge of today in the once fertile land south of the Limpopo [River] is no figure of speech. *It is a stark, terrifying reality without equal in history.*

“It is difficult to compare the great drought of 1933 with today’s position. Conditions, other than climatic, were so

(Continued on page 46)



The Solution to a

NO DEPOSIT, NO RETURN SOCIETY

What are the consequences of an American culture throwing away more than most other cultures produce? Where is today's life style leading us? Find out how YOU can help.

by David Jon Hill

NO SOCIETY in the history of mankind has produced as much garbage as today's Anglo-American culture. Never before have so many thrown away so much — with so little thought or concern about the consequences. It appears that we are eagerly financing and fulfilling, ourselves, the Soviet threat of some years ago: "We will bury you!" — as we seem determined to inter ourselves in our own wastes!

Bottles, bottles everywhere, and after

just one drink... Use it once and throw it away: beer bottles, pop bottles, baby food bottles — BILLIONS OF BOTTLES. "Dead soldiers" is a common term for used bottles, and it looks like that term is ever more apropos in the war of pollution. The only catch is: the *dead* soldiers are winning!

Can It!

Is there *anything* you can't can?

Just because you can can, should you can?

This year Americans alone will throw away more than FIFTY BILLION CANS — that's *fifteen cans* for every living person on the face of the earth! Cans (or tins) are very seldom manufactured to be reusable. Cans preserve things for us to use — they also preserve *themselves* in a nearly immortal manner that is of *no use at all!* Add to this the non-degradable waste from over *four billion dollars' worth* of plastic jars and bottles every year — they are of no use after *one use either!*

Forget the nearly inestimable tonnage of *regular* packaging waste. For the United States alone you'll have to add to the junk pile about *eight million* old TV sets, another *eight million* autos that won't run any more and have to be



Ambassador College Photos

disposed of in some manner. Along with those cars you'll have to get rid of *one hundred million* old tires that don't have a mile left in them, but are still good for a thousand years with little decay.

With all of this great garbage we have just begun to pick at the surface. Industrial wastes, agricultural wastes, household, commercial and municipal wastes must be added. Throw in the daily paper and the odds-and-ends waste and you come up with the astounding figure of over ONE HUNDRED POUNDS OF GARBAGE PER PERSON PER DAY that has to be disposed of in some manner in today's Anglo-American society! That's over 18 tons per person per year!

The trash you put in your garbage can for the local sanitation crew to remove is the small — about 5% — visible (but not for long) representation of the total amount of refuse necessary to maintain you in the life to which you have become accustomed.

Some of the Consequences

At the beginning of this decade a wave of popular interest has been sparked by the sudden recognition of the fact that mankind is rapidly turning his small planet into an uninhabitable garbage dump! In all too many areas this knowledge has been quickly transformed into a political football. But serious scientific studies from nearly every field are pouring data into man's

total fund of knowledge which indicates that nothing can really be thrown "away."

For many decades we threw our garbage "away" into swamplands and marshes. This caused us to realize, a little late, that a delicate balance in nature has been upset. Entire species of animals disappeared. Entire industries based on harvesting the animals and fish life that the marshes produced went out of business.

We dumped industrial, human and agricultural waste into our massive river systems — beautiful rivers which seemed so powerful, untouchable, indestructible. Then we discovered the awesome destructive power of collective human beings! Multiple thousands of miles of waterways became too polluted to drink without massive doses of expensive cleansing chemicals — too lacking in oxygen and other life-giving elements to support the life of commercial or sports fish — and finally so loaded with too many salts and other harmful chemicals that they become unfit even for irrigating agricultural fields. Those streams sluggishly make their way to sea to contribute their deadly "fall-out" to the ocean.

We dumped untold tons of evil-smelling particulate matter, that corroded and besmirched everything it touched, into our air until each great accumulation of human beings — called cities — has its own pall of smog that

signals its presence even to astronauts in deep space!

The mighty ocean seemed able to cleanse itself of any refuse we wanted to throw "away" — from the accumulated waste of human sewage to the multiple millions of barrels of oil spillage, both deliberate and accidental. But now we begin to see that even the ocean has its limit. Entire coastal areas have been denuded of all animal and vegetable life by indiscriminate dumping of human trash, dregs and rubbish. Entire industries once supported by the sea, from commercial fishing to tourism, have in all too many areas gone bankrupt — a tragic return on the deposit man didn't think he was making.

So the consequences are beginning to be noticed. We notice we don't have clean air. We notice we don't have pure water. We notice we have less and less productive land. We notice that the entire ecological web of life has been brutally ruptured!

In short, we notice that we *do not like the product of our way of life!*

What Can Be Done?

Noisy efforts on every hand are being made to fight the *consequences* of our life style — our polluted environment. Politicians of every ideological background imaginable all seem vociferously in agreement with the fact that *something* must be done, and done soon, to correct this pollution trend before we

TEN Ways You Can Fight Pollution

1. **DON'T LITTER.** Teach your family not to litter — from the car, sidewalk, campsite, at work, school or home. It costs 30c of your tax money to pick up each roadside beer can (This does not include disposing of it), and the average mile of highway has 590 such beer cans — and 770 paper cups, 730 cigarette packs, 360 bottles, and 90 beer cartons. Motorists drop 15,000 pieces per mile per year in America. What a savings of scenery AND money if we ALL QUIT LITTERING!
2. **DON'T USE NON-DEGRADABLE PACKAGING.** You, the consumer, have unlimited power to change the packaging industry. The plastic bags which choke fish and fowl to death, the styrofoam packaging and plastic containers which defy destruction, the plastic beer can loops which have choked sea birds to death, and all forms of "immortal plastics" which are used only once then discarded, can be used NOT AT ALL if enough people refuse to buy products contained in them.
3. **BUY ONLY DEPOSIT BOTTLES.** Each returnable-type bottle is used to make 19 round trips before retiring. Most of today's bottles are junked after one usage. The power of the consumer has already been displayed here, as the bottle industry has changed their \$7.5-million advertising program from stressing no-deposit bottles to stressing DEPOSIT bottles.
4. **TEACH THE CLEANLINESS HABIT** to your children, from infancy upward. If children have the habit of picking up after themselves, throwing things into the wastebasket ONLY, not throwing away items that are STILL USABLE, they will not increase the "per capita" trash that experts are predicting by 1980.
5. **PICK UP LITTER.** Of course it would be impossible for just a few people to pick up all the litter. But you can make your world neater than when you found it. Pick up litter around your home, your yard, your office, your school, your campsite or motel room; don't throw garbage under your theater seat or basketball bleacher.
6. **BUILD LIFE INTO YOUR CAR.** Over 7 million cars are junked annually, many of them abandoned by the roadside. That's two tons of pollution that can be prevented by a little care. The average car coming out of Detroit has a total life-span of six years (it was 10 years a decade ago). Much of this is OUR fault. With careful driving and maintenance, and limiting our trips to the necessary ones, we could double the life of our cars. And when it wears out, sell it to a steel scrap agent, DON'T ABANDON IT!
7. **RECYCLE YOUR NEWSPAPERS.** One half of all household trash is paper or paperboard products. Much of this is newsprint, with a Sunday edition in a large city weighing as much as 5 pounds! Many paper companies are beginning to recycle newsprint for unlimited reuse. For every 118 pounds of old newspapers you return, you save one tree, say the company spokesmen. The San Francisco Examiner reports, "The only 'X' in this equation is the willingness of individuals to save old newspapers as a personal contribution toward preservation of the quality of the total environment" (April 26, 1970, p. 24). If your city does not have such a service, write to your newspaper. Contribute your paper to them, to rescue more trees from becoming more trash.
8. **START A COMPOST HEAP.** Less than one percent of municipal trash is eventually composted, but a much larger percentage of your household trash could and SHOULD be. Organic materials — egg shells, meat by-products, fruit and vegetable waste, etc. — should be returned to the soil by natural means. Learn the principles of composting and build a compost pile in your backyard. But be careful to follow proper health rules in composting. Check with city authorities for local regulations.
9. **BUILD CRAFTSMANSHIP** into what you make. If YOU work in a factory, or if you women make clothes or crafts at home, build a long life into what you make. If ALL our manufactured products were constructed with care, a great number of TV sets, clothes, cars, appliances, and other prematurely defective items would not enter the trash heap so soon.
10. **RECYCLE AS MANY ITEMS AS YOU CAN.** This applies not only to newspapers, but a multitude of items. Various companies buy old no-deposit bottles or aluminum beer cans for 1/2¢ each. Other organizations have "paper drives." If your clothes, toys, or furniture are old but usable, don't "junk them," but contribute them to some charitable group which can continue USING the items. Before junking any item, ask yourself, "Can this be used again?" Once it enters the garbage can, nobody uses it!

suffocate and strangle all life on the earth.

Groups from every walk of life, business and industry, education and science have reacted with teach-ins, seminars, be-ins — and the great, massive effort of April 22, Earthday! All too often these efforts fall into the same category as the cliché about the weather: Everybody talks about it but nobody does anything about it!

Every manufactured product — particularly those most guilty of pollution — will probably now be advertised, in the light of this consciousness of environmental garbage, as a dedicated step in the direction of cleansing the earth! Following the same pattern as other warnings which have been given in the past, these responses to the consequences will be no more effective than the response to the consequences announced regarding the dangers of cigarette smoking. If you can remember that far back, you will recall that every cigarette company immediately came out with activated, surefire, live charcoal, super gastrap filters! Advertising assured the public that these filters stood as a firm guardian between any cancer-inducing product and the customers' vital organs. Hundreds of millions of words later, and hundreds of billions of cigarettes later, the grim toll of smoking-induced deaths still claims many more than a thousand lives a day! Yet by now — incredible as it may seem — so many other, and more massive evils loom on the horizon — nuclear annihilation, the population explosion, worldwide famines, crime in every category, race riots and general civil disorder, etc. — that the cancer threat from cigarette smoking seems to dim to insignificance.

I am *not* saying, "It's no use worryin' — nothin's gunna turn out all right!" Not only is there something which *can* be done about this pollution problem — but I can confidently tell you on the highest of authority that something WILL BE DONE ABOUT IT! Something totally effective — and soon.

Who Knows What the Future Holds?

Everybody seems to be getting into the prophecy game — politicians, Students,

GROSS NATIONAL GARBAGE

100 Pounds Per Person Per Day

Federal and Industrial Waste



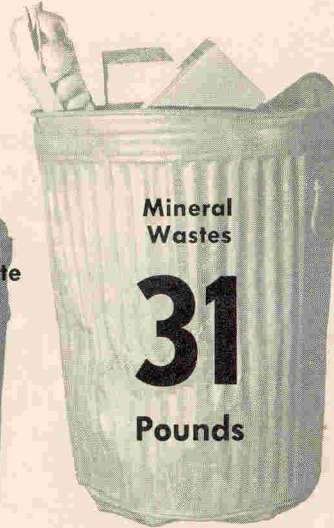
Household, Commercial, and Municipal Trash



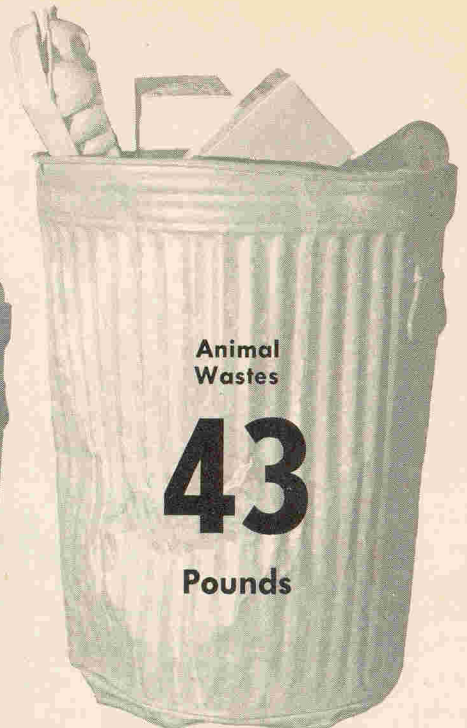
Agriculture and Crop Waste



Mineral Wastes



Animal Wastes



Source: Bureau of Solid Wastes Management

Total "Gross National Garbage" produced each year in the U.S. tops 3.5 billion tons — or about 100 pounds per person per day! Only seven of those 100 pounds are personally generated household waste. The rest is the "invisible" waste of our affluent — and effluent — economy.

educators, scientists. The general consensus of all these prognosticators paints a pretty gloomy picture. The world scene painted by their frighteningly accurate forward projections of current trends vividly portrays a world of total cataclysm!

All point to *this* decade as the DEC-
ADE OF DECISION!

If we make it through these next ten years, the consensus is, then we *may* have a chance to restore some semblance of order, of health, of prosperity in the world again. But there are an awful lot of *ifs* in the projections. If the entirety of mankind is not wiped out by nuclear war. Or germ war. Or nerve gas war. If we can somehow double and then triple the production of food and forestall the deaths of *hundreds of millions* in massive famines. If simple laws of hygiene and medical science can continue to stand as a thin barrier against the overwhelming ignorance of the great bulk of mankind and the carelessness of the rest in this tidal wave of pollution, then we can prevent vast, worldwide pandemics of diseases — such as bubonic plague and death-dealing dysentery diseases, Asian superfluous, rabies, and hoof-and-mouth disease in cattle.

All these predictions are made with sober, yet alarmed shock, by many

groups of people who begin to see the handwriting on the wall. Yet these events were *long ago* forecast and put down in writing to forewarn *us* of massive problems *before* we came to this time and finally recognized them in high gear! But basically, the book in which those statements were written as a whole. Most feel it has no practical, serious application to real, daily life. Without shocking too many, may I simply say that Book is the *Bible*.

If *you* could be carried back 2000 years to the time of Christ — if *you* were given the opportunity to write down, in a form which would remain permanently available to mankind, a succinct warning (in 300 words or less) of the vast problems that present themselves to mankind today — would *you* do as well, using simple words which would have meaning in every age, in describing *today's world conditions* as the words of Matthew 24?

Good News

That chapter in your Bible outlines the major crises which would be today's seething worldwide problems, prophe-

sied by Jesus Christ as loud alarms that would signal His return to this earth. Fortunately that prophecy in Matthew 24 goes *beyond* the dark and hopeless statements made by sincerely alarmed and educated men today. Matthew 24 not only offers *hope* of a solution to the problems, but absolutely *promises* that solution with the same authority and absoluteness as the prophecies of the evils which must come before the solution! Read it sometime.

So on that Authority of all authorities, I can confidently tell you that rather than seeing our earth by the turn of the century as a burned-out chunk of cosmic cinder floating lifelessly through space, dead by the hand of its highest form of intelligence — that rather, by the turn of this century, the entire atmosphere of this earth will have been cleansed and returned to the pristine purity of the Garden of Eden. That all the water on the face of the earth, now polluted by man's greedy way of life will be returned to the sweet, fresh, life-giving substance it was created to be. That all the tortured land will be restored to a beautifully productive

state. That the last war will have been fought. That every nation will live in peace with every other nation under a worldwide government!

What Can YOU Do NOW?

But is there nothing you and I can do, *now*? Am I saying we should leave it all up to God?

No!

Granted, *only* God can solve *all* of mankind's problems! And God *plans* to solve *all* of mankind's problems — *soon*!

No, I do *not* advocate the reasoning too many use in too many instances where the evils are abundant. The idea seems to be in everybody's mind — "What good is it for just *one* person to try to do things right in a world gone wrong?" Everybody tries to get the other fellow to change. When will we all learn that you can't control others but you *can control yourself*? Each of us has an *individual* responsibility. There are things each individual can do.

There are ten things listed in the box on the previous page that you can do that will help solve this pollution problem. It may seem a small thing, but somebody has to make an effort somewhere. Even though you as only one individual do it, your effort really involves more than just you as an individual. You do *not* pollute. You help remove the pollution of *others*. And you are an *example* to those who see you.

Now, am I kidding myself into thinking that *your* lone action and *my* lone action will solve the *worldwide* problem? No, I do not think so. The world, in all probability, will have to go *through* the sad prophecies of both man and God. But thank God, God gives definite promise of good news on the other side of the bad!

What Really Counts

Our human problem is not measured in bottles and cans, plastic jars and oil spills, polluted rivers and sterile oceans. The human problem is the attitude, the nature which produces these *signs*, which are mere evidence of its evil. Where each of us must change, and

where we each stand *alone*, where we are not judged by what the world around us does but by what we individually do is in our attitude, our character, our frame of mind, our bent and way of life.

What *causes* us to be a no-deposit, no-return society is the full expression of our human nature! That nature wants to *get* and *never give*. In addition, that nature wants to get for nothing.

The something-for-nothing society, the go-now-and-pay-later society, the get-yours-while-the-getting-is-good society is motivated by an attitude of total disregard for the laws God obviously set to keep *nature* in balance. And, *more* important, it's motivated by a total ignorance of spiritual laws that same God set in motion to cure the *cause* of our no-deposit, no-return society!

We have been led through a materialistic and commercial fantasy to believe that the good life consists of the abundance of *things* we are able to have around us. *We have got what we wanted!* As a civilization we have accumulated around us more things than we know what to do with: hence a garbage society! *We don't like the garbage.* We don't like the *consequences* of the way of life that led to the garbage. But we still insist on living the way that produces the result we don't like!

It is not *really* a no-deposit, no-return society. There has been a fantastic deposit — labor, energy, industry, materials have gone into producing more garbage than any other society ever created! Now our no-deposit philosophy has returned to us the dividends we do not want. It is the *mentality* which is the cause behind the problem that we see in the consequences about us that must be changed. It is the mentality of a no-deposit, no-return society which must be altered — and it can be altered in *you* as an individual if you respond to this reasoning.

Obviously all the answers cannot be given in any one article. If you are interested in more of an in-depth analysis of today's world problems in the light of spiritual knowledge from God's Word, the Bible — if you are

interested in solutions offered without apology, without denominational prejudice, frankly and plainly from the pages of *your* Bible — then you should be reading TOMORROW'S WORLD. The Graduate School of Theology of Ambassador College publishes, free of charge, a monthly magazine (bi-monthly as is *The PLAIN TRUTH* for the remainder of this calendar year) called *The Good News of TOMORROW'S WORLD*.

In his "Personal from the Editor" section in last issue of *The PLAIN TRUTH*, Mr. Herbert W. Armstrong gave this brief explanation of the startling growth of this new magazine:

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

I invite you to join the more than a million interested readers of TOMORROW'S WORLD. Interested because they find the hypocrisy of today's world stripped away and the positive solutions to practical problems in straight-from-the-shoulder Bible answers! Some articles in the current issue: "Is There a Conspiracy Against Fatherhood?", "Christians Have Lost Their Power," "Lent, Ashes, Easter, Rabbits and Eggs, What's it all about?" plus 16 more pages added in this anniversary issue introducing new features: "Why Today's World Is in Revolt — and the Answers!?", "Science vs. Theology," "Answers to Your Questions" and much more.

If you are not afraid of the Bible and its power in the Space Age, ask for *your* TOMORROW'S WORLD, *today!* It's free, of course. □



Our Environmental **CRISIS**



Ambassador College Photo and Wide World Photo

The earth faces a crisis of staggering dimensions. Biologists and population experts speak of the "Death of the Earth." Warnings of impending global famine, killing hundreds of millions, have been sounded. But why? Just where do we stand, today? How urgent is the crisis? What really lies ahead?

*Dr. Paul R. Ehrlich of the Department of Biological Sciences, Stanford University, author of *The Population Bomb*, recently addressed a "World Hunger Conference" in Anaheim, California. He spoke emphatically of the grave tragedy that lies ahead — unless massive action is taken now. Dr. Ehrlich has condensed that address for inclusion in *The PLAIN TRUTH*. In this article, we present his frightening warning, which deserves immediate attention and action!*

by Paul R. Ehrlich

AT THE MOMENT we have 3.6 billion people in the world. We are adding 70 million more every year. That number will soon increase to 80 million more people annually.

In all the wars of the United States — that is, the Revolutionary War, the War of 1812, the Mexican War, the Civil War, the Spanish-American War, World Wars I and II, Korea, and the

Vietnam War — we have had roughly 600,000 battle deaths. World population growth makes up that number every three days.

If current world population growth rates are projected, preposterous figures are reached almost instantaneously. If we continue growing at the rate we're growing now, there will be seven billion people in the year 2000. About 900 years from now there would be a thou-

sand people per square foot of the earth's surface; about a thousand years after that there would be a weight of people equivalent to the weight of the earth; and a couple thousand years after that the entire universe would be solid people, and the ball of people would be expanding at the speed of light!

But we are already in grave trouble right here and now. The world population is doubling at a rate of once every 35 years.

Doubling Populations

In the so-called underdeveloped countries — which would be much more honestly called the never-to-be-developed countries — the population doubling time ranges around 20 to 25 years.

Contemplate for a minute what it means for a nation to double its population size in 20 years — as, for instance, Honduras is doing at the moment. If those people are going to maintain their present quality of life, every amenity for the support of people in that country will have to be essentially duplicated in 20 years. That means where there are two dwelling

units today there will have to be four in 20 years. A road with a certain capacity today will have to have double the capacity in 20 years. It will be necessary to double farm production, double imports, double exports, and so forth.

The job of doubling everything in 20 years would be a colossal one for a nation like the United States. The very thought of a country like Honduras doubling everything in 20 years is simply preposterous.

As Professor Georg Borgstrom of Michigan State University wrote, the world is basically a worldwide network of slums with a few islands of affluence. Roughly only 15% of the people in the world have anything similar to the quality of life that we have.

Starvation NOW!

One thing people often say to me is, "When is this population-food crisis going to be upon us?" For about ten to twenty million people in the world last year, it has been upon them, stomped them into the ground, and moved on. Last year between ten and twenty million people starved to death.

But some dogmatically assert, "Nobody starved in India last year." It's quite true if you check Indian vital statistics you will find no column that says "starved to death." No country in the world will *admit* that its citizens are dying of starvation. People get weaker and weaker from hunger or malnutrition and then die of a common cold or a festering hangnail and are chalked up in the mortality columns under "common cold" or "festering hangnail." But there is only one rational standard of death by starvation: anyone has starved to death who would have lived if he had had an adequate diet.

How many people in the world have an adequate diet today? It's very difficult to say. But somewhere between one and two billion of the total 3.6 billion do not. An inadequate diet means one or both of two things: either undernourishment — that is, the individual receives *too few* calories — or what is perhaps more serious in the world, malnourishment, usually inadequate access to animal protein, or other high-quality protein.

Protein malnourishment may be the

most pressing nutritional problem in the world today. If pregnant women and very young children do not receive adequate protein in their diets, the children grow up mentally retarded.

So there is a very serious food problem right now. Right now we are not managing to feed adequately more than half of the population of the earth.

Environmental Deterioration

I wish I could tell you that the only problem we face is an imbalance between food and people. But it's not that simple. Overlying the whole situation is the general problem of environmental deterioration.

We are utterly dependent on the ecological systems of this planet for all of our food. We are also dependent on them for our waste disposal, and, of course, for our oxygen supply. Our very lives depend on this complex of systems — and what are we doing to them? Just about everything you can think of.

We are dosing the environment with materials that poison virtually everything. Some of these poisons are extremely persistent and are absolutely everywhere!

Changing Climate

One of the main things that we are doing is changing the climate of the planet. We are accelerating climatic changes in all sorts of ways. The climate of the planet depends primarily on the heat balance, the balance between incoming and outgoing solar radiation. Adding carbon dioxide to the atmosphere, which we have been doing at a merry rate since about 1870 by burning fossil fuels, tends to warm the entire planet. The average temperature rose considerably until about 1940, and then the trend reversed. We now have a cooling trend which most meteorologists blame on the amount of particulate pollution that has been added to the atmosphere.

Pollution is now absolutely worldwide. There has been a 35% increase in the particulate pollution over Mauna Loa, on the Island of Hawaii. There is a veil of pollution that covers the entire planet. A recent UNESCO conference estimated we have about 20 years before the atmosphere shall have become so

polluted that the whole planet will start to die.

Some meteorologists think the SST (supersonic transports) will make 100 percent cloud cover over certain areas of the planet. There already is an increase in cirrus cloud cover from the contrails from jet aircraft. Moreover, the carbon in jet aircraft exhaust catalyzes the destruction of ozone in the upper atmosphere. The presence of ozone is our protection against being fried by ultraviolet light coming in from the sun.

All these things affect humanity in various ways. But the major effect they will have is to change the climate in relation to agriculture. Agriculture in most parts of the world is utterly dependent on the local climate. People are extremely conservative in their agricultural practices. Very often their entire lives are interwoven with their ideas about agriculture and these ideas do not change rapidly. So even in areas where the climatic change is for the better, there will almost certainly be a reduction in agricultural production accompanying a climatic change. One of the more ominous things we are doing to the environment is changing the climate of earth at a time when we are already ultra-marginal on our food production as far as the world as a whole is concerned.

The "Green Revolution"

Another example is the green revolution. What does the picture really look like?

There have been some spectacular yield increases in a few areas. These have been partly due to the high-yield grains and partly due to good luck with the weather in most areas. 1968 was a spectacular year in Asia for rice production. However, there was a 2% absolute drop in food production during the same period in South America, where the growth rate of the population is almost 3% a year. But the increase from these grains cannot be depended on to save humanity. It is impossible that it will buy us more than 20 years of continued population growth.

Why?

First, there are all kinds of economic problems. The high-yield grains do not produce high yields unless they are

properly fertilized and given plenty of water. Where will an undeveloped country get fertilizer? They can build fertilizer plants. But building fertilizer plants requires capital. If they do not build fertilizer plants they must buy fertilizer overseas. That also requires capital. Once they have fertilizer it has to be transported to the fields, in trucks or by railroad. Trucks, railroads and farm-roads also must be built or purchased with capital. One thing poor, hungry, and fast-growing countries particularly lack is capital.

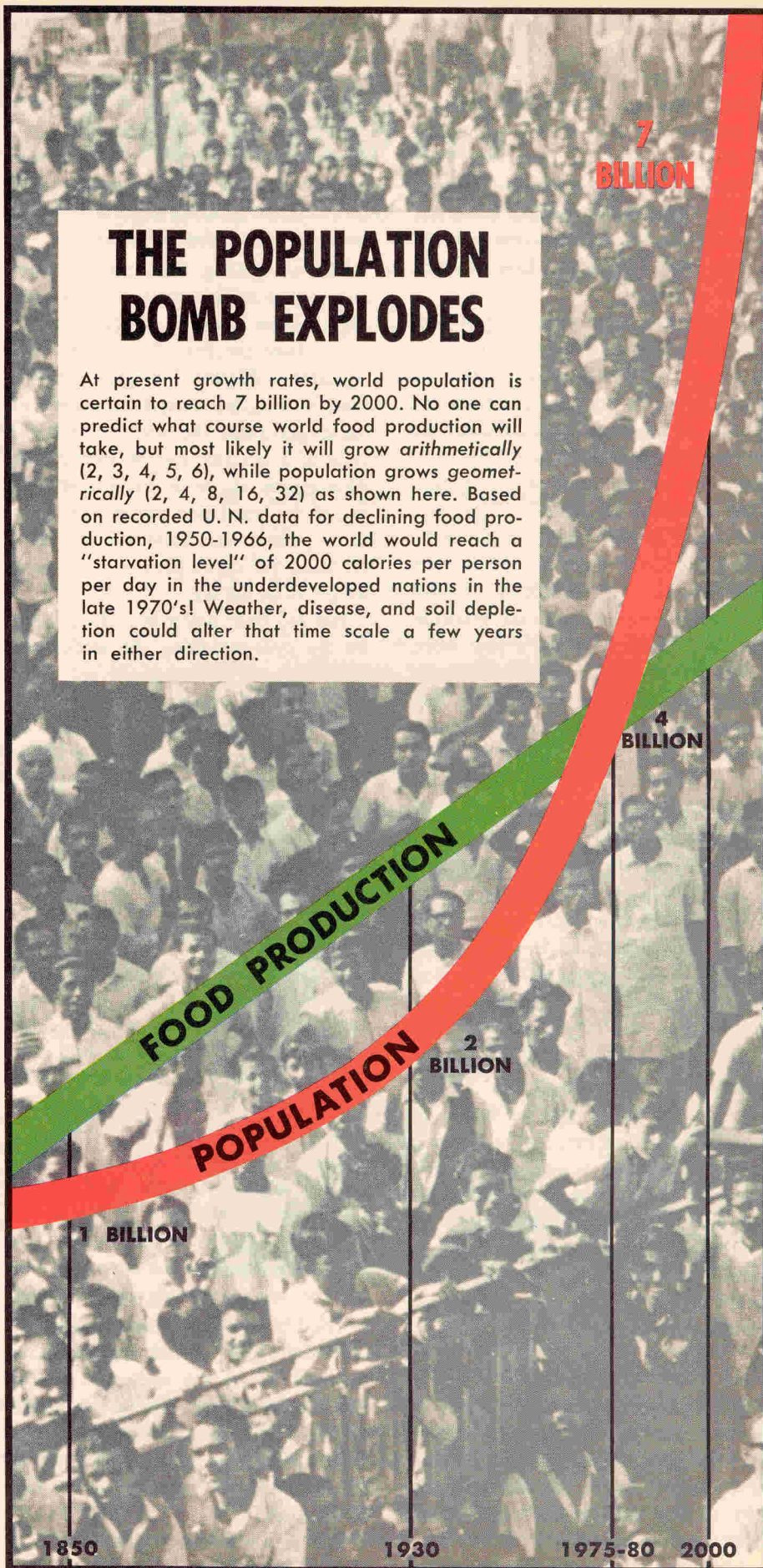
Agricultural development involves much more than new seeds. Suppose you bring in the few agricultural technicians available, take whatever fertilizer there is, take some of these high yield grain seeds, find the most progressive farmer in the area — one of the people who will be willing to give up his previous farming ideas and accept the new ideas — and subsidize him so he can put in more tube wells for water to irrigate. He plants these grains, he uses the fertilizer and, of course, he learns how to use chlorinated hydrocarbon pesticides to kill the pests. And he gets a very fine yield.

What happens then? Prices drop in that area, because starving people unfortunately often do not generate demand. They have no money to buy the food they need. The grain must be transported to where there is a market for it. That requires roads.

It all boils down to the complex problem of overall *development!*

Getting high yields the first year or so from new varieties is not an agricultural revolution. It is necessary to have the fertilizer, the water, the agricultural technicians, the transport systems, and to convince the farmers who were not progressive enough to use the grains during the first year. These are the *economic* problems.

What about the biological problems? When high-yield grains are developed, it is done by a process of selection. In other words, every generation the plant breeder plants seeds from the plants that produced the highest yield and each generation produces more and more yield. Now in this kind of game in biology no one gets something for nothing. When high yield is obtained,



something must be given up. One of the things that's usually given up is protein content. Since protein malnutrition is probably the most serious food problem in the world, the high-yield grains may be no solution at all from that point of view. Another problem is that pests just love the closely packed stalks and fibers of the Filipino rice (the new IR8 rices). Pest problems have already begun to develop.

Here is the usual cycle of pest control; it has been repeated time and again in the world. The first year crops are coated with pesticides and the pests disappear. At the same time, although the farmer doesn't notice it, the little creatures that eat the pests also disappear. They are killed off entirely. They have very small populations to begin with. The second year there are a few more pests around — the offspring of those few that were resistant to the pesticide. The next year there are a few more.

Usually it takes about five years before the pests are back where they started. At this point, they are utterly resistant to the pesticide. But the situation is worse than before, because the natural controls are no longer around.

This has happened time and time and time again. Therefore, the fact that there are very high crop yields at first, when new high-yield grains are introduced, is exactly what everybody predicted. But it is ridiculous on biological grounds to assume that the yields will remain that high.

I am not against trying to increase yields in tropical areas. This is certainly one of those things that we should be doing. But our efforts until now are a drop in the bucket. We should have billions of dollars going into training the agricultural technicians, developing the farm roads, educating people how to control pests without destroying themselves, and so on. The grain seeds alone are not a revolution.

"Food From the Seas"?

What about the immense riches of the sea? The deep sea, roughly 90% of the area of the ocean, produces nothing in the way of fish — less than one percent of the world's fish catch comes from the deep sea.

Immense riches of the deep sea, as far

as mankind is concerned, are simply non-existent. Virtually 100 percent of our fisheries' yield is from the 10% of the sea that is along the shores, with rare exceptions. There are a few spots further out that happen to be rich with nutrients for one reason or another. But for the most part we depend on yield from the water close to shore.

We are getting from the sea, now, about sixty million metric tons a year. Ten million tons of it (one sixth) comes from the Peruvian anchovy fishery alone. Marine biologists estimate that, if we did everything right, we could get from the sea a sustainable yield of a hundred million metric tons. That means, if we do everything right and if the population continues to grow at its present rate, there will still be a continual per capita *decline* in the food we get from the sea.

But far from doing everything right, we *are* over-exploiting the stocks and simultaneously polluting the sea. Even if we stopped over-exploiting the fisheries and stopped the pollution, we would probably get less food out of the sea over the next few decades than we are getting now. It will take time for the stocks to recover and for the effects of pollution to wear off. But we are not yet moving toward either goal.

What Is the Solution?

First of all, the attitude that overpopulation is a problem of hungry people in the rest of the world and not a problem for Americans is sheer rubbish. The birth of every American baby in the middle class is at least 25 times and, by many standards, 50 times the disaster for the world as the birth of an Indian baby or a ghetto child. Why? Because we, the affluent people in the United States, the Soviet Union, and Western Europe, are the *super-pollutors* and the *super-consumers* of the planet.

The United States alone plans to use *all there is* of several non-renewable resources before the early part of the next century is gone. We are six percent of the world's people but our annual consumption now is about 35% of all the raw materials consumed on the face of the earth.

But we are not only consuming at a disgusting rate, we are also coating the

earth with pesticides. We know much better ways of controlling pests than are now used. The only ones who benefit in the short and long run, in the pest control business today, with rare exceptions, are the petro-chemical industries. It's a losing game for the farmers, and it's a losing game for us.

The U. S. is badly over-developed. As many economists have pointed out, we must do something about it. We must shift from a "cowboy economy" to a "spaceman economy." We must start recycling our resources, not dispersing them. We could very dramatically reduce our use of the world's resources, if we tried.

We also must dramatically reduce the size of our population. One of my Stanford colleagues asked the following question: "How many people could the world support if everybody lived the life of the average American, ignoring the problems of environmental deterioration and resource depletion?" The answer: less than a billion!

If we are going to save the world, we must start at home. We must stop breeding ourselves off this planet.

Population control will require a lot of effort. We must not only control population size, but help, in every possible way, underdeveloped nations to achieve agricultural development. Everybody in the world, hopefully, will be able to have an adequate diet, adequate housing and a reasonable quality of life.

I know that these are utopian plans. I think the most ironic thing about the world situation today is that the time has finally come when the *only* realistic solutions are the kind that we used to say were unrealistic or utopian!

People often ask me whether I'm an optimist or a pessimist. And my answer is rather simple! We are in deep trouble.

I tend to be very optimistic that we *could* do a lot. But I'm very pessimistic about whether we will. People still have the attitude that we can stand around on a boat and tell another passenger, "Your end of the boat is sinking."

It really rests on all of us. If you say, "It sounds terrible, but it can't be that bad — life is still full of fun in the sun — there can't really be any problems" — then we'll have had it. □

what you can do...

TIMELY Tips and Helpful Suggestions for YOU and YOUR FAMILY

● Home Improvement and Real Estate Fraud

Home improvement frauds cost Americans from five hundred million to one billion dollars a year!

Beware of those promising to make your home a "display model." They claim you will get a special low rate for the cost of the work, and promise bonuses when neighbors and friends purchase similar work after seeing your "model" home. Usually the bonuses never materialize and the cost of the work on your home is higher than a legitimate contractor would charge.

Do not deal with itinerant "repairmen" promising to resurface driveways, to repair gutters, roofs or chimneys, or those claiming to eliminate termites — especially if they demand a deposit before doing the work. These wandering con men do shoddy work, or collect a deposit in advance then disappear forever.

Be sure all promises of the salesman are written into the contract. Don't be pressured into signing a contract out of fear of losing a "bargain." Never sign a statement (completion certificate) stating the work has been correctly completed until the work is finished to your satisfaction.

Also, be cautious about buying land offered as "investment opportunities." Though the promoters say land values are rapidly increasing in the area, land speculation is not for amateurs. Successful speculation depends on numerous factors which are difficult to evaluate. Conduct your own careful investigation, and seek the advice of your banker or a reputable investor who may in turn suggest reference sources.

● Finding That Summer Job

Teen-agers, what will you do this summer? Any plans? If you would like some fresh ideas for spending the summer, try this: Visit your local library or bookstore and select a book or two on summer employment and activities. A number of good available books offer a host of ideas for spending a profitable and exciting summer.

Four such books are:

Barron's Teen-age Summer Guide, by Meyer Reinhold. This book covers much more than summer jobs. It runs the gamut of summer activities, including travel, adventure and self-employment.

The Teen-age Employment Guide, by Allan B. Goldenthal covers many aspects of applying for a job. It gives guidelines for filling out the application and tips to follow during the interview.

Summer Employment Directory of U. S. A., published by the National Directory Service, lists jobs available in each state, gives names to contact, as well as addresses. If you would like to purchase this book, it is available from the National

Directory Service, Box 32065, Cincinnati, Ohio 45232. Cost is \$4.50.

Summer Employment Guide is compiled by the Student Employment Division of the National Employment Service Institute. It is published by Doubleday and Company. This guide is a comprehensive reference to summer opportunities both overseas and in the United States.

● Credit Card Protection

Every year approximately 9 million credit cards are lost or stolen. Of these, about 1 million are used fraudulently. This total loss amounts to something over \$50 million annually.

What is the number-one cause for lost or stolen credit cards? *Carelessness*, say credit card company investigators. Common-sense precautions will drastically reduce chances of its happening to you.

First, learn to treat your credit cards like hard, cold cash or an open, signed check. If you lose a \$10 bill it costs you only



Ambassador College Photo

\$10. But a stolen or lost credit card could be used to charge several hundred, or thousands of dollars to your account.

Be doubly sure you receive your card back after each purchase. Not returning the card to purse or wallet after use is a very common mistake.

Some people leave their cards in the glove compartment or trunk of their auto while at the beach, golf course, park, gym or elsewhere. This is the first place a thief will look, and he can be in and out of your locked auto with your credit cards in less than two minutes!

Unsolicited credit cards that you do not intend to use

should be cut in several pieces and disposed of. Do the same with expired cards.

Are your cards insured? There are companies and banks which provide this service. It's a good protective measure. And in case of loss or theft, all your credit card numbers should be LISTED and the list kept in a safe place for notifying each credit card company.

● Be Careful of Sunburn

Over 100,000,000 Americans at some time this summer will lie out under the sun. Some will tan and many will sunburn. At least two to five million will receive second-degree burns! That means these victims will burn so badly that they may blister!

Contrary to popular belief, a tan can't be speeded up by a long first exposure to the sun's rays. That will *only* result in a terrible burn. Tanning is a gradual process, taking as long as 19 days for skin pigmentation to adapt to the sun.

So start gradually. Spend 15 minutes under the midday sun the first day — especially if light-skinned — or as long as 25 to 30 minutes under the early morning or late afternoon sun. Add 5 to 10 minutes each day until proper pigmentation can build up to longer exposures.

Don't let cool breezes deceive you — your skin is still being slowly cooked. And remember, some dark skinned or partly suntanned people can still receive a sunburn. Getting overexposed and overheated in the hot sun is dangerous for any person!

When it comes to recognizing a sunburn, the color of your skin while at the beach is not an accurate gauge. Reddening doesn't reach its peak for 8 to 24 hours after exposure.

Don't let cloudy skies or being under an umbrella trick you. You can still get sunburned. And if you are light-skinned, or redheaded, or blue-eyed, or freckled BE DOUBLY CAUTIOUS. These types seldom tan easily, but they do often burn.

And above all — NEVER fall asleep under the burning sun's rays!

As for suntan lotions, the market is loaded with them. Some have more sun-screening, sun-reflecting, or sun-scattering ability than others. Use depends primarily on personal preference.

If you do get sunburned, a warm bath or shower will only add to your discomfort. Take a cold bath or shower for relief. Olive oil applied to sunburned skin will have a soothing effect, and prevent the skin from drying out.

For minor or first-degree sunburns, a vitamin F ointment is often useful for soothing and relieving the pain. A pound of cornstarch or two cups of vinegar to a tub of bath water also generally soothes inflamed skin.

Second-degree sunburns can be somewhat relieved by chlorophyll ointment which usually eases burn pain in 20 minutes or less. Third-degree burns, which cause destruction of the full skin thickness and even destruction of deeper

tissues, are very serious. A doctor should be consulted in such cases.

Remember — a sunburn is a burn — treat it as one.

Enjoy the summer sun, but as a final warning remember that severe sunburn causes fever, chills, and nausea; and many notable authorities say constant overexposure to the sun's rays causes the skin to become coarse, leathery, wrinkled and can lead to skin diseases — even cancer.

● The Pollution Battle

Many private citizens would personally like to help in the battle to save our environment. There are many things we, as citizens, can do. Some are beginning to use returnable bottles. In San Francisco many citizens are saving newspapers for a re-cycling system, facilitating reuse of the paper. Every 118 pounds of old reused newspapers eliminates the need for cutting down at least one tree.

If you are concerned about this pollution problem and would like to know what YOU can do, there are many organizations that can guide your efforts. Below are listed a few of them.

NATIONAL AGENCIES:

Citizen's Advisory Committee on
Environmental Quality
1700 Pennsylvania Ave. N. W.
Washington, D. C. 20006
Mr. Laurance S. Rockefeller, Dir.

Environmental Control Administration
Twinbrook Building
12720 Twinbrook Parkway
Rockville, Maryland 20852
Mr. Chris A. Hansen, Dir.

Environmental Quality Council
Executive Office Building
Washington, D. C. 20506
Dr. Lee A. Dubridge, Exec. Secty.

U. S. Dept. of Health, Education and Welfare
330 Independence Ave. S. W.
Washington, D. C. 20201
Elliot L. Richardson

CITIZENS' GROUPS:

Audubon Society
1130 5th Ave.
New York, N. Y. 10028

Izaak Walton League
1326 Waukegan Road
Glenview, Illinois 60025

Nature Conservancy
1522 K Street
Washington, D. C. 20005

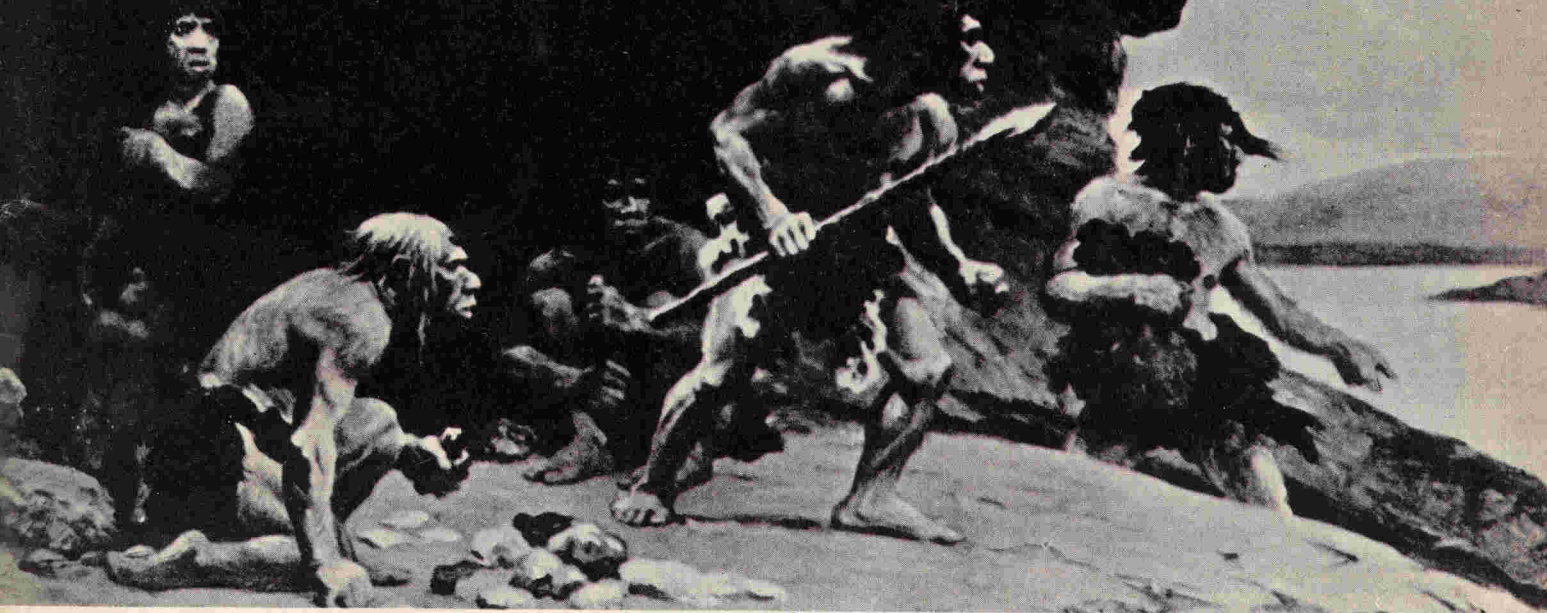
The Wilderness Society
729 15th St., N. W.
Washington, D. C. 20005

IN ENGLAND:

Countryside 1970
Nature Conservancy
19 Belgrave Square
London S.W. 1

Also, you may have a *free*, full-color booklet titled *Our Polluted Planet* by writing to Ambassador College. Addresses are listed on the inside front cover of this magazine.

The "Missing Link" ...**FOUND!**



Courtesy of American Museum of Natural History

For one hundred years, anthropologists have searched for the "missing links" to man's ancestry. Many have been proposed. But the "missing link" — long overlooked by scientists — stands revealed. Read the proof in this surprising article.

by Paul W. Kroll and Gene R. Hughes

HAVEN'T YOU often wondered where you came from? That is, who are your ancestors — not of one hundred or two hundred years ago, but of one — two — five THOUSAND years ago?

And what of the possibility that your ancestors go back 35,000 years, or 600,000 years, or three *million* years?

Until about one hundred years ago, the prevailing idea was that the human family was only about six thousand years old. But some had different ideas.

The Birth of Evolution

Charles Lyell, a geologist, was one. He had a few devoted followers. Lyell claimed to see much *time* in the geological record — much, much more time than had been previously accepted.

Another outspoken giant of his time

was Charles Darwin. He proposed *evolution* as the process by which all things came to be as they are.

Most, at the time, were violently opposed to Darwin. But the generation of opposers died out. Young scientists, imbued with the revolutionary idea of man's evolution, occupied the universities, did research and wrote books.

Today, few scientists of note would believe in the literal account of Genesis. Few believe that life and man were created. A popular book on the subject sums up the idea:

"The story of creation, as told in the Bible, is a fine case in point. It is seldom taken literally now." (F. Clark Howell, *Early Man*, New York: TIME-LIFE Books, 1968, p. 10.)

Today, there are multiple hundreds of archaeological sites the world over.

And the fossils are often found in droves. Who, for example, has not heard of Neanderthal Man, of Peking Man, of Java Man, of *Zinjanthropus*, of the Heidelberg jaw, of the Taungs baby, of Cro-Magnon Man?

These names are familiar to nearly every student.

Such a mountain of bones, artifacts, and new dating methods has, it would seem, buried the Bible. Writer Philip Van Doren Stern could confidently state in 1969:

"Prehistory was on the way in the 1860's, marching in step with Darwin and his supporters. Earth taken from excavation after excavation was burying the men who still insisted that the Bible was the only reliable guide to the antiquity of man." (Philip Van Doren Stern, *Prehistoric Europe*, New York: W. W. Norton, 1969, page 108.)

What then of the fossil record of early man? Who are our ancestors?

What Puzzled Darwin

For practical purposes, there was no fossil evidence for human evolution in

Darwin's day. Perhaps that is why Darwin mentioned the origin of human beings only ONCE in his *The Origin of Species*.

And it was, as one book mentioned, a "single timid sentence." Said Darwin, "Light will be thrown on the origin of man and his history."

Darwin was extremely troubled by this lack of fossil proof for his theory. Yet, he believed that fossils alone could provide the only possible direct proof that evolution had in fact occurred.

Time after time, throughout his *The Origin of Species*, Darwin almost apologetically made such admissions as, "As by this theory innumerable transitional forms must have existed, why do we *not find* them embedded in countless numbers in the crust of the earth? . . . I will here only state that I BELIEVE the answer mainly lies in the record being incomparably less perfect than is generally supposed." (Charles Darwin, *The Origin of Species*, New York: Collier, 1962, page 168.)

He was, of course, referring to the lack of transitional forms — to "missing links" in his proposed evolutionary succession. In fact, these transitional forms should have been, in some cases, MORE abundant than the final product.

But there were none to be had — not even among the animal and plant world he cited. As far as the evolution of man, it was a COMPLETE blank. There was nothing.

Darwin offered the *assumption* that the record of fossils was incomplete. Still, he nonetheless worried about this most serious problem.

Paucity of the Fossil Record

Darwin simply had NO fossil evidence for the evolution of man. If anything, the record at the time indicated that man — indeed plants and animals — had NOT evolved.

Darwin was extremely puzzled. Why were intermediate forms lacking?

On this score Darwin was quite frank:

"Geology assuredly does not reveal any such finely graduated organic chain [of intermediate species], and this, perhaps, is the *most obvious and serious objection* which can be urged against the theory.

"The explanation lies, as I BELIEVE, in the extreme imperfection of the geological record" (Ibid., page 308).

In finality he stated, "Those who believe that the geological record is in any degree perfect, will undoubtedly at once REJECT the theory" (Ibid., page 334).

New Discoveries Come to Light

Progressively, since the 1856 discovery of a skeleton in the Neander Valley in Germany, bones and other evidences of ancient man have accumulated. If the evolution of man were true, the proof should be conclusive and irrefutable. But the question is, What does the fossil evidence show? Have the "missing links" been found? Has the origin of man been clarified?

Let's go back, in time, to some of the original discoveries.

In 1856, a faceless, heavy-browed skull cap was discovered in a small river valley near Düsseldorf. That was the first discovery of the enigmatic Neanderthal Man — Neander Valley Man. In 1886, two similar skulls were dug out of a cave near Spy, Belgium.

Since that time, remains presumed to represent multiple dozens of Neanderthal specimens have been found in about 50 sites ranging from Asia and Europe to North Africa.

Then in 1908, an almost complete skeleton was found at La Chapelle-aux-Saints in southwestern France. The remains were sent for study to the director of the French Institute of Human Paleontology, anatomist-paleontologist Marcellin Boule.

It was Boule's *interpretation* of these particular skeletal remains that was to stereotype the descriptions of all the future Neanderthal remains yet to be found. The skeletal features of the new "ancestor" were in line with what paleoanthropologists *expected* to find and hence were very satisfying indeed.

Birth of a False Image

Thus was born the world's first acceptable "missing link." The building up of the Neanderthal image to universal recognition was an accomplishment to be envied even by modern-day press agents and Madison Avenue advertisers.

Australian-British brain anatomist Sir

Elliott Smith was one who displayed eloquence in describing "uncouth and repellent" Neanderthal Man:

"His short, thick-set, and coarsely built body was carried in a half-stooped slouch upon short, powerful, and half-flexed legs of peculiarly ungraceful form. His thick neck sloped forward from the broad shoulders to support the massive flattened head, which protruded forward, so as to form an unbroken curve of neck and back."

In finality, Smith concluded that "heavy" eyebrow ridges, retreating forehead, chinlessness all "combined to complete the picture of unattractiveness, which *it is more probable than not* was still further emphasized by a shaggy covering of hair over most of the body" (G. Elliott Smith, *The Evolution of Man*, London: Oxford University Press, 1924, pages 69-70).

For over forty years, bestial and stooped, with head thrust forward, Neanderthal Man posed for countless museum displays, history and anthropology textbooks and cartoonists the world over — all based on Boule's *interpretation* and *reconstruction* of the bones of La Chapelle-aux-Saints.

Yet, today scientists now know that Boule was mistaken in many important aspects of Neanderthal Man.

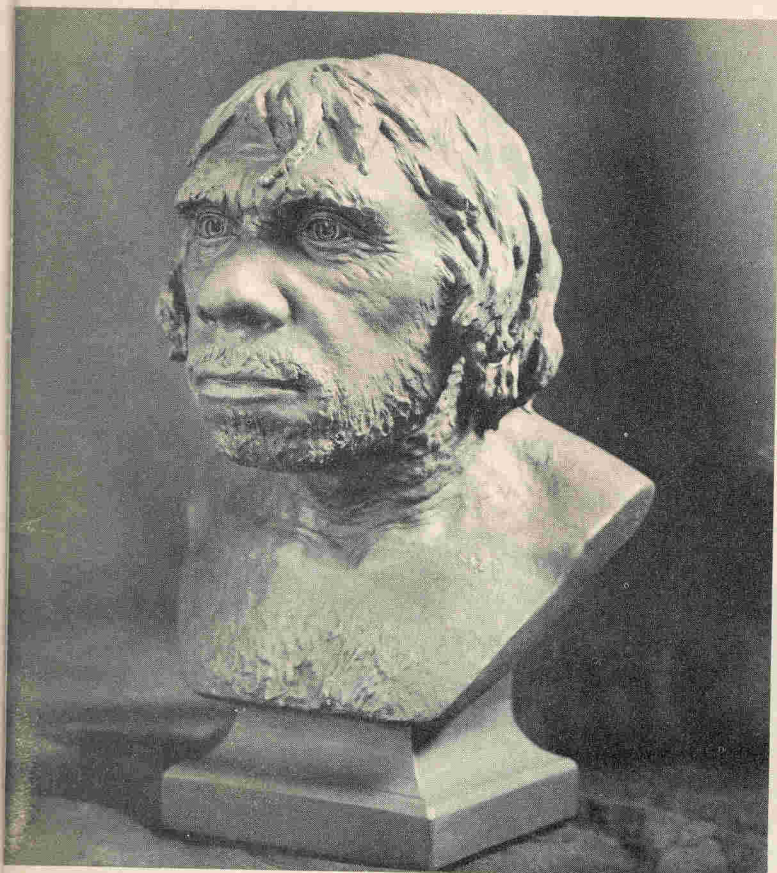
Boule, however, was not entirely at fault. It was the press' interpretation of Boule's analysis that was the real culprit. Journalistic accounts often over-emphasized the more sensational aspects of Boule's reports.

As is so often the case, the general populace is fed hurried journalistic accounts. These often deeply impress the mind with false ideas. It was the press that created a sort of fossil Frankenstein monster. No doubt, the average person STILL thinks of Neanderthal Man as brutish, dull and primitive.

Neanderthal No "Beast"

In 1955 two professors of anatomy, William Straus of Johns Hopkins University and A. J. E. Cave of St. Bartholomew's Hospital Medical College, London, re-examined the skeleton of La Chapelle-aux-Saints resting in the *Musée de l'Homme*, Paris.

According to their report, later pub-



Left: Courtesy of the American Museum of Natural History. Right: © Ambassador College

Appearances Are Deceiving — Left, typical reconstruction of Neanderthal Man. Unkempt hair, scraggly moustache and unshaven face give "brutish" appearance. Right, the New Neanderthal Man! With sharp hair style, clean shave, trimmed moustache, tailored suit, white shirt and tie — Neanderthal could find a place for himself in high society.

lished in the "Quarterly Review of Biology" XXXIII (1957):

"The skeleton, which had belonged to a male 40-50 years old, was rotten with arthritis. This disease had affected the hinges of La Chapelle's lower jaw, his neck and much of his body. The forward thrust of his head noted by Boule was due, in part at least, to a wry neck, and the stunted stature and stooping posture were due to arthritic lesions in his vertebral column. In his youth, La Chapelle had been as tall as the average Frenchman living in the Dordogne today."

Said anthropologist Carleton S. Coon:

"According to the Neanderthal legend, he was a squat, stunted fellow about five feet one inch tall, or 155 cm. As indicated by careful calculations from his long bones, La Chapelle-aux-Saints stood five feet four and a half inches tall, or 164 cm., *about half an inch taller than the Frenchmen who*

lived in the region of his cave at the time his remains were excavated.

"With large heads, deep chests, heavy bones and large feet, the Western Neanderthals must have been heavy for their stature, probably a good 160 pounds or more.

"They were prime examples of what students of human constitutional types call mesomorphs . . . *People built more or less like these Neanderthals may be seen today in the Abruzzi Mountains, in the Alps, and in Bavaria*" (Carleton Coon, *The Origin of Races*, New York: Alfred A. Knopf, 1962, p. 546-548).

Another conveniently ignored factor was the large brain size of Neanderthal Man. While the average brain of modern man is 1300 cc. the Neanderthal brain averaged 1450 cc. (often up to 1600 cc.) — an embarrassing endowment for a "primitive" missing link!

Neanderthal Man was more brainy than the average modern European!

Cleanly shaven and properly dressed, he would not stand out as "odd" among "more civilized" moderns.

Culturally speaking, Neanderthal Man was more advanced than some of the modern inhabitants of New Guinea are today — in the Space Age!

Lost in the Subway

Today, bones of Neanderthal Man have been found in various localities the world over. Their range of variation was rather wide. At times Neanderthal Man was quite modern appearing. So much so that if you:

"Put him in a Brooks Brothers suit and send him down to the supermarket for some groceries . . . he might pass completely unnoticed. He might run a little shorter than the clerk serving him, but he would not necessarily be the shortest man in the place. He might be heavier-featured, squatter and more muscular than most, but again he might be no more so than the porter handling the beer cases back in the stockroom" (F. Clark Howell, *Early Man*, New York: TIME-LIFE Books, 1968, page 123, 124).

What looked like a possibly brutish

ancestor of man, turned out to be quite modern in appearance.

Evolution in Reverse

The more Neanderthal bones that have been discovered, the more confused the evolutionary picture has become.

Anthropologist Frank C. Hibben explained it this way. "It would seem that the Neanderthaloids became more distinctively Neanderthaloid as they progressed rather than less so." In fact a number of Neanderthal skeletons said to be *younger*, "seemed to be more primitive looking than the earlier ones" (Frank C. Hibben, *Prehistoric Man in Europe*, Norman: University of Oklahoma Press, 1958, page 33).

Anthropologists were confused. Some speculated that Neanderthal Man was a dead-end line of human evolution, that he became "more primitive" as he evolved.

More crucial was the problem of Neanderthal Man's *sudden* appearance and *disappearance*. This came as quite a shock to prehistorians. As the evidence began to accumulate, there was NO neat blending from Neanderthal Man to modern man. Could it be that Neanderthal Man was NO "missing link"?

"Neanderthal man... abruptly disappeared," says anthropologist F. Clark Howell, "the evolutionary [were they really?] tendencies that he exhibited during this period are extremely puzzling. For he seems to have gotten more 'primitive,' not less so.... He was noticeably different from modern man and became more so as time went on...."

"In addition to stopping abruptly, the classic Neanderthaler is replaced with equal abruptness by people like ourselves. There is NO BLENDING, no gradual shading from one type to the other" (F. Clark Howell, *Early Man*, New York: TIME-LIFE Books, 1968, page 126).

No wonder the experts eliminated Neanderthal Man as a direct link from the supposed chain leading to modern man.

Then what about "modern" man? What do we know of his origins?

More Information — More Confusion

Darwin claimed the record of bones was incomplete. He assumed that his theory would be vindicated as more evidence was unearthed. But the *opposite* has happened!

More evidence has led to more confusion. If you are puzzled by this enigma, so are the experts!

Anthropologist William Howells, a past president of the American Anthropological Association, discussed this very problem.

"We now enter the whole question of the origins of *Homo sapiens* [modern man]."

"It is the worst problem in our evolution. Of course we have gaps to face, but here it is NOT a question of lack of fossils.... Yet the problem obstinately remains unsolved.

"Who are we — us, ourselves — and what have we to do with Neanderthals? What are the connections of the two kinds of man? Here the anthropologists divide" (William Howells, *Mankind in the Making*, New York: Doubleday, 1967, page 215).

This brings us to the second category of discoveries. Discoveries of bones which look exactly like modern men. Such fossils are labelled Cro-Magnon Man — a generic term for the first clearly recognized examples of what anthropologists call full-fledged *Homo sapiens* — humans like you and me.

Some anthropologists see no really pertinent difference between the Cro-Magnon Man and Neanderthal Man. One should remember that Neanderthal Man was MAN in the fullest sense of the word.

In any case, the first Cro-Magnon Men to be recognized were discovered in the spring of 1868. This was just nine years AFTER the publication of Darwin's *The Origin of Species*.

Earth was being removed to make way for a railroad in Perigord, France that was to run through Les Eyzies-de-Tayac. Five skeletons and some bits of foetal and infant bones were taken from the rock shelter which was exposed.

These bones revealed a man fully "modern" in the European sense — tall, handsome, regular features, high

forehead, prominent chin, small teeth, thin skull, without heavy brow ridges characteristic of Classic Neanderthal Man.

Since then numerous remains of Cro-Magnons have been found throughout Europe from southern England to Russia. France, especially, is rich in his remains.

What is the status of Cro-Magnon Man's evolutionary history? Is he linked to older, more primitive "men" or "near-men"?

Can we really find a connection for modern-appearing Cro-Magnon Man with some more primitive being?

The answer, admit prehistorians, is "No."

No Connecting Links

Here is what experts say of Cro-Magnon Man: "Just as we might actually be finding some of the connections to which the threads of evidence seem to be leading, we are frustrated. The evidence itself disappears... we have only Neanderthals...."

"Beyond and before this Neanderthal occupation we drop off to a still POORER LEVEL of information. The human remains are few and piecemeal, and therefore quite incompetent to answer most of the problems they raise.

"And the main one is still the birth of *Homo sapiens*." (William Howells, *Mankind in the Making*, New York: Doubleday, 1967, pages 343, 344.)

It is, of course, always assumed the evidence will be found. But will it? We have come well past one hundred years after the publication of *The Origin of Species*.

But further finds of Neanderthal Man have confused the picture. Neither has an ancestor — a "missing link" — been found for Cro-Magnon or modern man.

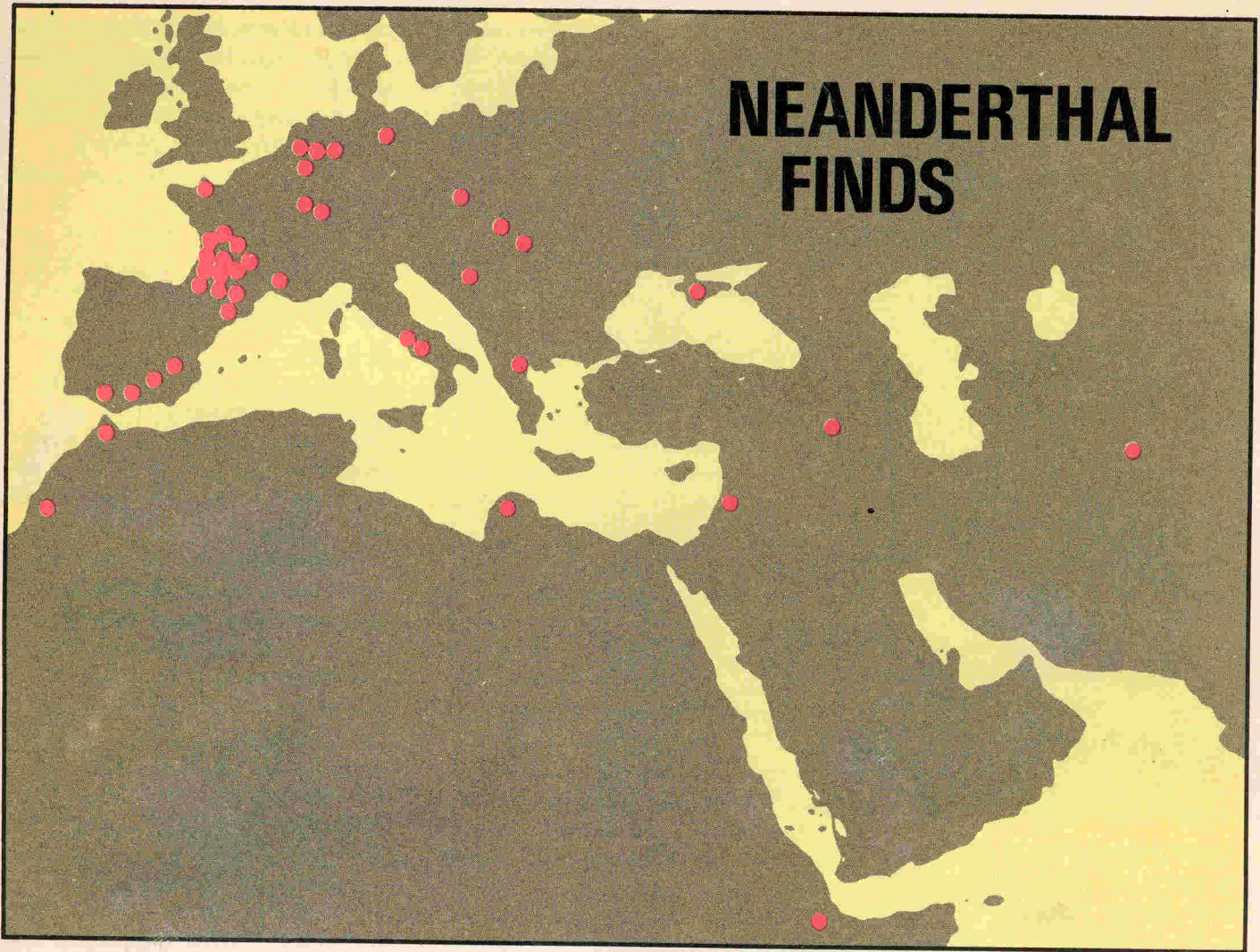
Has Modern Man Evolved?

Modern man feels that he has come a long way mentally since the "cave man" days. At least, this is the popular conception.

But has the human brain really evolved?

With Cro-Magnon Man we have something which CAN show just how intelligent he really was. We have his art. Those who have studied it are

NEANDERTHAL FINDS



Dots represent principal sites where remains of Neanderthal Man have been found.

amazed. They realize Paleolithic Man, as he is called, had a far more complex mentality than is generally supposed.

Some of these facts are just being discovered.

A researcher at Harvard's Peabody Museum of Archaeology and Ethnology, Alexander Marshack, recently published an article on some intriguing studies of Cro-Magnon "art." He has spent the last six years using new microscopic techniques to re-examine prehistoric art treasures of Europe. What he discovered is astounding.

For example, Marshack studied the Baton of Montgaudier. It is a clublike staff of reindeer antler, about fourteen and a half inches long.

It was presumed to be some sort of ritual staff. The baton was superbly engraved on both faces with many different kinds of animals.

But Marshack's microscope revealed the identity of even the smallest objects — some only half an inch high. One image looked "as though it might have been engraved with the aid of a jeweler's magnifying glass," said Marshack. (Alexander Marshack, "The Baton of Montgaudier," *Natural History*, Volume LXXXIX, number 3, March, 1970, page 58).

One might ask just how "primitive" were these people? What is known about prehistoric art weighs against the idea that ancient man was brutish.

"Art came with a burst," says John Pfeiffer, "in the sense that from the *very beginning* the record includes works performed in a mature and established style."

That is, there is no evolutionary gradation from primitive art to sophisticated art. The examples of art considered

the most ancient are refined and beautiful works. There are no "transition" forms to be found. Of course, as usual, evolutionists claim this is a "gap" in our information.

"This does not mean that art actually appeared fullblown, only that there is a major gap in our knowledge" (John Pfeiffer, *The Emergence of Man*, New York: Harper and Row, 1969, page 220).

But is there really a "gap" in our knowledge? Or did art actually appear mature and highly developed — as the record shows? It is dangerous to appeal to supposed facts that are yet undiscovered. What *is* discovered indicates that sophisticated art did **SUDDENLY** appear. That should be the conclusion until contrary facts are discovered, if any!

Problems With Pictures

What about Cro-Magnon art?

The very sophistication and quality of Paleolithic paintings at first caused

them to be rejected. The paintings seemed far too well done to jibe with the then-current ideas of the mentality of Cro-Magnon Man.

And once again there was the question of time. The dates assigned range up to 35,000 years ago. Yet the pigments in the paints were *amazingly fresh!*

The contents of the pictures often disturbed prehistorians. The men who appear in Paleolithic pictures were often smooth-shaven. Even the hair is roughly trimmed. Women have carefully arranged headdresses. But how was this possible? Metals were supposedly UNKNOWN at this time. This is one of many disturbing difficulties.

Carleton S. Coon, anthropologist of note, has asked some other disturbing questions about the evolution of man. He, of course, *does believe* that man evolved. But he has mentioned some problems about the supposed evolution of man that other prehistorians seem to have disregarded.

"If all races had a recent common origin," Coon asks, "why were the Tasmanians and many of the Australian aborigines still living during the nineteenth century in a manner comparable to that of Europeans of over 100,000 years ago?" (Carleton S. Coon, *The Origin of Races*, New York: Alfred A. Knopf, 1962, page 4.)

This problem goes deeper still.

Can we consider something "primitive" as coming EARLIER in time? Today, we find in odd corners of the earth peoples in all levels of culture — from complete nudity to Kuppenheimer suits, from the use of stone chopper tools to electric can openers, from simple leaf windbreaks to multi-story skyscrapers.

"Technologically," says Coon, speaking of various tribes and peoples existing today, "they represent *every level* of competence discovered by archaeologists" (*ibid.*, page 91).

A cultural sequence, then, is NOT proof of evolution! Then consider the following:

The Enigma of Language

"If the ancestors of the living races," Coon writes, "were a single people a few thousands of years ago and they all

spoke a single language, how does it happen that the world contains thousands of languages, hundreds of which are unrelated to each other?" (*ibid.*, page 5.)

Some South African languages use sounds such as clicks. Others, in Southeast Asia, are tonal, some are nontonal. The difference between such languages is profound.

On the other hand, Eskimo and Aleut are closely related languages. But they have been separated for two thousand years! It's interesting also to find that early Welsh settlers in the southeastern United States found certain Indian languages similar to their own.

Coon estimates that it would take about 20,000 years for *two sister* languages to lose all semblance of relationship.

On this basis, Coon says, "If, therefore, all languages are derived from a single mother tongue, the original separation must go back *many times* that figure.

"The only alternative is that more than one line of ancestral man discovered speech independently" (*ibid.*, page 5).

Anthropologists then are in a dilemma.

Even by evolutionary estimates of time, there is NOT NEARLY enough time for the world's languages to have developed.

Another evolutionary alternative is that man discovered speech independently MANY TIMES. This strains the credulity of most scientists beyond the breaking point.

Yet another suggested alternative is that TRUE MEN go back MILLIONS of years into the dim past of antiquity. This would upset current evolutionary dating. Besides, there is *no fossil proof* of this — even counting by evolutionary standards.

Prehistorians, then, cannot solve the inexplicable dilemma of how languages could have evolved in such a very short period of time. There is an explanation for it. But most scholars have rejected it.

The Guessing Game

Remember, no paleontologist was alive during the supposed evolution of

man. No human knows what was going on at the time. He may surmise certain conditions from what he studies — whether temperature was hot, or what kind of vegetation was dominant.

But he was not there to see events happen in motion-picture style. *He has no special inborn insight into past events any more than you or I!* He must grope to understand what happened in the past. He has NO WAY of *knowing* he is right.

Such is the limitation of scientific knowledge. Scientists such as W. E. Le Gros Clark understand "that it is never possible ultimately to prove a scientific hypothesis — the most that one can hope to do is DISPROVE it."

Clark goes on to say, "Past events which can never be subjected to direct observation have to be inferred from the data provided by material which is presently existing (even when it consists of relics of the past)" (W. E. Le Gros Clark, article "The Crucial Evidence for Human Evolution" in *Physical Anthropology*, edited by Peter B. Hammond, New York: MacMillan, 1964, page 25).

Prehistorians themselves admit how excruciatingly difficult it is to understand the past. What is needed is some kind of outline from which to reason.

Anthropologists today use evolution as a sort of road map into the past. In other words, prehistorians use the theory of evolution as a blueprint to attempt to prove the truth of the theory of evolution! This is reasoning in a circle.

And how do they do it? Simple. They "pick out" fossils that seem to lend support to their UNPROVED theory. The other fossils that cannot fit the theory are discarded.

Briefly, here's how the method is carried out in practice. Let a popular text answer. Speaking of a possible primate ancestor to man, here is how an anthropologist reasons:

"Of the four kinds of apes — the gibbon, orangutan, gorilla and chimpanzee — the gibbon is *considered* the least like a human being and the chimpanzee or gorilla the MOST. *Therefore*, if we hit on a chimpanzee-like or gorilla-like fossil from the Miocene, we

presumably would have something even closer to ancestral man" (F. Clark Howell, *Early Man*, New York: TIME-LIFE Books, 1968, page 36).

Note carefully the above quote. Here is how the process takes place.

First, it has been ASSUMED that man evolved. Next, using analogy — no proof in itself — anthropologists look at what characteristics are human and non-human.

Next, it is ARBITRARILY decided that such-and-such a type of creature would make a good ancestor. After this, a suitable stratum is searched to find this creature — again begging the question. If a creature is uncovered in the suitable stratum, he is hailed as another "missing link." But is he really? Were prehistorians on the scene to watch the evolution in progress? No, of course not! They have merely inferred it.

Can we begin to understand?

Anthropologists *do not* "see" evolution in action. They assume it has taken place. They read this assumption *into* the fossil record.

Take one example — *Australopithecus* — assumed by some to be a link in the supposed evolution of man.

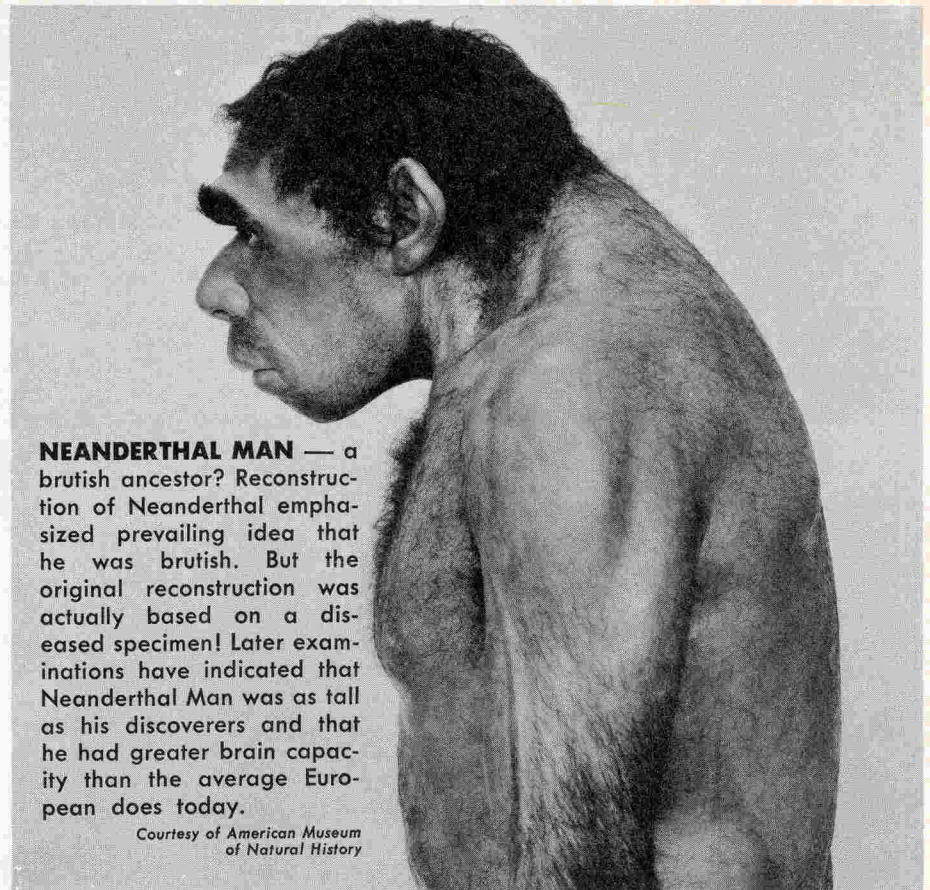
A New Missing Link?

In 1959, Dr. L. S. B. Leakey, digging at Olduvai Gorge in Tanganyika, found fossils of a creature called *Australopithecus*. Close to the fossils were pebbles, which anthropologists regard as tools.

Here, claimed anthropologists, was a real toolmaker and tool user. Here was a creature on the way toward *Homo sapiens*. Most accepted the identification.

Some authorities hesitated to accept the conclusions. They found it difficult to believe that creatures with such small brains were capable of making tools. These authorities felt that more advanced and larger-brained hominids were responsible for the tools.

Said Carleton S. Coon, "We do not know whether the *Australopithecines* made tools. We only know that someone was flaking tools in *Australopithecine* country when those hominids lived there. . . . If the *Australopithecines* did not make the stone implements in question, then they could only have been



NEANDERTHAL MAN — a brutish ancestor? Reconstruction of Neanderthal emphasized prevailing idea that he was brutish. But the original reconstruction was actually based on a diseased specimen! Later examinations have indicated that Neanderthal Man was as tall as his discoverers and that he had greater brain capacity than the average European does today.

Courtesy of American Museum of Natural History

made by true men, of whom no physical trace has yet been found" (Carleton S. Coon, *The Origin of Races*, New York: Alfred A. Knopf, 1962, page 237).

That *Australopithecus* walked upright seems to be verified. He was a strange creature. In fact, *Australopithecus* may have been alive until a few hundred years ago. Some similar form may be alive yet today.

The Chinese philosopher Hsun-Tzu, who lived about 400 B.C., wrote that "an ape the size of a man and covered with hair lived in the Yellow River Valley in his day, and also that it stood erect" (Carleton S. Coon, *The Origin of Races*, New York: Alfred A. Knopf, 1962, page 17).

A book entitled *Anatomical Dictionary for Recognizing Various Diseases* originated in Tibet and was published in Peking at the end of the eighteenth century. It contains a systematic description of the fauna of Tibet and neighboring regions.

"Many species of mammals, birds, reptiles, fish and so on," said Carleton S. Coon, "are included, and each is illustrated with a recognizable woodcut.

"Not one of the animals is fantastic, composite, or mythical. Among them, in a group of monkeys, a tail-less, bipedal primate is shown standing on a rock, with one arm outstretched upward" (Ibid., page 207, 208).

Since the idea of evolution *presupposes* some NEED to change — we might ask: "What in the world is *Australopithecus* doing alive in recent times when he was supposed to have evolved into something else MILLIONS of years ago?"

Does *Australopithecus* "link up" smoothly with ancestors and descendants? The answer is a resounding "NO!"

Says W. E. Le Gros Clark, Oxford Anatomist:

"The fact is that the most serious hiatus [gap] now in the record of hominid evolution is the gap which separates the genus *Australopithecus* from the fossil hominoids. . . .

"It is true that" — now read carefully the following — "by *extrapolation* backward and by ANALOGY with what is known of the paleontological history of other mammalian groups,

TELEVISION LOG

The WORLD TOMORROW

NEW STATIONS:

- KOAT-TV** — Albuquerque, New Mexico — Channel 7, 2 p.m. Sat.
KLRN-TV Austin, Texas — Channel 19 9 p.m. Tues.
WCCB-TV — Charlotte, N. C. — Channel 18, 2:30 p.m. Sun.
WNOK-TV Columbia, S.C. — Channel 19 1:30 p.m. Sun.

— U. S. STATIONS —

- KERO-TV** — Bakersfield, Calif. — Channel 23, 5:30 p.m. Sun.
KVOS-TV — Bellingham, Wash. — Channel 12, 3:30 p.m. Sat.
WBIQ — Birmingham, Ala. — Channel 10, 5:30 p.m. Sun.
WGR-TV — Buffalo, N. Y. — Channel 2, 12 noon Sun.
WCIQ — Cheaha State Park, Ala. — Channel 7, 5:30 p.m. Sun.
WDIQ — Dozier, Ala. — Channel 2, 5:30 p.m. Sun.
CKSO-TV — Elliot Lake, Ont. — Channel 3, 12:30 p.m. Sat.
WFIQ — Florence, Ala. — Channel 36, 5:30 p.m. Sun.
KJEO — Fresno, Calif. — Channel 47, 10:30 p.m. Sat.

- KHBV** — Henderson, Nev. — Channel 5, 5:30 p.m. Sun.
WHIQ — Huntsville, Ala. — Channel 25, 5:30 p.m. Sun.
WGR-TV — Jamestown, N. Y. — Channel 6, 12 noon Sun.
KTLA — Los Angeles — Channel 5, 10:30 p.m. Sun.
KWHY-TV — Los Angeles — Channel 22, 8:30 p.m. Sun.
WGIQ — Louisville, Ala. — Channel 43, 5:30 p.m. Sun.
WTCN-TV — Minneapolis — Channel 11, 8:30 p.m. Sun.
WEIQ — Mobile, Ala. — Channel 42, 5:30 p.m. Sun.
WAIQ — Montgomery, Ala. — Channel 26, 5:30 p.m. Sun.
WSIX-TV — Nashville, Tenn. — Channel 8, 11 a.m. Sun.
KCND-TV — Pembina, N. Dak. — Channel 12, 5 p.m. Sun.
KOIN-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 5, 1:30 p.m. Sat.
KNEW-TV — San Francisco — Channel 32, 6:30 p.m. Sat., 5 p.m. Sun.
KNTV — San Jose, Calif. — Channel 11, 1 p.m. Sun.
KHQ-TV — Spokane, Wash. — Channel 6, 10 a.m. Sun.
KTAL-TV — Texarkana-Shreveport — Channel 6, 4:30 p.m. Sun.
KLTV — Tyler, Texas — Channel 7, 5 p.m. Mon., 10:30 p.m. Sun.
KRGV-TV — Weslaco, Tex. — Channel 5, 6 a.m. Tues.

— CANADIAN STATIONS —

- CFCF-TV** — Montreal, Que. — Channel 12, 3 p.m. Sun.
CKMI-TV — Quebec City, Que. — Channel 5, 6:30 p.m. Mon.
CFQC-TV NETWORK — 12 noon Sun.
Saskatoon, Sask. — Channel 8.
Stranraer, Sask. — Channel 3.
CKSO-TV — Sudbury, Ont. — Channel 5, 12:30 p.m. Sat.
CFCN-TV NETWORK — 4 p.m. Sun.
Calgary, Alta. — Channel 4.
Drumheller/Hand Hills, Alta. — Channel 12.
Banff, Alta. — Channel 8.
Brooks, Alta. — Channel 9.
Lake Louise, Alta. — Channel 6.
Lethbridge, Alta. — Channel 13.
Drumheller, Alta. — Channel 10.
Sundre, Alta. — Channel 7.
Burmis, Alta. — Channel 5.
Oyen, Alta. — Channel 2.
Kimberley, B. C. — Channel 3.
Columbia Valley, B. C. — Channel 6.
Jubilee Mt., B. C. — Channel 8.
CFRN-TV NETWORK — 11:30 a.m. Sun.
Edmonton, Alta. — Channel 3.
Whitecourt, Alta. — Channel 12.
Ashmont, Alta. — Channel 12.
Lac la Biche, Alta. — Channel 6.
CKBI-TV NETWORK — 4 p.m. Sat.
Prince Albert, Sask. — Channel 5.
Alticane, Sask. — Channel 10.
North Battleford, Sask. — Channel 7.
Nipawin, Sask. — Channel 2.
Greenwater, Sask. — Channel 4.
Big River, Sask. — Channel 9.

we can *contrive* a THEORETICAL picture of the intermediate stages which *presumably* MUST HAVE been interposed....

"But in the *absence* of the concrete evidence of fossil remains, this is not a satisfying procedure" (W. E. Le Gros Clark, *The Fossil Evidence for Human Evolution*, Chicago: University of Chicago Press, 1964, page 175).

Notice the array — "extrapolation," "analogy," "contrive," "theoretical picture," "presumably," "must have" (which means we *don't know*), and "absence of concrete evidence!"

Can you understand? Anthropologists are merely guessing. The supposed evolution of man is an offspring of fertile human imagination.

Here is the "faith" of evolution. It claims blind, unthinking "natural selection" continuously "created" new forms of life millions of years ago. And all with no plan or purpose.

The Real Missing Link

Belief in evolution requires *faith*. But which is harder to believe — the *theory* of evolution or the Genesis account of creation?

The Bible reveals a Being of infinite intelligence — God Almighty — who, with plan and forethought, stooped down and formed man of dirt for a very great purpose. He did it only once.

Which really is harder to believe? Which really is "theology"?

The one method — unthinking natural selection with no purpose. The other method — purposeful and intelligent — a Creator purposely forming the human family.

Science says it will not accept anything which cannot be "proven" in the laboratory. Nor will it step into the realm of "theology." Yet, we have seen that there is no way to prove evolution. There are bones. But whether they

should be linked in an evolutionary chain cannot be demonstrated.

Scientists must "infer" that evolution occurred. They cannot see it. God says He is a *witness* to the creation. He was *THERE* in person (Gen. 2:7). Which is the primary source of information? Speculation by evolutionists living thousands of years after the event? Or the Creator of the universe who was on the scene and has reported to us what He did?

Who then is the "missing" link to man's ancestry? The Creator God — the Architect who made man of the dirt of the ground for a very great purpose.

You can prove simply but scientifically that God *DOES* exist. If you are interested in the proof, write for our FREE booklet, *Does God Exist?* Address office nearest you listed in staff box, inside front cover. □

RADIO LOG

The WORLD TOMORROW

— heard daily on more than 300 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

- WOR** — New York — 710 kc., 11:30 p.m. Sun.
- WHN** — New York — 1050 kc., 11:30 p.m. Sun.
- WHAM** — Rochester, N.Y. — 1180 kc., 11:30 p.m. Mon.-Fri., 10:30 a.m. Sun.
- WWVA** — 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.
- WRKO** — 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.
- WPTF** — Raleigh, N. C. — 680 kc., 1:30 & 10:30 p.m. Mon.-Fri., 10:30 p.m. Sat., 9:30 a.m., 10 p.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.
- WSAN** — Allentown, Pa. — 1470 kc., 8:30 p.m. Sun.
- *WGLI** — Babylon, N. Y. — 1290 kc., 6 p.m. daily.
- WBMD** — Baltimore — 750 kc., 12:30 p.m. daily.
- WLBZ** — Bangor, Me. — 620 kc., 6:30 p.m. Mon.-Sat., 7:30 p.m. Sun.
- WRYT** — Boston — 950 kc., 12 noon Sun.
- WCYB** — Bristol, Va. — 690 kc., 12:30 p.m. Sun.
- WWOL** — Buffalo, N. Y. — 1120 kc., 4 p.m. Sat., 10 a.m. Sun.
- WCHS** — Charleston, W. Va. — 580 kc., 7:00 p.m. daily.
- WACE** — Chicopee, Mass. — 730 kc., 12:30 p.m. daily.
- WFNC** — Fayetteville, N. C. — 940 kc., 98.1 FM, 1 p.m. Sun.

* Asterisk indicates new station.

- WHP** — Harrisburg, Pa. — 580 kc., 7:30 p.m. daily.
- WPAQ** — Mount Airy, N. C. — 740 kc., 9:30 a.m. Sun.
- WVOX** — New Rochelle, N. Y. — 1460 kc., 93.5 FM, 6:30 a.m. Mon.-Sat., 8 a.m. Sun.
- WEVD** — New York — 1330 kc., 97.9 FM, 10 p.m. daily.
- WBNX** — New York — 1380 kc., 9:15 a.m. Sun. (in Spanish).
- WHLD** — Niagara Falls, N. Y. — 98.5 FM, 12:30 p.m. Mon.-Sat.
- WRCP** — Philadelphia — 1540 kc., 12 noon Mon.-Sat., 3:30 p.m. Sun.
- WPIT** — Pittsburgh — 730 kc., 101.5 FM, 12 noon Mon.-Fri., 1:30 p.m. Sat., 11 a.m. Sun.
- WEDO** — Pittsburgh — 810 kc., 7:30 a.m. Mon.-Sat.
- WCSH** — Portland, Me. — 970 kc., 6:30 p.m. Mon.-Sat., 7:30 p.m. Sun.
- WJAR** — Providence, R. I. — 920 kc., 7:30 p.m. daily.
- WTVR** — Richmond, Va. — 1380 kc., 7 p.m. daily.
- WVNH** — Rochester, N. H. — 930 kc., 9 a.m. Sun.
- WSCR** — Scranton, Pa. — 1320 kc., 12:30 & 6:30 p.m. Sun.
- WIBX** — Utica, N. Y. — 950 kc., 7:30 p.m. Sun.
- WDEV** — Waterbury, Vt. — 550 kc., 8 p.m. Sun.
- WBRE** — Wilkes-Barre, Pa. — 1340 kc., 98.5 FM, 12:30 p.m. daily.

— 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.
- WISN** — Milwaukee, Wis. — 1130 kc., 10:30 p.m. Sun.-Fri., 9 a.m. Sun., 97.3 FM, 11 p.m. daily.
- KSTP** — Minneapolis-St. Paul — 1500 kc., 5 a.m. Mon.-Sat., 8 a.m. Sun.
- KXEL** — Waterloo — 1540 kc., 9:30 p.m. Mon.-Sat., 8 p.m. Sun.
- KRVN** — Lexington, Nebr. — 880 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

- WSLR** — Akron, Ohio — 1350 kc., 8 p.m. daily.
- WBCK** — Battle Creek, Mich. — 930 kc., 7 p.m. Mon.-Fri., 12:30 p.m. Sat., Sun.
- WBCM** — Bay City, Mich. — 1440 kc., 6:30 p.m. daily.
- KFYR** — Bismarck, N. Dak. — 550 kc., 7 p.m. daily.
- KFVS** — Cape Girardeau, Mo. — 960 kc., 9:15 a.m. & 7:30 p.m. Sun.

- WMT** — Cedar Rapids — 600 kc., 11:30 a.m. Sun.
- WEAW** — Chicago — 1330 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.)
- WCLU** — Cincinnati — 1320 kc., 12 noon daily.
- WERE** — Cleveland — 1300 kc., 10:30 p.m. Sun.
- KGGF** — Coffeyville, Kans. — 690 kc., 6 p.m. daily.
- KXXX** — Colby, Kans. — 790 kc., 11:30 a.m. Sun.
- WBNS** — Columbus, Ohio — 1460 kc., 8:30 p.m. daily.
- WITY** — Danville, Ill. — 980 kc., 7 p.m. Sun.
- WOC** — Davenport, Ia. — 1420 kc., 103.7 FM, 10 p.m. Sun.
- KWKY** — Des Moines, Iowa — 1150 kc., 12:30 p.m., 9:30 p.m. daily.
- WEBC** — Duluth, Minn. — 560 kc., 6:30 p.m. daily.
- WBDC** — Escanaba, Mich. — 680 kc., 6 a.m. Mon.-Sat.
- WGBF** — Evansville, Ind. — 1280 kc., 9:30 a.m. Sun.
- KFGO** — Fargo, N. Dak. — 790 kc., 7 p.m. Mon.-Fri., 7:10 p.m. Sat. & Sun.
- WKMF** — Flint, Mich. — 1470 kc., 6:30 p.m. daily.
- KUPK** — Garden City, Kans. — 1050 kc., 97.3 FM, 12:30 p.m. Mon.-Sat., 12:15 p.m. Sun.
- WWCA** — Gary, Ind. — 1270 kc., 6:30 p.m. Mon.-Sat., 4 p.m. Sun.
- KMMJ** — Grand Island, Nebr. — 750 kc., 4 p.m. Sun.
- WNFL** — Green Bay — 1440 kc., 6:30 p.m. Mon.-Sat., 5 p.m. Sun.
- WJOB** — Hammond, Ind. — 1230 kc., 6:30 p.m. Sun.
- WIBC** — Indianapolis — 1070 kc., 10:30 p.m. Sun.
- WJPD** — Ishpeming, Mich. — 1240 kc., 6:30 p.m. daily.
- KLIK** — Jefferson City, Mo. — 950 kc., 1 p.m. daily.
- WJOL** — Joliet, Ill. — 1340 kc., 9:30 p.m. Sun.
- KUDL** — Kansas City, Mo. — 1380 kc., 5:40 a.m. Mon.-Sat., 8 a.m. & 11 p.m. Sun.
- WIBA** — Madison, Wis. — 1310 kc., 6:05 p.m. Sun.
- WBRJ** — Marietta, Ohio — 910 kc., 12:30 p.m. daily.
- KGLO** — Mason City, Ia. — 1300 kc., 7:30 p.m. Sun.
- WYLO** — Milwaukee, Wis. — 540 kc., 10 a.m. Sun.
- KQRS** — Minneapolis — 1440 kc., 8:30 p.m. Sun.
- KBEA** — Mission, Kans. — 1480 kc., 7 p.m. daily.
- KOZN** — Omaha, Nebr. — 660 kc., 12:20 p.m. Mon.-Sat., 12 noon Sun.
- WXCL** — Peoria, Ill. — 1350 kc., 7:05 p.m. daily.

(Continued on next page)

KFEQ — St. Joseph, Mo. — 680 kc., 7 p.m. daily.
KSOO — Sioux Falls, S. Dak. — 1140 kc., 6:45 p.m. Sun.
WSBT — South Bend — 960 kc., 9 p.m. daily.
WCOW — Sparta, Wis. — 1290 kc., 10 a.m. Sun.
KWTO — Springfield, Mo. — 560 kc., 6:30 p.m. daily.
WSPD — Toledo, Ohio — 1370 kc., 7 p.m. daily.
WIBW — Topeka, Kans. — 580 kc., 9 a.m. Sun.
WSAU — Wausau, Wis. — 550 kc., 7 p.m. Sun.
KFH — Wichita, Kans. 1330 kc., 6:30 p.m. Mon.-Sat., 9:30 a.m. Sun.
WNAX — Yankton, S. Dak. — 570 kc., 7:30 p.m. daily.
WFMJ — 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 — 650 kc., 9 p.m. Sun.
KRLD — Dallas — 1080 kc., 8:10 p.m. daily.
WFAA — Dallas — 820 kc., 11:30 p.m. Mon.-Sat.
KTRH — Houston — 740 kc., 7:30 p.m. Sun.-Fri.
WOAI — 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. & 9:30 p.m. Sun.
WNOE — 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.
WGUN — Atlanta — 1010 kc., 11 a.m. Mon.-Sat., 4 p.m. Sun.
WAPI — Birmingham — 1070 kc., 10 a.m. Sun.
WMOO — Mobile — 1550 kc., 7 a.m. Mon.-Sat., 10:30 a.m. Sun.
WINQ — Tampa — 1010 kc., 12:10 p.m. Sun.
KRMG — Tulsa — 740 kc., 10 a.m. Sun.
XEG — Monterrey, México — 1050 kc., 8:30 p.m. daily (CST)
XESM — México, D.F. — 1470 kc., 9 a.m. Sun.

LOCAL-AREA STATIONS

KNIT — Abilene, Tex. — 1280 kc., 8:15 p.m. Mon.-Sat., 8 a.m. Sun.
KGNC — Amarillo — 710 kc., 7 p.m. daily.
KTBC — Austin — 590 kc., 5:30 a.m. Mon.-Sat., 9:30 a.m. Sun.

KLVI — Beaumont, Tex. — 560 kc., 6:30 p.m. Sun.
WBRC — Birmingham — 960 kc., 106.9 FM, 7:30 p.m. daily.
WFWL — Camden, Tenn. — 1220 kc., 2 p.m. Sun.
KMIL — Cameron, Tex. — 1330 kc., 12:30 p.m. Mon.-Sat., 8:45 a.m. Sun.
WCSC — Charleston, S. C. — 1390 kc., 6:30 p.m. Sun.
WDEF — 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.
WAAX — Gadsden, Ala. — 570 kc., 12 noon Sun.
KEES — Gladewater, Tex. — 1430 kc., 12 noon daily.
***WMRB — Greenville, S. Car.** — 1490 kc., Sun.
KBHS — Hot Springs, Ark. — 590 kc., 96.7 FM, 5 p.m. Sun.
WBIX — Jacksonville, Fla. — 1010 kc., 12:30 p.m. daily.
WKSC — Kershaw, S. C. — 1300 kc., 1:15 p.m. Sun.
WFIV — 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. — 630 kc., 7 p.m. Mon.-Sat., 10:30 a.m. Sun.
KFYO — Lubbock, Tex. — 790 kc., 11:30 a.m. Mon.-Sat., 4:30 p.m. Sun.
KWAM — Memphis — 990 kc., 11 a.m. Mon.-Sat., 10 a.m. Sun.
WMQM — Memphis — 1480 kc., 12:30 p.m. Mon.-Sat., 1 p.m. Sun.
WHBQ — Memphis — 560 kc., 9 a.m. Sun.
WINZ — Miami — 940 kc., 7 p.m. daily.
WGBS — Miami — 710 kc., 9 a.m. Sun.
WFAB — Miami — 990 kc., 9 a.m. Sun. (in Spanish).
KWEL — Midland, Tex. — 1600 kc., 6:30 p.m. Sun.
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.
WKYX — Paducah, Ky. — 570 kc., 12:30 p.m. Sun.
***KPBC — Port Sulphur, La.** — 1510 kc., daily.
KTLU — Rusk, Tex. — 1580 kc., 1 p.m. Sun.
KMAC — San Antonio — 630 kc., 7:15 a.m. Mon.-Sat., 9 a.m. Sun.
WEAS — Savannah, Ga. — 900 kc., 12 noon daily.
WMEN — Tallahassee — 1330 kc., 10:30 a.m. Sun.
WFLA — Tampa — 970 kc., 7:05 p.m. daily.
KFMJ — Tulsa — 1050 kc., 12 noon daily.
KTBB — Tyler, Tex. — 600 kc., 12 noon daily.

KWFT — Wichita Falls, Tex. — 620 kc., 4:30 p.m. Sun.
KSIW — Woodward, Okla. — 1450 kc., 1 p.m. Sun.

— Mountain States —

MAJOR STATIONS

KOA — Denver — 850 kc., 9:30 a.m. Sun.
KSWs — 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.
XELO — Ciudad Juárez, México — 800 kc., 8 p.m. Sun. (MST)

LOCAL-AREA STATIONS

KGGM — Albuquerque — 610 kc., 6:30 p.m. Sun.
KIDO — Boise, Idaho — 630 kc., 7:05 p.m. daily.
KTWO — Casper, Wyo. — 1030 kc., 6:05 p.m. daily.
KLZ — Denver — 560 kc., 106.7 FM, 7:15 p.m. daily.
KCLS — Flagstaff, Ariz. — 600 kc., 12:30 p.m. Sun.
KREX — Grand Junction, Colo. — 1100 kc., 8 p.m. Sun.
KMON — Great Falls, Mont. — 560 kc., 6:30 p.m. Mon.-Sat., 8 p.m. Sun.
KOFI — Kalispell, Mont. — 1180 kc., 6:30 p.m. daily.
KASA — Phoenix — 1540 kc., 12:30 p.m. daily.
KSEI — Pocatello, Idaho — 930 kc., 8 p.m. Sun.
KBET — Reno — 1340 kc., 6:30 p.m. daily.
KMOR — Salt Lake City — 1230 kc., 12 noon Mon.-Sat., 9 a.m. Sun.
KTUC — 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.
KFAX — San Francisco — 1100 kc., 12:30 p.m. Mon.-Sat., 10 a.m. Sun.
KGBS — 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.
XERB — Rosarita, México — 1090 kc., 7 p.m. daily.

LOCAL-AREA STATIONS

KWIN — Ashland, Ore. — 580 kc., 7:30 a.m. Mon.-Sat., 7:30 p.m. Sun.
KARI — Bellingham, Wash. — 550 kc., 6:30 p.m. daily.
***KICO — Calexico, Calif.** — 1490 kc., 7:15 a.m. Sun.
KCHJ — Delano, Calif. — 1010 kc., 7:30 a.m. daily.
KUGN — Eugene — 590 kc., 7 p.m. daily.

(Continued on next page)

KBIF — Fresno — 900 kc., 7:30 a.m. Mon.-Fri., 4 p.m. Sat., 10 a.m. Sun.
KTYM — Inglewood — 1460 kc., 12 noon Mon.-Fri.
KAGO — Klamath Falls, Ore. — 1150 kc., 6:30 p.m. daily.
KFOX — Long Beach — 1280 kc., 9 p.m. Mon.-Sat., 9:35 p.m. Sun.
***KLAC** — Los Angeles — 570 kc., 8:30 a.m. Sun.
KYJC — Medford, Ore. — 1230 kc., 6:30 p.m. Sun.
KONA — Pasco, Wash. — 610 kc., 7 p.m. daily.
KUMA — Pendleton, Ore. — 1290 kc., 6:30 p.m. daily.
KEX — Portland — 1190 kc., 9 a.m. Sun.
KLIQ — Portland — 1290 kc., 92.3 FM, 7:30 a.m. Mon.-Sat., 1 p.m. Sun.
KWJJ — Portland — 1080 kc., 9 p.m. Mon.-Sat., 10 p.m. Sun.
KGAY — 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.
KCKC — San Bernardino — 1350 kc., 9 p.m. daily.
KMEN — San Bernardino — 1290 kc., 6 a.m. Sun.
KOGO — San Diego — 600 kc., 8:30 p.m. Sun.
KKHI — San Francisco — 1550 kc., 6 a.m. Mon.-Sat., 8 a.m. Sun.
KFRC — San Francisco — 610 kc., 106.1 FM, 7 a.m. Sun.
KVEC — San Luis Obispo, Calif. — 920 kc., 7 p.m. daily.
KDB — Santa Barbara — 1490 kc., 93.7 FM, 7 p.m. daily.
***KBLE** — Seattle — 1050 kc., 12 noon daily.
KTW — Seattle — 1250 kc., 102.5 FM, 7:15 a.m. Mon.-Sat., 10 a.m. Sun.
KVI — Seattle — 570 kc., 8 a.m. Sun.
KHQ — Spokane — 590 kc., 8:05 p.m. daily.
KMO — Tacoma, Wash. — 1360 kc., 8:30 p.m. daily.
KMWX — Yakima, Wash. — 1460 kc., 6:30 p.m. Sun.

— Alaska & Hawaii —

KFQD — Anchorage, Alaska — 750 kc., 7:30 p.m. daily.
KFRB — Fairbanks — 900 kc., 6 p.m. daily.
KNDI — Honolulu, Hawaii — 1270 kc., 6 a.m., 6 p.m. daily

CANADA

CJNR — Blind River, Ont. — 730 kc., 6:30 p.m. Mon.-Sat., 3:30 p.m. Sun.
CKPC — Brantford, Ont. — 1380 kc., 7 p.m. daily.
***CFCN** — Calgary, Alta. — 1060 kc., 9 p.m. Sun.-Fri., 8:30 p.m. Sat.
CFCW — Camrose, Alta. — 790 kc., 8:30 p.m. Mon.-Sat., 2:30 p.m. Sun.
CKDM — Dauphin, Man. — 730 kc., 6:30 p.m. daily.

CJDV — Drumheller, Alta. — 910 kc., 6 a.m. Mon.-Sat., 10:30 a.m. Sun.
CKNR — Elliot Lake, Ont. — 1340 kc., 6:30 p.m. Mon.-Sat., 3:30 p.m. Sun.
CJLX — Fort William, Ont. — 800 kc., 7:30 p.m. Mon.-Sat., 6:25 p.m. Sun.
***CKGF** — Grand Forks, B. C. — 1340 kc., 8:30 p.m. Mon.-Sat., 7:30 p.m. Sun.
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 — Kitimat, B. C. — 1230 kc., 7:30 p.m. daily.
CHYR — Leamington, Ont. — 5:30 a.m. daily at 730 kc., 6:30 p.m. daily at 710 kc.
CHEC — Lethbridge, Alta. — 1090 kc., 100.9 FM, 9 p.m. daily.
CFMB — Montreal, Que. — 1410 kc., 6:30 a.m. Mon.-Sat., 1:30 p.m. Sun.
CFCH — North Bay, Ont. — 600 kc., 8:30 p.m. Mon.-Fri., 7 a.m. Sun.
CKOO — Osoyoos, B. C. — 1240 kc., 8:30 p.m. Mon.-Sat., 7:30 p.m. Sun.
CKOY — Ottawa, Ont. — 1310 kc., 5:30 a.m. Mon.-Sat.
CKYL — Peace River, Alta. — 610 kc., 6 a.m. Mon.-Sat., 7:30 p.m. Sun.
CKOK — Pentton, B. C. — 800 kc., 8:30 p.m. Mon.-Sat., 7:30 p.m. Sun.
CHEX — Peterborough, Ont. — 980 kc., 8:30 p.m. Mon.-Fri., 10:30 p.m. Sat.
CKBI — Prince Albert, Sask. — 900 kc., 7:30 p.m. Mon.-Fri., 8 p.m. Sat., 2 p.m. Sun.
CHTK — Prince Rupert, B. C. — 560 kc., 7:30 p.m. daily.
CKRM — Regina, Sask. — 980 kc., 8:30 p.m. daily.
CFBC — St. John, N. B. — 930 kc., 8:30 p.m., 98.9 FM, 7 p.m. daily.
VOCM — St. John's, Nfld. — 590 kc., 6:30 p.m. daily.
CHLO — St. Thomas, Ont. — 680 kc., 6 a.m. Mon.-Sat., 2:30 p.m. Sun.
CFQC — Saskatoon, Sask. — 600 kc., 8:30 p.m. daily.
CKCY — Sault Ste. Marie, Ont. — 920 kc., 6:30 p.m. daily.
CJET — Smith Falls, Ont. — 630 kc., 7:30 p.m. Mon.-Sat., 10:30 a.m. Sun.
CFTK — Terrace, B. C. — 590 kc., 7:30 p.m. daily.
CHIN — Toronto, Ont. — 1540 kc., 12 noon daily.
CKFH — Toronto, Ont. — 1430 kc., 6 a.m. Mon.-Sat., 10 a.m. Sun.
CJVI — Victoria, B. C. — 900 kc., 8:30 p.m. Sun.-Fri.
CKY — Winnipeg, Man. — 580 kc., 5:30 a.m. Mon.-Sat., 7 a.m. Sun.
CJGX — Yorkton, Sask. — 940 kc., 6:30 p.m. daily.

In French —
CKBL — Matane, Que. — 1250 kc., 10:45 a.m. Sat., Sun.
CFMB — Montreal — 1410 kc., 5 p.m. Sat., Sun.
CJSA — Ste. Agathe des Monts, Que. — 1230 kc., 6:30 p.m. Mon., Wed., Fri.

In Italian —

CFMB — Montreal — 1410 kc., 7:45 p.m. Sat.
CHIN — Toronto — 1540 kc., 4:15 p.m. Sat.

EUROPE

In English —

MANX RADIO — 188 m. (1594 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 — KUAM — 610 kc., 6 p.m. Sun.

— Okinawa —

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

CARIBBEAN AND LATIN AMERICA

In English —

RADIO BARBADOS — Pine 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.
ZFB 1 — RADIO BERMUDA — 960 kc., 1:30 p.m. daily.
GUYANA BROADCASTING SERVICE — Georgetown — 560 kc., 1 p.m. Mon.-Sat., 1:30 p.m. Sun.

JAMAICA BROADCASTING —

Kingston — 560 kc., 12 midnight daily.
Mandeville — 620 kc., 12 midnight daily.
Montego Bay — 700 kc., 12 midnight daily.
Port Maria (Port Galina) — 750 kc., 12 midnight daily.
RADIO SURINAM — Paramaribo — 720 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., 5:30 p.m. Sat., 10:45 a.m. Sun.

In French —

4VBM — Port-au-Prince, Haiti — 1430 kc., 7:45 p.m. Wed.
4VGM — Port-au-Prince, Haiti — 6165 kc., 7:45 p.m. Wed.
RADIO ANTILLES — Montserrat, W. I. — 930 kc., 8:45 p.m. Mon., Thurs., Sat.
RADIO CARAIBES — St. Lucia, W. I. — 840 kc., 6:15 a.m. Mon.-Fri.

For a complete worldwide Radio Log, write the Editor.



Keystone Photo

During the Peruvian quake of May 31, avalanches of mud completely covered the two towns of Yungay and Ranrahirca. The Spanish text on this aerial photo means: "Here was the city of Yungay and its main square."

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different. But the Minister of Agriculture (Sen. D. C. H. Uys) says it is worse and, if it isn't, it is difficult to imagine what could be.

"Even if the rains come tomorrow, it will be too late for some areas. Vast tracts of veld and bush have taken the form of a blackened necropolis, a lifeless land which heavy rains would probably ravage further — if this is possible."

The drought has been called "a colossal economic disaster" and "a catastrophe" by farmers and local agricultural authorities in eastern Cape Province.

Reports the same news dispatch:

"Every day the endless miseries of the rural community are highlighted with fresh hardships. . . . All over, Nature has squeezed and soon everyone can expect to feel the pinch."

Upsets Around the World

Look at other weather calamities this past winter and spring — the "worst drought in local history" in Chile's north-central region, the "worst drought in living memory" in New Zealand, the "worst floods in memory" in Ceylon

(with one million persons made homeless), and "the worst floods of the century" in Portugal.

President Nixon's Office of Emergency Preparedness reported in late January that a record number of natural disasters, headed by Hurricane Camille, occurred in the United States last year. The agency said there were 29 major disasters, including floods, tornadoes, hurricanes and landslides, in 23 states including 6 states that suffered twice. The combined death toll was 300

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

Why Disasters?

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

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

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

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

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

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

No, not at all.

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

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

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

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

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

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

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

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

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

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

Personal from the Editor

(Continued from page 1)

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

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

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

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

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

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

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

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

I was thirty-five before I learned the answer.

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

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

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

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

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

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

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

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

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

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

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

WHY?

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

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

That's how the GIVING way operates!

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

What our READERS SAY

(Continued from inside front cover)

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

Charles W.,
San Diego, Calif.

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

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

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

Susan F.,
Wilmington, North Carolina

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

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

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

Linda S.,
Buffalo, N. Y.

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

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

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

P. R. K.,
Copley, Ohio

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

John C.,
Costa Mesa, California

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

John R. J.,
Marion, Ohio

IN THIS ISSUE:

★ THE BATTLE FOR ECONOMIC SURVIVAL

Beset by crime, campus riots, strikes, inflation, recession, and the agony of nine years of Vietnam, Americans are utterly unaware of a global battle now under way which they are tragically losing by default. See page 2.

★ SICK SOIL—A BASIC CAUSE OF POOR HEALTH

What difference does it make to you what kind of soil your food is grown on? Far more than you may realize! Here is WHY. See page 9.

★ THE FAMILY THAT EATS TOGETHER STAYS TOGETHER

Why do so few understand the cause of the generation gap? It is time we took a look at the breakdown in family meal-time togetherness — and asked ourselves how to rebuild a strong and happy family. See page 17.

★ 1970 — A YEAR OF DISASTER

Floods, droughts, tornadoes — and now, one of the worst earthquakes on record. What does it all mean? See page 21.

★ THE SOLUTION TO A NO DEPOSIT, NO RETURN SOCIETY

What are the consequences of an American culture throwing away more than most other cultures produce? Where is today's life style leading us? Find out how YOU can help. See page 24.

★ OUR ENVIRONMENTAL CRISIS

The earth faces a crisis of staggering dimensions. Biologists and population experts speak of the "Death of the Earth." Warnings of impending global famine, killing hundreds of millions, have been sounded. But why? How urgent is the crisis?

Dr. Paul R. Ehrlich of the Department of Biological Sciences, Stanford University, warns of the grave tragedy that lies ahead — unless massive action is taken now. See page 29.

★ AT LAST—THE MISSING LINK—FOUND

For one hundred years, anthropologists have searched for the "missing links" to man's ancestry. Many have been proposed. But the "missing link" — long overlooked by scientists — stands revealed. Read the proof in this surprising article. See page 35.

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