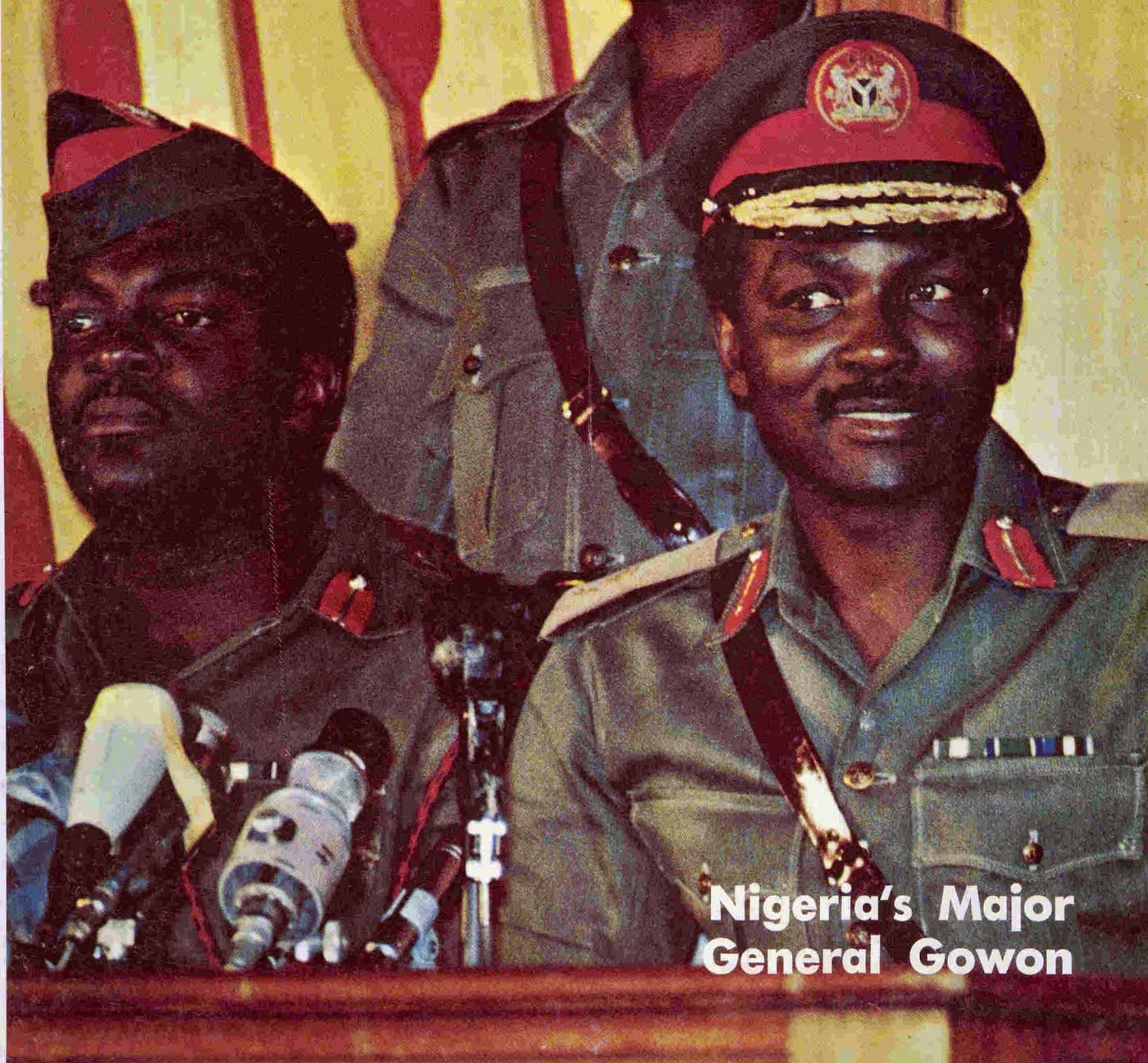


the
PLAIN TRUTH
a magazine of understanding



**Nigeria's Major
General Gowon**

What our READERS SAY

"I want to thank you for *The PLAIN TRUTH*. You express many things I know and have seen on my travels around the world. Having just returned from Moscow and Leningrad and from behind the Iron Curtain, I know more than ever we should guard our thinking, way of life, and freedom in the United States... Last year I was in Asia and saw the overpopulation, hunger, disease and the many troubles of many peoples. I am grateful for a group of people such as you at Ambassador College who are doing something about it. As an educator I do what I can in my small way."

Mrs. Gwen K.,
Columbus, Ohio

"I would think many readers will ask, 'What can I do to solve these problems?' — see January, 1970 issue, 'The 60's a Paradoxical Decade.' First of all, couples can solve the population explosion and pollution by limiting their children to two. If they wish additional children, they can adopt them. Secondly, everyone can write their elected representative. Keep telling it to us like it is, but give us hope by telling us what we can do to make this a fit world to live in."

Donald G. B.,
Linn, Missouri

"I have received my free copies of your disgusting magazine. You are extremely fortunate to be in a country which exercises the freedom of the press so that you may be allowed to print your bigoted misconceptions."

Miss Lurie G.,
Santa Ana, Calif.

TV

"Thank you for a refreshing look at the real threat to American youth — the Madison Avenue ad man, script writer and media... I wish this article had gone one step further. After you, the parent, turn off the TV, you should write letters saying why you've done so

to several of the leading commercial firms who sponsor the harmful programs and sexy ads. Tell them you are also asking your friends to take a second look before buying their products, and that you are not buying any of their products until there is a change in their sponsorship for American decency."

Mrs. E. E. M.,
Seattle, Wash.

• *We, too, felt this subject deserved another article. See page 29 of this issue.*

"My own class of fifth graders admit to watching TV as much as five hours a day — school days! And parents complain about low grades — 'it's usually the teacher's fault.'"

Frances H.,
Madras, Oregon

Vietnam

"I am an enlisted man in Vietnam. It has seemed to me that all media in the United States have truly missed the many problems of Vietnam. You tell it exactly like it is in 'The Endless War' in your December edition of *The PLAIN TRUTH*. I wish your magazine could reach all Americans so they could all read 'The Endless War.' Gentlemen, we've lost the war."

SP5 John C.,
APO San Francisco, Calif.

"I was amazed at how accurately your article, 'The Endless War' [December 1969] summed up the situation in Vietnam. Surely the author must have once been here himself! It is pathetic the way the U. S. restricts its men from fighting to win. In some cases, we are not even allowed to return fire when the enemy shoots at us first. Each one of us is counting the days left in his tour of duty and looking forward to returning home."

SP4 Mike P.,
APO, San Francisco, Calif.

the PLAIN TRUTH

a magazine of understanding

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Personal from the Editor

THE OTHER DAY at a student assembly, Ambassador College, Pasadena campus, a shocking film was presented. It showed, in full color motion picture film, the horror conditions in Biafra.

Seated beside me as my guest was the managing director of a large motion picture corporation from Europe. During World War II he had been a prisoner at Buchenwald.

Before our eyes were living scenes of starving, rib-showing children. We were viewing sickening scenes of putrefying sores covering bodies dying from horrible diseases resulting from malnutrition. To most of us this was a moving, revolting, eye-opening picture. It produced emotions of shock, horror, sympathy for the helpless victims. But still it was *a picture!* We were not, ourselves, in Biafra. We were in an assembly room on our peaceful and beautiful campus. Surely we were *moved!* Our hearts went out to the suffering, the dying. It moved us to want to *do* something about it.

Yet, moving as it was, to us it still was *a picture*. But to my guest who had experienced the horrors of Buchenwald, it was stark **REALITY!** To him it was actuality — a living **EXPERIENCE**. He was once again *living* in the human slaughter-camp. It left him sick in the stomach for twenty-four hours.

There are two lessons here I want our readers to grasp. I wonder if many of you will.

First, one does not receive the full impact of conditions merely from pictures. To gain full comprehension, it seems one must *be* there and actually *experience* it. This guest, like so many others, had seen pictures of our college campuses. But coming in person, *being* here, is a different experience altogether. Now it becomes **REAL**.

The Vice President and General

Manager of one of the major radio stations over which we broadcast the **WORLD TOMORROW** was here a few days ago. "I never did really **UNDERSTAND** what you have here," he said, "from the pictures. One has to *be* here, to see all the happy, alert, smiling students, to **FEEL** and experience the atmosphere. Then it becomes something altogether different."

That is true of a place of beauty, peace and harmony, of progressive and constructive action. And it is equally true when it comes to grasping, in all its horrifying reality, the very **OPPOSITE** conditions that exist.

While you've been reading this far in my *Personal* talk, at least **FOUR PEOPLE** have died of starvation — mostly children. That is a fact. I can state it — you can read it — but you have not really **EXPERIENCED** it. You don't fully grasp **THE MEANING** of it! You probably have not become aroused to action over it.

The second point I want you to grasp is this. This Biafra picture ended with an appeal to viewers to send in contributions for food and medicine for Biafra. The film was moving enough to stir one's emotions to respond.

But the **BIG POINT** here is one few will realize. The appeal was to treat of the **EFFECT**, not the **CAUSE**.

To treat such an effect — to send food for the starving — to alleviate temporarily the pain of disease — is good. But it is not enough! To treat of the **CAUSE** is the **ONLY CURE!**

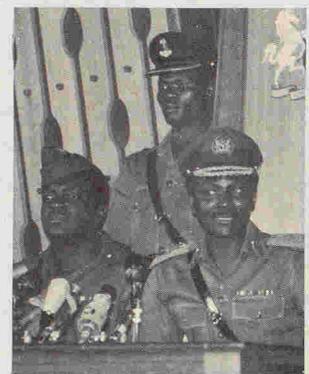
Even if all humanity is **MOVED** with sympathy and compassion to the extent of sending to Biafra great quantities of food and medicine, that will not rid the world of the **CRIME!**

If that is all we do, we shall soon have **TWO** Biafras to alleviate, then four, then ten, then a **HUNDRED** such Biafras!

There are conditions just as bad in

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UPI Photo

OUR COVER

Major General Yakubu Gowon, commander of the federal Nigerian forces, accompanied by member of his staff at press conference in Lagos. The thirty-one month Nigerian civil war is ended. The pain and suffering will continue for many months and years to come. War and world sentiment did not guarantee the Ibos independence — only disease, malnutrition and death.

India, in Egypt, in many parts of the world. These conditions are revolting — sickening — horrifying beyond description!

Few realize the extent of such evil conditions in the world.

Doctor Paul R. Ehrlich, director of graduate study for the Department of Biological Science at Stanford University, has given some staggering facts in his recent book *The Population Bomb*.

He says it is ALREADY TOO LATE to prevent famine that will kill hundreds of millions, even by 1975. Already, he says, five hundred million human lives are slowly starving, and another five hundred million are malnourished. This, while so many of us in Europe and America are overeating and indulging in gross wastage of food.

We are, says Dr. Ehrlich, playing "environmental roulette."

Few realize what we are doing to humanity through polluting the air, poisoning the water, killing our fish, ruining our soil. The things we are doing soon will begin to reduce the amount of oxygen in the air we breathe — necessary to stay alive!

Read, if you have not already, how the United States is now using up 40% more oxygen than it produces. This is on page 9 of the February (1970) PLAIN TRUTH, article "Scientists Warn, 'Act Now on Pollution . . . don't just talk.'"

I have mentioned before how a country doctor-philosopher said to me, "Everything man has ever managed to get his hands on that God Almighty has created, man has polluted, contaminated, ruined, or destroyed." I didn't believe him then. That statement seemed preposterous, incredible. But I have thought about it and observed, these 37 years since I heard it, and I have just about decided he was right.

Nature has set fixed laws. There are natural laws set to maintain the proper ecological balance to maintain life in our soil, in our water, and our air. Man, in his educated ignorance and greed, upsets that balance.

There can be no LAW without a PENALTY. There are also inexorable moral and spiritual laws governing

human relationships and human happiness, prosperity and abundant well-being.

Man seems always bent on BREAKING all such laws, whether physical, chemical, moral or spiritual. The laws begin to enforce automatically their PENALTIES. It is a matter of CAUSE and EFFECT. So what has humanity been doing for thousands of years? Breaking the laws — CAUSING the effect — the penalty of broken laws. Then what does man do? He tries to treat of the EFFECT. And what does that mean? It means, whether realized or not, man's effort is to prevent nature's laws from exacting their PENALTIES. Man — even in his science, technology and higher education — seems bent on saying, in effect, "Almighty God — if there be any God — we are going to demonstrate that you can't make your laws work. We are going to find a way to prevent the penalty from taking effect."

In all this world, our human society is TREATING THE EFFECT, while IGNORING THE CAUSE — or, more properly, breaking the laws and trying to remove their penalties.

For every evil effect, there has to be a CAUSE! Humanity continues indulging in, with ever-increasing vigor, the CAUSES of crime, of violence, of wars, of sickness and disease, of unhappy marriages, of divorce and broken families.

Medical science, as one example, deals primarily with the EFFECT. As one doctor said to me, "We physicians are so busy treating sicknesses and diseases, we simply do not have time to inquire very much into the causes."

I have said time and again, other magazines, newspapers, newscasts, report the news — state the problems — describe the evils. *The PLAIN TRUTH* brings you the ANSWERS, points to the SOLUTIONS.

So what are we doing to prevent *more and more* Biafras rising up? What to SOLVE these evils?

A very great deal more than most of our readers probably realize.

We constantly point to the CAUSES.

But we are not, of course, able to force a CHANGE in these wrong CAUSES

upon all humanity throughout the whole world.

So we not only point to the CAUSES — the abuses that need to be changed. We are doing MUCH MORE, and results are ESCALATING with constantly increasing momentum!

By right education in the home worldwide, we are constantly carrying the TRUTH of conditions, with the CAUSES and the solutions, to upwards of 150 millions who are listening and reading. And gradually, this is resulting in the CHANGED LIVES of many thousands of individuals, who come to this change willingly of their own volition.

More, we are actually setting the living EXAMPLE. We are bringing about a CHANGED condition — one of PEACE, of HAPPINESS, of abundant well-being — on three college campuses! These are like model communities. Here the evil RESULTS have never occurred. It is like a model for the whole world, gradually and ultimately, to follow.

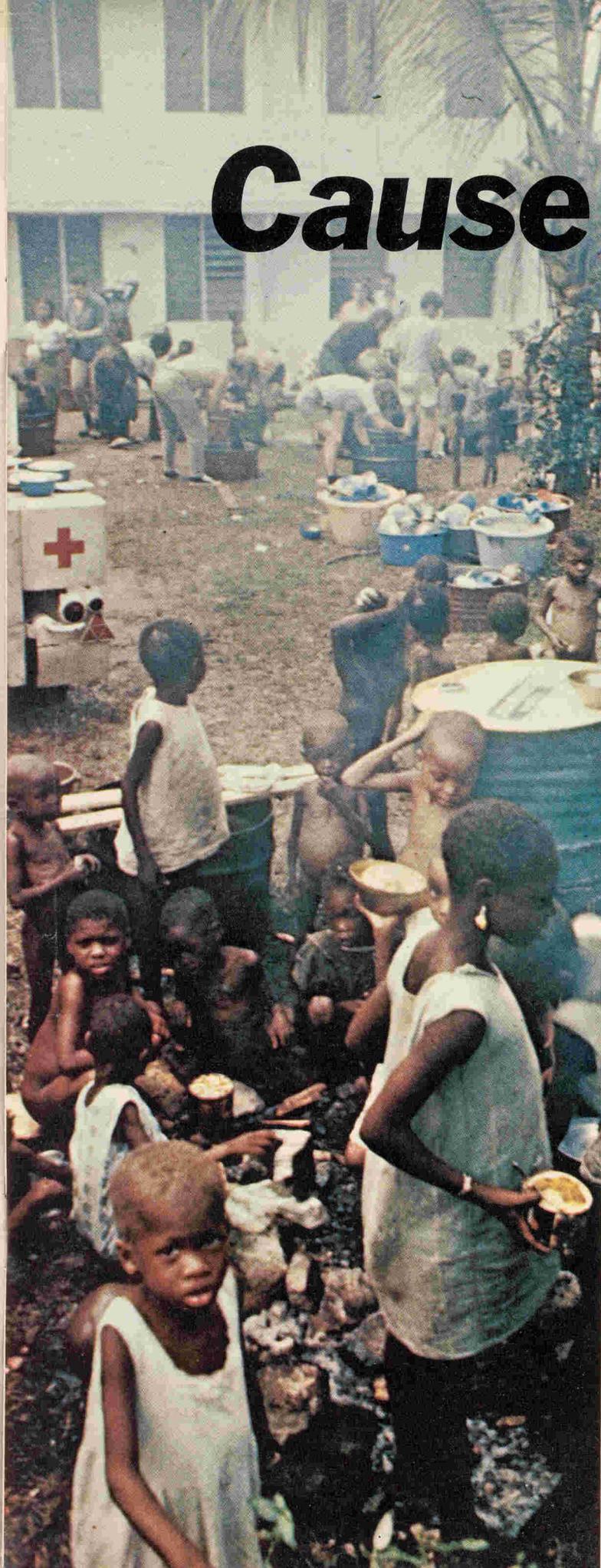
This program started 22½ years ago, with the founding of Ambassador College in Pasadena, California. It started small — *very* small. It started with four pioneer students, and a faculty of eight.

Do you realize how things grow and expand — *either* good or bad? Ever drop a tiny pebble in the center of a still and placid pool? It forms a tiny ring around the point where the pebble struck. But that ring expands, and expands, until it fills the entire pool.

The greatest news forecaster who ever lived, reporting world news far in advance, gave the advance news report of a coming world of peace, prosperity, happiness, and abundant well-being. But he said it would start the very smallest, like a grain of mustard seed, smallest of all seeds. But it would grow, and expand, until it becomes the greatest — ultimately filling the whole earth.

Ambassador College was founded as a character-building institution. It believes there is a CAUSE for every effect. It believes mankind generally, and colleges and universities in particular, are applying wrong causes and reaping unhappy results. It believes society generally is pursuing false values. It

(Continued on page 48)



Cause of the Biafran Agony...

Biafra has fallen. The cost, in terms of human life and suffering, is incalculable. What CAUSED this war? What does the agony of Biafra mean to all Africa — and to the world?

by William F. Dankenbring
and Herman L. Hoeh

THE Nigerian civil war has officially ended. Biafran military leader Major General Philip Effiong signed the unconditional surrender.

Chaos and Panic

What horror! And in the nation which in 1960, when it received independence from Britain, was expected by many to become the leader, the *model* for all Africa.

After thirty-one months of death and destruction, and the expenditure of over a billion dollars, near-total starvation set in.

By the end of the war, an estimated two million human lives, many of them children, died of famine and malnutrition. Almost an entire generation of Ibo children was lost to the ravages of starvation and death.

What, we ask, are the chances of true peace, of reconciliation, and of reconstruction?

What does the future hold for Nigeria, and all Africa?

The very first newsmen to enter stricken Biafra found the Ibos a conquered people. Although the

federal troops were not the acme of virtue and decorum, by African standards they behaved much better than many outsiders expected.

What atrocities were perpetrated may be laid to undisciplined troops of Nigeria's 3rd Marine Commando Division. The Nigerian government brought in the 1st Division to replace them.

At a press conference, Nigerian leader Maj. Gen. Yakubu Gowon defended his government's attempt to restore normalcy to the area. He admitted, "We don't expect miracles... Is anyone willing to say there is not misbehavior in their own armies?"

Although chaos and confusion were created by the sudden end of the war, there were cases of federal Nigerian soldiers feeding Biafran refugees from their own rations. Though serious medical situations existed, federal authorities were coping with the problem as swiftly and efficiently as they could under the circumstances.

War is never pleasant. It is ugly, vindictive, cruel, hard, and evil. And Biafra is an example of the pitiful suffering that follows in the wake of rebellion and war.

The danger of malnutrition and starvation will remain serious for many months, reports a special U.N. observer. Said-Uddin Khan of Pakistan estimated that a million people in Biafra need help.

What CAUSED the tragedy in Biafra? And what does it mean to the rest of Africa, and the world?

Can it happen elsewhere? Can it happen again?

Background to the Tragedy

The Biafran tragedy began on July 15, 1966, when young officers of the Nigerian army, mostly Ibos from the eastern area of the nation, successfully overthrew the civilian government. Non-Ibo civilian politicians were murdered and an Ibo general was installed as federal ruler. This caused widespread alarm among the non-Ibo tribes in Nigeria who feared an Ibo dictatorship was in the making.

Six months later non-Ibos made a counter-coup and overthrew the ruling Ibos. This ignited a massive slaughter

of 30,000 Ibos in northern Nigeria. The massacre caused Ibos throughout Nigeria to fear for their lives and to migrate in haste back to their original homeland in eastern Nigeria. Angry, terrified, and bitter, the Ibos then led the eastern region of Nigeria into secession and rebellion. With General Odumegwu Ojukwu at the helm, the Ibo proclaimed the Independent Republic of Biafra on May 30, 1967. The civil war itself began less than six weeks later — on July 6.

Now that the war is officially over, what lies ahead? There were about eight million Ibos in Nigeria before the war. How many are left, nobody knows for sure. Reintegrating the Ibo into the national life of Nigeria is a formidable task. The government has promised them full reintegration. But tribal distrusts and hatreds exist.

Before the civil war started, the proud, educated Ibos held 60 percent of the civil service jobs and 80 percent of the engineering and technical jobs in the public utilities and telegraph systems. Although the Ibo's eight million people numbered far less than the Hausas or Yorubas, they were hard-working, ambitious people and filled top posts in civil service, education, medicine, engineering and commerce. Philosopher Albert Schweitzer once said, "The trouble with the Ibos is that they think they are superior. Now they may well be superior, but they should have enough sense not to act so superior."

Now that the war is over, Nigeria will attempt to bring the Ibos back into the mainstream of the life of the nation. Such a massive resettlement is bound to create hard feelings among many Nigerians from other tribes who have since filled many of the formerly Ibo-held positions.

Reconstruction and Reconciliation

The process of reintegration and reconciliation will be hazardous and slow. Yet, of all the countries in black Africa, Nigeria has the most going for it.

Nigeria is a big producer of oil. Production should top one million barrels

a day in the near future. In the coming years, production should surpass two million barrels a day, placing it in the same category with Iraq, Saudi Arabia, and Kuwait.

Nigeria leads the world in peanut production; exports run over \$100 million yearly. Cocoa, cotton, rubber and timber are also exported.

Rich mineral resources exist in Nigeria, including tin, coal, iron, columbite, and natural gas. Overall, Nigeria remains — despite the cost of the Biafran war — the richest and most populous nation in black Africa, with nearly 60 million people.

If the age-old animosities and resentments of tribalism are overcome, Nigeria could well become a stronger country than ever, a prosperous, leading nation in black Africa. But that remains a mighty big "if."

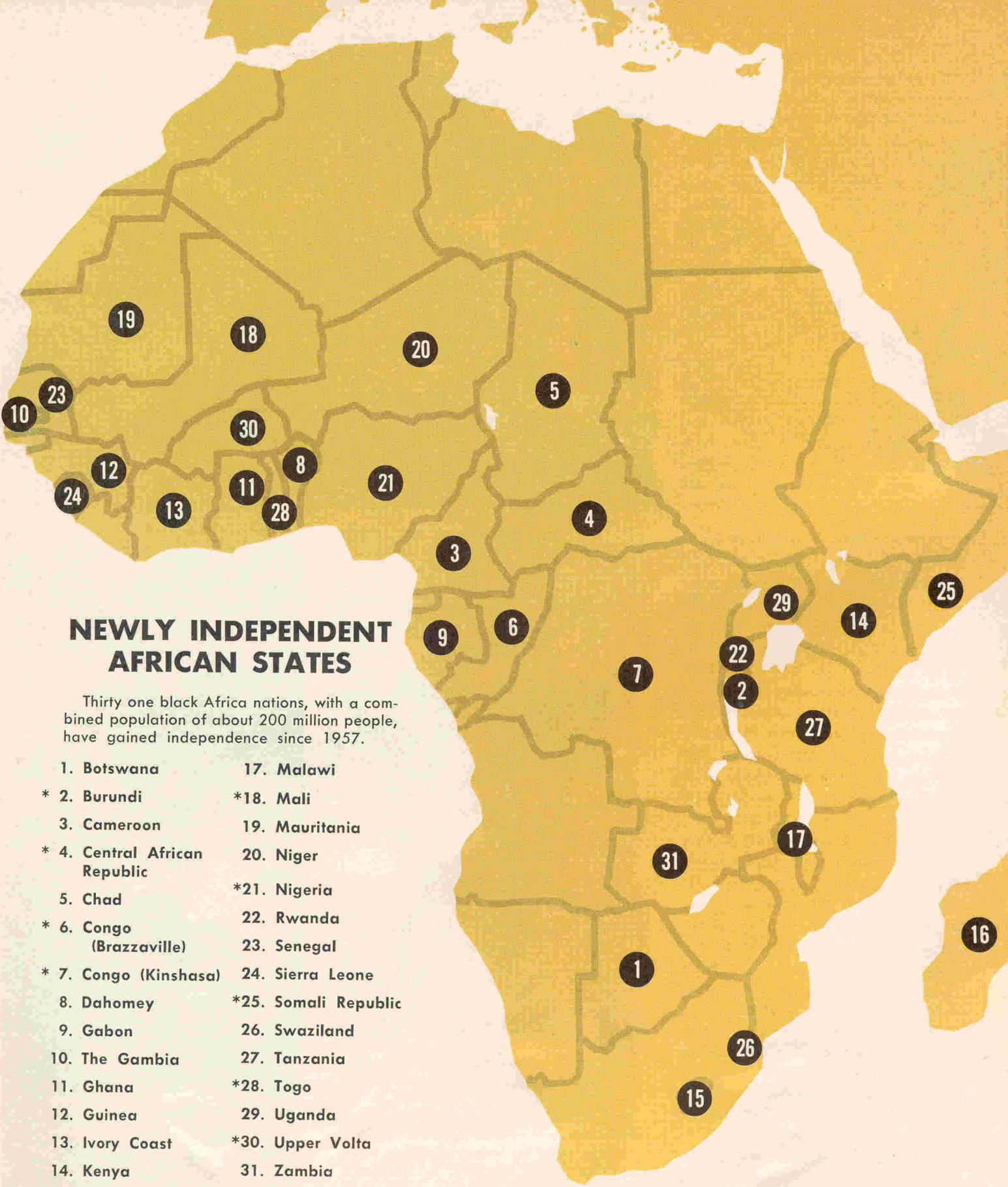
Tribalism — a BIG Problem

No matter how you slice it, the basic problem of Nigeria and all black Africa is that age-old problem: self-centered *tribalism*. It parallels the curse of self-centered *nationalism* among European states.

One hundred years ago there was no Nigeria. This was not to say the ancestors of those people weren't there. But, in the late Nineteenth Century, the European land-grab in Africa began. Between 1879 and 1914, the British carved a colonial entity out of the land of the Ibo and the Hausa, and areas of the Fulani and Yoruba tribes. There were also approximately 250 sub-tribes who claimed portions of the land. It was made a single territory representing the entire British holding between French Dahomey and Niger, and German Kameroun. Other Fulani lived in Niger and other Yorubas in Dahomey but that didn't matter. The British territory was given the name "Nigeria" because the Niger river flows through it.

In 1960, with the cry for independence growing, Nigeria, considered one of the most advanced African countries and the most populous, was among the first to be granted independence.

The British granted independence, and left political control in the hands of a Moslem-oriented political group



NEWLY INDEPENDENT AFRICAN STATES

Thirty one black Africa nations, with a combined population of about 200 million people, have gained independence since 1957.

- | | |
|-------------------------------|----------------------|
| 1. Botswana | 17. Malawi |
| * 2. Burundi | *18. Mali |
| 3. Cameroon | 19. Mauritania |
| * 4. Central African Republic | 20. Niger |
| 5. Chad | *21. Nigeria |
| * 6. Congo (Brazzaville) | 22. Rwanda |
| * 7. Congo (Kinshasa) | 23. Senegal |
| 8. Dahomey | 24. Sierra Leone |
| 9. Gabon | *25. Somali Republic |
| 10. The Gambia | 26. Swaziland |
| 11. Ghana | 27. Tanzania |
| 12. Guinea | *28. Togo |
| 13. Ivory Coast | 29. Uganda |
| 14. Kenya | *30. Upper Volta |
| 15. Lesotho | 31. Zambia |
| 16. Malagasy Republic | |

*Under military rule.

composed of Hausas and Fulanis. This gave two tribes a dominant position. Strife developed, then revolt, then war.

The same seeds of tribalism which brought civil war and devastation to Nigeria threaten all the other newly independent black African nations, from the Congo to Kenya; from Uganda to the Sudan; from Tanzania to Zambia.

Most black Africans retain allegiance to their tribes, regardless of nationalism or education or industrialization. Tribal nepotism abounds within governments.

Independence and the 20th Century have not solved this ancient problem. The forces of tribalism and regional rivalry remain strong throughout Africa. These were the forces that plunged the Congo into chaos. They are still very much alive throughout black Africa.

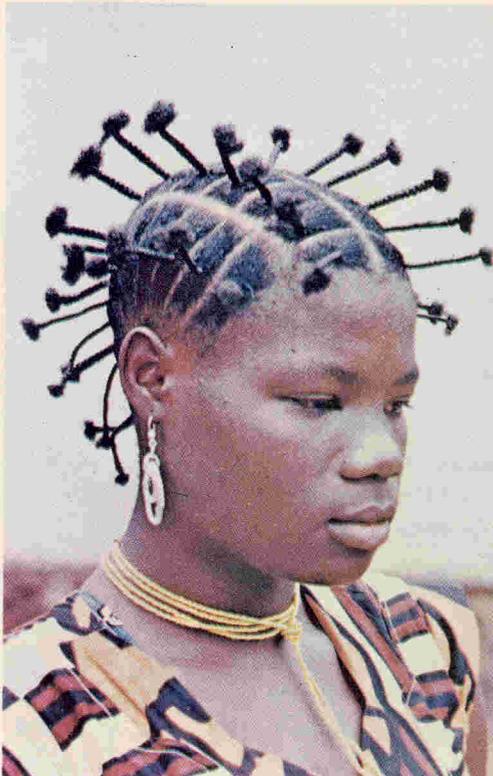
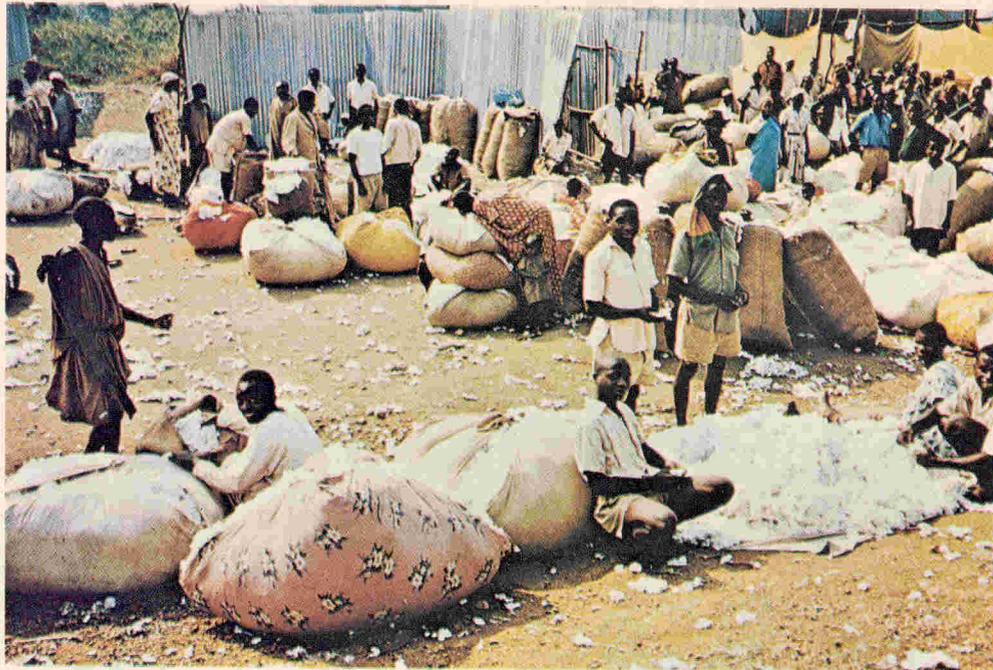
Africa's Enormous Problems

Today, in Africa, there are 38 newly created states with 200 million population. These states have vast potential. Africa today produces 49 of the 53 most important minerals and metals in the world. Iron ore reserves are twice those of the United States. Coal reserves are estimated at 100 billion tons. Vast deposits of oil have been found. But the big questions are: Can the new African states maintain political stability? Can tribalism, with its prejudices and animosities, be overcome?

Throughout Africa, a continent three times the size of Europe, there are about 6,000 different tribes or sub-tribes. The leaders of black Africa are attempting to make nations out of these diverse ethnic groups speaking different languages and dialects, with differing religious beliefs, diverse histories and cultures, and varying climates.

When Portugal, Spain, Britain, France, and Germany divided up Africa in the last century, they were not interested in creating viable, stable, homogenous nations. In competition with each other, they grabbed as much as they could, not caring if borders cut across tribal boundaries. As a result, the newly independent nations are unstable and largely artificial. They have only a veneer of modern civilization.

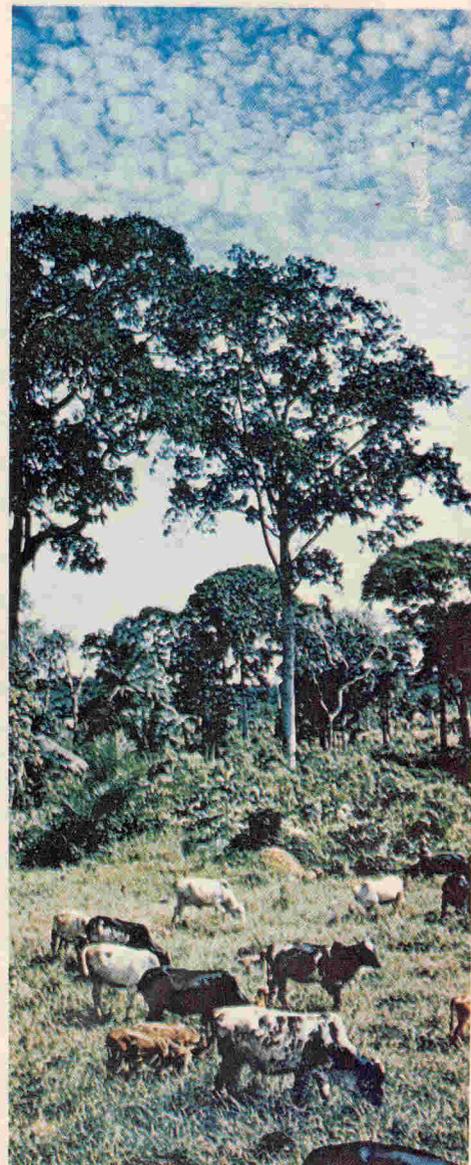
Little wonder that coups and counter-

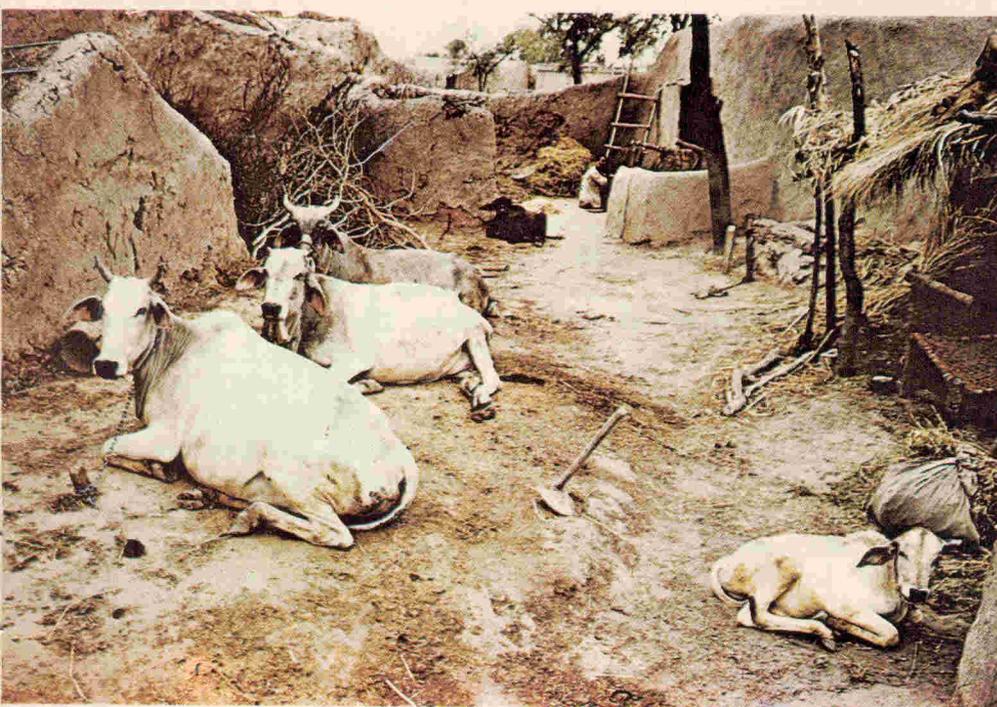


King Leopold Photos

AFRICA'S ENORMOUS PROBLEMS

— Language barriers, geography, lack of developed communications highlight the difficulties facing modern Africa. The cotton market in Uganda, top, illustrates need for industrialization. Right, native cattle grazing in northeast Congo will not survive in vast areas of tropics due to disease-carrying tsetse fly. Tribal and language barriers are illustrated by the Kivu girl, above, whose costume distinguishes her from neighboring tribes.





King Leopold Photos

REGIONAL DIVERSITY — Most of black Africa's modern nations find their central governments are dependent on regional or tribal support. Each region or tribe is concerned first with its own needs. National interests usually come second. Villagers, in top photo, on the Tshupa River, Equator Province, Congo Republic, live in poverty by Western standards. Like most tribes, they lack financial resources to support central government projects to modernize Congolese towns.

coups in 1969 alone toppled the governments of Dahomey, Somalia, Libya and the Sudan.

Some experts believe democracy bores most Africans. They believe the days of democracy are numbered. Some contend that as white influence declines, many black tribes will revert to former cultural patterns.

The reason? At the time independence was granted, Zambia had only 89 university graduates in the entire country. In Tanzania, there were only 69 graduates. In Malawi there were 17. This lack of education is certainly an obstacle that must be overcome.

Tribal Hatreds Flare

Since the beginning of African independence, several million Africans have been uprooted from their homes, fleeing from soldiers and enemy tribes across national boundaries, creating a massive refugee problem. No more than a quarter or a third are refugees from white-controlled countries. The others are victims of African civil wars, political oppression, and tribal hatred!

"A great problem arose," said

Richard Katangole, the permanent secretary of Uganda's Ministry of Culture and Community Development and in charge of Uganda's 160,000 refugees, "when the colonial governments withdrew their power, and tribes began fighting among themselves in Africa."

A *New York Times* correspondent, who completed a nine-month journey through 32 countries in black Africa, wrote: "As the new nations of Black Africa begin their second decade of independence, nearly all of them are faced, in one way or another, with a struggle to keep themselves intact."

"Africa's central problem is separatism — regional, tribal and religious — and it is getting worse" (*New York Times*, Nov. 23, 1969).

Trouble in Kenya

In July 1969, tribalism was unleashed in Kenya with the sudden assassination of Tom Mboya, a member of the Luo tribe. Fellow Luos then rioted, shouted abuse at police, cursed Jomo Kenyatta, the Kenyan President. The dominant Kikuyus were put on the defensive and reacted tribally. Suspicion abounds. Hatreds are fanned. A tribal crisis has developed.

It was reported that many Kikuyus began taking oaths they would never allow the flag of Kenya to leave "the house of Mumbi," the term used to describe their own tribe.

Okelo-Odongo told the Kenyan parliament, "These people are very short-sighted. They are isolating one tribe against the rest of Kenya."

The other tribes in Kenya fear the Kikuyus want to dominate them all. Kenyan journalist Hilary Ngweno recently wrote: "In the past our attempts to deal with tribalism have started and ended with name calling. Tribalism was a disease that everyone else suffered from — except members of one's own tribe."

What the Future Holds

The future of Africa is beset with grave problems, many of them seemingly insurmountable. Tribalism, like European nationalism, lies at the forefront of these manifold problems. It is like a cancer that eats out the inside, rotting the stability, stunting the

growth, spreading like a malignant tumor.

Members of the same tribe quite naturally feel more comfortable around each other. They speak the same language. They belong to the same tribal societies. They take care of their own. They look out for other members of their own tribe. If one member has a high position, he is expected to hire a fellow tribesman to work for him. Otherwise, he is an outcast — a traitor to his tribe.

Intellectually, some Africans have conquered their heritage of tribalism. But emotionally, not so. When a crisis erupts, there is often a sudden flush of tribal feeling, a surge of tribal pride, a need for tribal protection.

At the news of the assassination of Mboya, a Luo professor at the University of Nairobi said he realized for the first time "I was not a Kenyan. I reacted like a Luo."

Because of tribalism, separatism, and Africa's other burgeoning problems, hopes for the future look dim. How can African peoples attain true peace and prosperity, harmony and unity? How can the divisiveness of tribal feuds, hatreds, and animosities be overcome? What is the solution to the tribal inequities of Africa?

How can Africa's nations attain political and economic stability?

None of these things are possible UNTIL the causes of today's ills are removed. The solution to Africa's ills demands basic changes.

Needed: Right Government

The first major need for any land is fair government. Only when all tribes in black Africa are treated equally, with respect and tolerance, will tribal fighting and bloodletting be stopped! Only when members of every tribe shoulder responsibility, receive a just proportion of jobs, goods, and services, and each tribe receives recognition, respect, and appreciation for its own abilities and talents, will the self-centeredness of tribalism be ended.

That means qualified teachers and instructors must be found who themselves have truly been purged of tribal hostilities and animosities!

Needed: Proper Education

Black Africa cannot be raised to full freedom without making the people *responsible* for that freedom. To make the people responsible the masses must be educated. And the masses cannot be educated unless there are roads and numerous other means to facilitate *communications*.

Only 85 years ago there were almost *no roads* in black Africa. In much of black Africa, wherever the tsetse fly holds dominion, there were no beasts of burden *except women*. Eighty-five years ago most Africans did not know the wheel. The women in tropical Africa carried everything on their backs, or on their heads.

In black Africa nearly the entire population is overwhelmingly illiterate. There are not enough teachers to help them. That's an example of why it is yet impossible to expect Africa to be a fully responsible and enlightened continent.

Now look at another problem.

Proper Diet Lacking

Consider the food some Africans eat. In a poorer sector of Kano, Nigeria, for example, little more than a foot away from a sewage drain, PLAIN TRUTH editors came upon a native restaurant in the center of a dirt street — a big iron kettle of red pilly-pilly soup. That *was* the restaurant.

Walk to the markets where animals are butchered. The skins are stripped of the fat. The flesh is placed on leaves at the side of the street. To keep the flies off, the fat is placed on the meat and the flies sit on the fat. What is not sold today is sold tomorrow. The temperature of course in the summer is often between ninety and a hundred Fahrenheit. This is life in black Africa.

Only if we have a healthy people can we have healthy minds. It is commonplace to see children with bulging stomachs, with navels protruding because they know little of hygiene or proper diet. Many who live in a tribal state gorge themselves when food is available. Then they roll in the shade with discomfort because they've eaten too much.

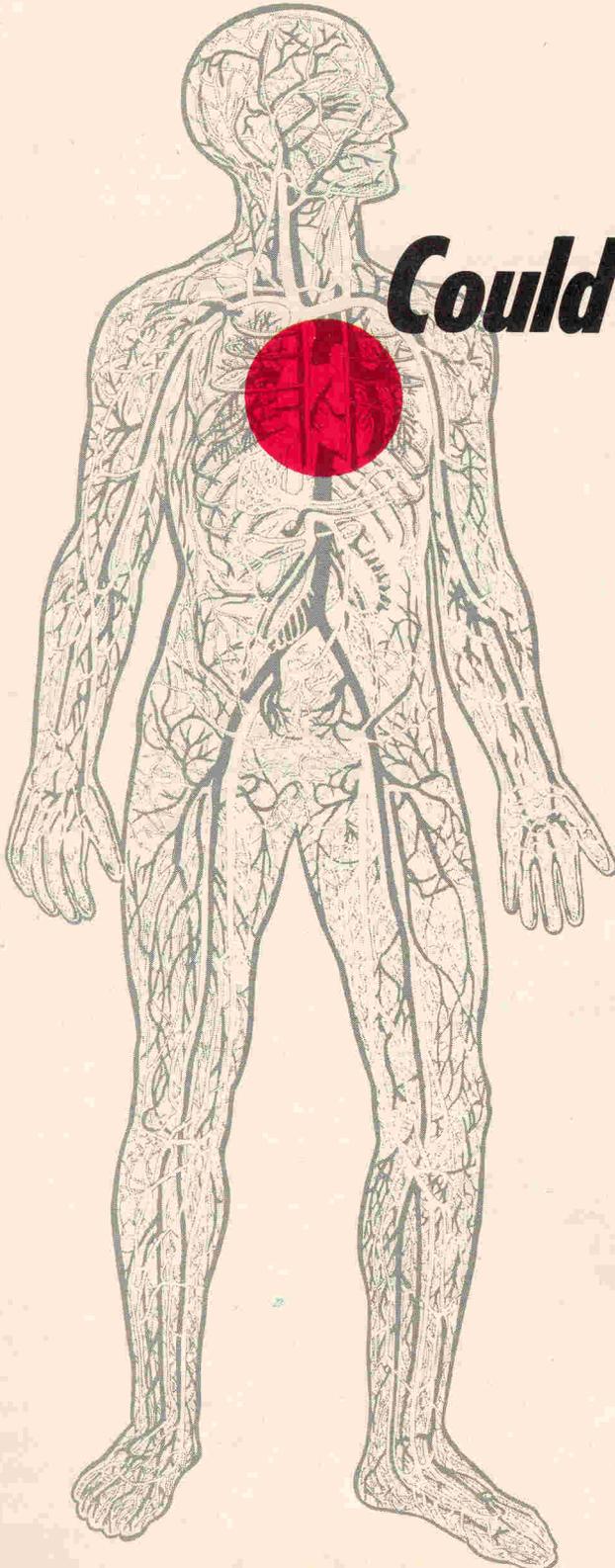
African men usually do not eat suf-

(Continued on page 48)

PUBLIC ENEMY

NO.1

Could Be YOUR Heart



What are your chances of being affected by heart disease? How can you guard against it? And what about the controversy over exercise?

by Leslie L. McCullough and Paul Alexander

“Aw, MOM, have a heart.” Sounds familiar, doesn’t it? Usually the youngster voicing this sometimes-plaintive cry is seeking to mollify some recently issued directive or command.

Yet today in our society, far too many mothers and fathers actually *need* to “have a heart.” Their own physical heart, so desperately needed to maintain life, is so badly damaged and scarred, or functioning so poorly that they urgently need a heart — one to keep them alive.

In spite of the tremendous medical advances, transplants and mechanical hearts, there is nothing like *having your own healthy heart*. Nylon tubing and stainless steel, electronic pacemakers or someone else’s heart can never really replace it. With just a little care, it will perform its job for seventy or more years without a complaint.

With just *a little care* . . .

Without that little care look what happens.

Number One Killer

Heart disease is the number one killer among the industrialized, prosperous nations of the world. In the United States, more people die from cardiovascular disorders than from THE COMBINED TOTAL

OF ALL OTHER CAUSES OF DEATH!

More people die because they haven't given that "little care" to their heart than die from all other causes — cancer, violent deaths (which includes all forms of accidents including automobile, suicide and murder), congenital and infancy diseases, infectious and parasitic diseases or anything else which brings death.

It's hard to believe when you think of all the admonitions we receive about driving safely and the frightening toll taken on our highways every holiday. It's hard to believe when you think of all we have heard about the deadly killer cancer. It's hard to believe when you read the tragic toll exacted by the war in Vietnam. Statistically, we may be aware of the enormity of the heart problem. But statistics are pretty impersonal until they strike our home, family and friends. They're hard to believe — until it's too late. Then they are a stark, cold, *very personal* reality.

The ANNUAL DEATHS from cardiovascular disease surpasses all the battle deaths suffered by United States armed forces since the nation's inception in 1776. Awesome, isn't it? Focus your attention for a moment on the fact that we are speaking of ANNUAL DEATHS. More than ONE MILLION AMERICANS died in 1968 (the last year for which statistics are available) as a result of cardiovascular disease. That's over FIFTY-THREE PERCENT of all the deaths in the United States. More than one million fathers, mothers, and even children in some cases, desperately needed to have a heart. And the projected estimates for the year just past are even slightly worse. The American Heart Association expects the death toll to rise to 54.5% for the year 1969 — 1,059,460 more who if they could speak would say, "Please, take a little care."

Not the Whole Picture

An additional TWENTY-FIVE MILLION AMERICANS continue to live with the specter of some form of heart disease as a constant companion and threat to their existence. This does not include anyone in the "suspect" heart problem category (*Heart Facts*, published by the

American Heart Association). In other words, nearly thirteen percent of the total population of the United States is known to be suffering with a cardiovascular problem. Some of you along with some of your friends are included. To you the heart statistics ought to be real.

Unfortunately, the United States does not stand alone in the heart battle. Most of the industrialized and therefore more prosperous nations of the world are waging the same battle. Just over forty years ago, Great Britain's heart toll was one out of every eight deaths. Today one out of every three deaths in Britain results from heart failure. *Two hundred thousand Britons* die annually as a result (*Daily Express*, London, May 19, 1965).

New Zealand has basically the same rate — one of every three — with the problem continuing to grow. Tragically, the growth appears to be among the younger generation. Medical authorities in New Zealand are expressing grave concern over an alarming increase in the incidence of heart disease among their young people.

Australia is in even worse condition. A recent report shows that FIFTY-SIX PERCENT of all deaths in Australia stem from heart disease (*The Sun*, Sydney, March 7, 1969). You would think such figures would be enough to convince us of the need to take care of our hearts. But with the increase in ease and luxury, there comes the corresponding increase in cardiovascular illness and a seeming apathy toward doing anything about it.

Economic Costs

The tragic toll of the heart problem is not defined solely in terms of human suffering and lives. The immediate dollar costs to country and industry must be equated to the national economy and the way it is affected. Millions of dollars in man-hours, vocational training and experience are irrevocably lost in the struggle. Multiple thousands of workmen and executives alike, not to mention housewives and others, have their productivity both on the job and in the family cut short or seriously impaired due to this greatest of all killers.

Take the two nations with the most serious problem as examples. Australia with its fifty-six percent toll estimates the dollar loss to the economy at SEVEN HUNDRED MILLION DOLLARS annually. Three hundred fifty million dollars are attributed to loss of output alone. Medical treatment, pensions and social services account for two hundred million dollars, while permanent disability is estimated at one hundred twenty-five million dollars.

In the United States, with twenty-five million people affected, the costs are astronomical. The President's Commission on Heart Disease, Cancer and Stroke made a study of the problem and came up with some amazing figures. Direct expenditures for hospital and nursing home care, physicians' services, drugs and other medical services for persons with heart disease amounted to a resounding TWO AND SIX-TENTHS BILLION DOLLARS! More than the total national economy of some small nations.

A Disease of Prosperity

It is basically the same picture in each of the other so-called "have nations." With few exceptions coronaries increase in direct proportion with the industrialization and wealth of the country. The more ease and comfort, the more luxury and labor-saving devices we have, the more coronaries we suffer.

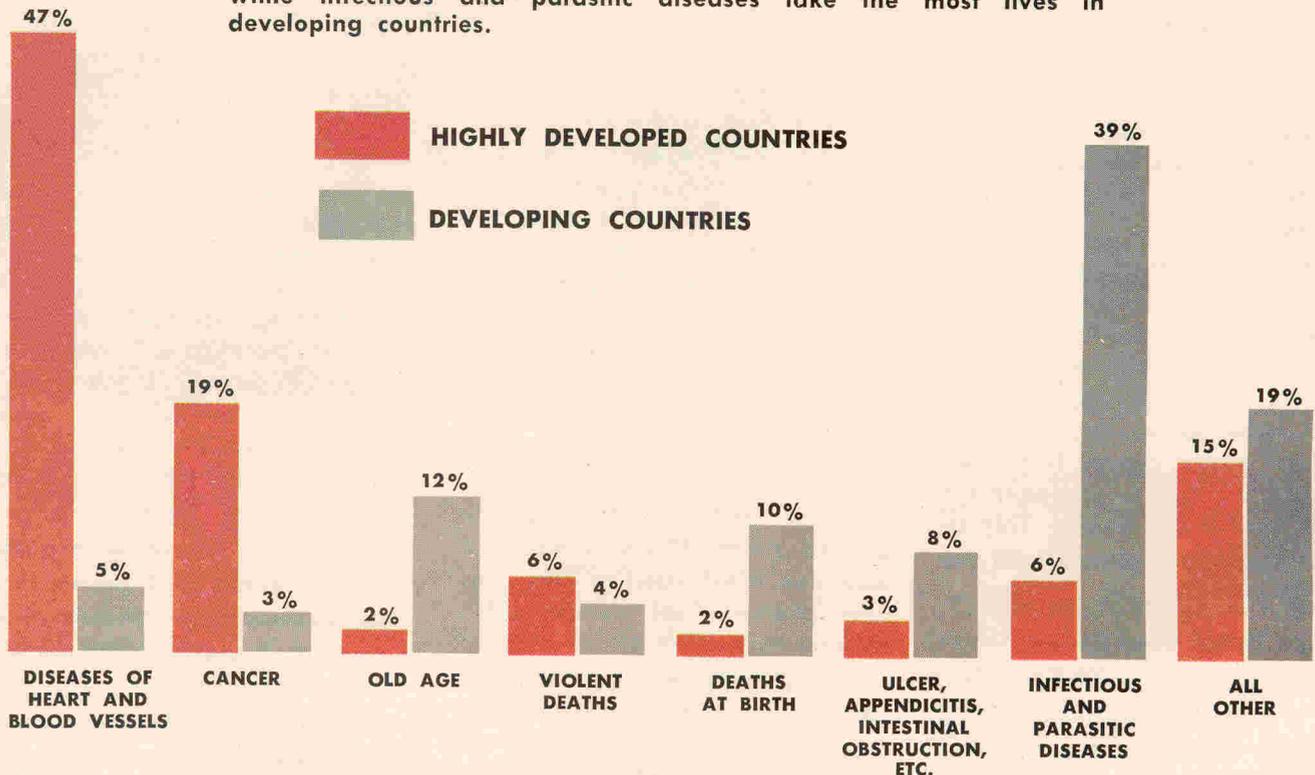
Millions of citizens of the United States labor under the false assumption that theirs is the healthiest nation in the world. The facts prove otherwise. In spite of the nearly *sixty billion dollars* spent in a year's time in pursuit of the elusive quality known as health, U. S. men rank twenty-sixth in life expectancy. American women, ranking twelfth, suffer the same basic problems only to a lesser degree.

If you are an American male between 30 and 60 years of age, the odds are one in ten you'll suffer some form of heart attack within another ten years. The chances then are one in three *you will die from it*.

"If you are overweight, with high blood pressure and too much cholesterol in your blood, your chances of having a heart attack leap to one in two. AND WHEN YOU ADD HEAVY SMOKING, YOU'VE JUST BLOWN YOUR CHANCES

LEADING CAUSES of DEATH WORLDWIDE

Note that heart disease, especially, is a disease of affluent societies, while infectious and parasitic diseases take the most lives in developing countries.



Ambassador College Art

— YOU'RE IT! . . . Statistics, steadily piling up, repeat this refrain: the more affluent the nation, the more coronary disease its people suffer" (*Look*, February 4, 1969).

Sadly enough, Britain, Canada, Australia and now increasingly Japan and Germany are suffering from the same problem as the United States. The advanced or more heavily industrialized nations are paying dearly for their advances. Malaria, dysentery, cholera and tuberculosis are being replaced with thrombosis, arteriosclerosis and coronary.

The developing nations in Latin America, Africa and Asia carry on their major battle against the infectious and parasitic diseases. Lack of sanitation, poorer education and slowly developing medical facilities have hampered rapid advances in these areas.

Our advanced nations have simply

replaced the infectious and parasitic diseases with coronaries and cancer. An amazing and yet needless parallel. According to Dr. Paul Dudley White, noted heart specialist, "Heart disease before eighty is *our fault* — NOT GOD'S WILL" (*The Famous Doctor's Guide to Your Heart*, Joseph Franklin Montague, p. 13, emphasis ours).

Middle-aged at Twenty-one

U. S. Army studies covering the wars in both Korea and Vietnam show young American soldiers to be aging before their time. Autopsies performed on battle dead showed a higher incidence of arteriosclerosis (hardening and clogging of the arteries) among Vietnam battle victims than Korean dead.

"Dr. Cooper said the Korean war study found that as many as 30% of soldiers between 18 and 22 years of age 'showed significant signs of hardening of the arteries.' . . . The new study

shows that 'We have more signs of heart disease among 18 to 23-year-old men than we had in the Korean war.' . . . In both studies, the men were apparently healthy when they were killed. But the clogging of the arteries would have made them prone to heart attacks later in life. . . . Dr. Cooper blamed the situation on lack of exercise, a high fat diet and cigarette smoking" (*Los Angeles Times*, January 28, 1969).

And remember these men had an average age of only twenty-one. It wouldn't sound so bad if they had been fifty or sixty, but twenty-one and with hardening of the arteries? Also remember this was a cross section of the prime of American youth, the cream of the crop, the two out of seven examined who were accepted for military service.

What must the rest be like?

"A generation of marshmallows" is

the way a British ex-army man described students taking part in a three-and-a-half year study into teen-age fitness levels. "We are seeing young men with the pulse rates of 60-year-olds... Physical fitness tests at the Scottish school revealed that 58 percent of arrivals were 'below the acceptable norm'" (*Birmingham Mail*, England, July 11, 1968).

Frankly, we hope these facts frighten you enough that you will do something about your own health — for your family's sake.

Authorities worldwide agree there are eight basic factors involved in the spiraling coronary picture: high blood pressure, cigarette smoking, physical inactivity, increase in weight, nervous stress, excess fat in the blood, diabetes and genetic factors. Three stand out as prime offenders — improper diet, lack of exercise and smoking. They are all things which we personally can control with just a little care.

Inside Your Chest

What causes a heart to break down? Why is it our heart seems to wear out before the rest of our body? Does it have a built-in obsolescence factor like many of our manufactured products of today? Just what goes on inside your chest?

If you aren't actually aware of anything going on in your chest while you read this, probably so much the better. But that doesn't mean you are totally safe from coronary attack.

Your heart is one of the most fantastic pumps ever devised. It is about the size of a man's fist and weighs less than one pound. It performs an incredible task with no complaint, providing, of course, you give it a little care. In the average lifetime, the human heart beats two and a half billion times, resting only between beats. It daily pushes 5,500 quarts of blood, weighing nearly six tons, through more than 60,000 miles of circulatory system.

No mechanical pump could handle such a proportionate load without several breakdowns. You can't afford the risk of even one breakdown. It could kill you.

In a healthy circulatory system, the lining of the coronary arteries is clean and smooth. The flow of blood through these arteries is even and unimpeded. In an unhealthy system, the arterial walls become rough and begin to thicken as a result of the slow deposit of a fatty wax known as cholesterol. The thickening walls constrict the flow of blood much the same as deposits of rust constrict and then lessen the flow of water in a pipe. Unlike a pipe, the healthy vessels have an elastic quality which allows them to expand slightly as pressure is added. Loaded with deposits and nearly clogged, the elastic quality disappears.

The problem then arises with a sudden increased demand for more oxygen. The heart beats faster to supply the oxygen-carrying blood, but the clogged arteries restrict the flow. Pressure mounts as the heart tries desperately to force the needed blood through the plugged system. Finally a weakened, unresilient blood vessel or artery ruptures because of the pressure, and a coronary results.

Approximately two out of seven attacks result in death. Between thirty and forty percent of the victims die within the first six weeks of their attack. An estimated fifteen to twenty percent die within the first hour, gasping out their last breath where they fell on the sidewalk, street or in the office.

Sobering? Yes. Now, what can you do about it?

No one would deliberately choose to drop over from a heart attack. With just little extra care your heart should last seventy or more years. What then constitutes the proper care of your heart? How do you go about taking care of it? Should you lessen demands on it by leading a more leisurely life and by less physical exertion? What should you do? What can you do?

First: STOP SMOKING!

"Puff, puff, puff that cigarette," the song goes. "Puff, puff, puff it, till you smoke yourself to death." The solution isn't always easy. But then, neither is dying.

Smoking has been shown, beyond any reasonable doubt, by government-supported medical studies, to aggravate and

accelerate heart disease through overstimulation of the sympathetic nervous system. The self-induced stimulation of smoking speeds the heart's metabolism, which increases the demand for oxygen, which in turn forces more pressure on the circulatory system.

Nicotine reduces and restricts the small collateral or detour vessels of the body, including those on the surface of the heart itself. These small vessels help to carry vital life-giving blood to the extremities and balance the load for the whole system. Along with the restriction of these auxiliary vessels, nicotine enhances blood coagulation, forcing your heart to work harder with more pressure. Then when additional pressure is applied through hypertension or other stress, an overloaded system frequently breaks down. (For additional information, write for our free booklet *You Can QUIT Smoking*.)

Smoking one pack of cigarettes daily increases the risk of a nonfatal heart attack to twice that experienced by the nonsmoker. It multiplies the risk of a fatal attack by five times.

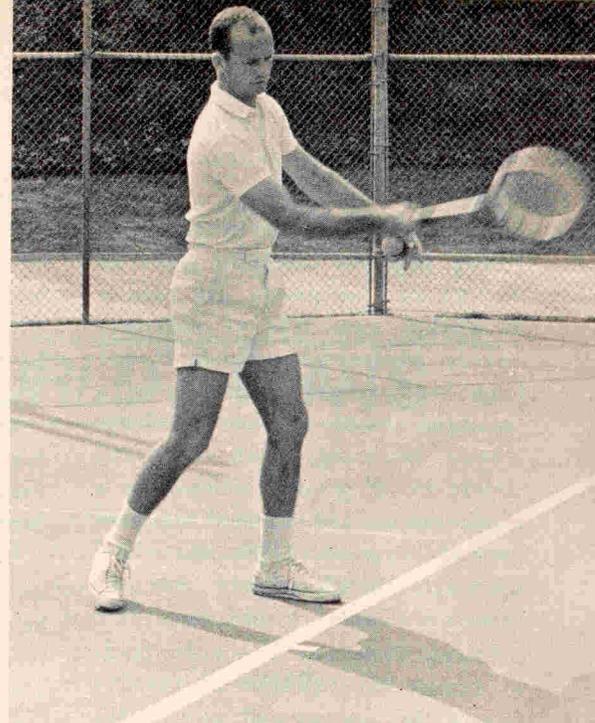
Coupled with the already proven link between smoking and cancer — is there need to say more?

Second: CONTROL YOUR DIET

If you are one of the millions who is overweight, don't shrug off your condition. Don't excuse it as being glandular in nature or a hereditary problem. Don't blame it on something or someone else. You are what you eat. And if you eat more than you need, you are probably too fat. And if you are too fat, you are a first-class candidate for a heart attack.

"There's much greater death from cardiovascular disease — coronaries in particular — among the overweight than among those of normal weight," says Dr. Jean Mayer, special consultant to President Nixon in food, nutrition and health.

The American Heart Association points out that the average American has increased the fat content of his diet from 25 percent in 1900 to more than 40 percent today. The result is related to the FIVE HUNDRED SEVENTY PERCENT national increase in heart



Ambassador College Photos

"Exercise of the muscles is as essential to the health of man as is eating, sleeping and the use of the brain."

— Dr. Paul Dudley White

disease in the United States during the same period.

Other nations of the world discover similar facts as their people begin to exercise their wealth. An increase in living standards always includes an increase in fats, in refined foods and in food additives with the resultant problems.

Fat people the world over have swarmed to the myriad expensive, ineffective "quickie" programs, worthless gadgets and "fad" diets in an attempt to solve their problem and lose weight the easy way.

There is no easy way. You are what you eat and it takes character to control your eating habits. If you have a serious weight problem, seek adequate counsel. Don't go on a crash program of some kind which could harm your health. Just remember if you tend to be overweight, your body weight is directly proportional to the number of calories you eat. The only way to get rid of them is to either not take them in or balance them with the proper amount of activity to help burn them up.

Third: EXERCISE!

Exercise seems a noisome expediency for most people. It is work and most of

us don't want to expend any more energy than necessary. We don't have time to exercise, and besides, isn't it bad to overwork your heart?

Yes, it's bad to *overwork* your heart. We aren't talking about some sudden crash program where you immediately begin to run six or eight miles a day, or where you strain away at weights to build bulging muscles. It is criminal for an individual who isn't in good physical condition to attempt some of the physical exertions or feats accomplished at twenty.

We are talking about a much broader concept when we speak of physical fitness. Good muscle tone for adequate strength and flexibility is only a small part of the whole picture. Fitness involves conditioning to develop maximum efficiency of the heart, lungs, circulatory system — as well as other bodily systems. Real fitness takes into account the ability of these systems to respond to everyday demands as well as rising to unusual stress.

Dr. Paul Dudley White has said, "Exercise of the muscles is as essential to the health of man as is eating, sleeping and the use of the brain. A helpful result of maintaining an exercise program is psychological. . . . It would seem that in some way not yet adequately investigated, a vigorous muscular metabolism acts bio-chemically to retard the 'rust' on the inner walls

of the arteries" (*Fitness for the Whole Family*, White and Mitchell, p. 6, 12).

Why Exercise Important?

The importance of exercise is multifaceted. If you are on a good exercise program, you are expending some of the unwanted calories which help to make you a heart attack candidate. An automatic increase in food intake does not necessarily follow. Hypertension also tends to lessen under the influence of proper exercise.

"Whenever you can get enough physical effort, say a minimum of an hour a day, then you counteract stress. The best definition of stress I've ever heard is that stress is life and you'd better enjoy it. I wrote a prescription once for a patient and the prescription was 'two punching bags' — one at home and one at the office" (*Your Heart*, p. 31).

It is important to realize that if the muscles of the arms, legs and abdomen are flabby and soft, it is very likely the heart and other vital organs are in a similar condition.

Your life is in your blood. It is a vital liquid tissue flowing through the arteries, veins and fine hair-like capillaries. Food and nourishing chemicals leave the blood and diffuse into the individual cells. Waste products are then carried off by the same blood. In the lungs, the blood cells absorb oxygen

while discharging carbon dioxide. Without this interchange, you die. Your brain and heart can't function without oxygen.

Vigorous exercise, *after proper conditioning*, helps the circulatory system to perform more adequately. The need is to develop some type of *endurance exercise* which makes the heart and lungs work somewhat harder over a prolonged period of time. Walking, jogging, swimming, bicycle riding and skating are all good if followed as a regular routine, and in accord with your physical condition. Obviously, older, overweight people should stay off skates.

Studies show exercise actually tends to increase the circulation on the surface of the heart as well as the other parts of the body. The greater demand for blood encourages an increased flow through some of the detour channels which may not carry much blood ordinarily. With these channels enlarged, the load induced by a breakdown in a main artery can be lessened and could easily make the difference between a fatal or non-fatal heart attack.

If you think you have a heart problem, see a doctor before entering into any exercise or diet program.

Practical Suggestions for Your Exercise Program

1) *You must start gradually* to avoid discomfort and extreme soreness in muscles that have not been active. Starting too rapidly on a vigorous program could be very dangerous. People are too prone to talk about what "I used to do" in school, then going out after years of inactivity and try to prove that they can still "do it." Forget for a time the weight you used to lift or the sprints you used to run. The first order of the day is to slowly *condition* yourself. Compete with no one but yourself in the early stages of your program.

2) *You must be regular with your workouts.* This is where self-discipline enters the picture. Pick a time that suits you best. You must make exercise as much a part of your daily routine as possible. For real improvement, try to work out at least five times a week.

Every other day would be a minimum. Try to never skip more than two days.

3) *Don't become discouraged.* Too many expect quick, dramatic results. Remember that you are after long-term, not immediate results. You took a lot of time getting into poor condition — so reconditioning will also take time. If you start, be determined that you will develop enough character to keep it up.

4) *Use three general types of exercise.* Warm-up exercises, conditioning, or strength-building exercises and circulatory or endurance activities.

Warm-up exercises speed up heart and lung action, stretch the muscles, help reduce tension, prepare the body for greater exertion and reduces the possibility of sprains and strains.

Conditioning exercises tone up and strengthen leg, back, abdominal, and other major muscle groups.

As mentioned earlier, circulatory activities including walking, jogging, running in place, bicycling, swimming, rowing and others. The idea is to contract large muscle groups, especially the legs, for longer periods of time than strength-building exercises require. The gradual increase of certain circulatory activities stimulates and strengthens the circulatory and respiratory system.

Our biggest problem is to help get the blood back into the heart. When we walk, swim or run, the large muscles of the leg contract. The blood is then forced back to the heart through the veins.

Walking briskly and slow jogging are the most practical and important activities for the average person. They require no major expenditures for equipment and can be done most anywhere.

5) *Take advantage of everyday opportunities.* Simple things make a big difference. Make it a rule to walk unless you absolutely have to ride. Take the stairs at every opportunity instead of the elevator or escalator. Stretch any time your muscles begin to feel tense. This simple act is good for anyone who must sit for long hours in a fixed position at a desk.

6) *Take up a sport if possible.* This will aid you in your fitness program and add enjoyment and spice to it. Adopt

the attitude that "I'm getting fit so that I can really enjoy my favorite sport." You probably know a lot of "week-end" athletes who do nothing strenuous all week, then suddenly go skiing or play touch football, tennis or some other vigorous activity. *This is dangerous.* If you plan to be involved in a vigorous sport, you must condition yourself for it. Practically every sport — including golf — demands good legs. You won't sink many putts if your legs are wobbly.

Conform to All Health Laws

Real physical fitness requires conformity to all the laws of health — including a balanced mental outlook, proper nutrition (which includes moderation in *eating* and *drinking* and avoiding needless refined foods), proper rest and relaxation as well as a *balanced, regular* program of physical fitness. In short, fitness involves being in harmony with *all* the "seven laws of health." If you have not yet received your free copy of the "Seven Laws of Radiant Health," please write for it immediately!

Most of us need an exercise guide to help us proceed smoothly and according to some sort of plan.

Many good books are available and they don't have to be expensive. For example, The President's Council on Physical Fitness has prepared an excellent guide called *Adult Physical Fitness*. The price is 35¢. For 25¢ each, you can also get *Vigor* — a complete exercise plan for boys 12 to 18, and *Vim*, a complete exercise plan for girls 12 to 18. These are for sale by the Superintendent of Documents, U. S. Government Printing Office, Washington, D.C. 20402.

Make sure that any book you purchase is basic. Avoid those that proclaim a "miracle," or "quick" or "easy" approach to fitness. There is no easy way to stay fit. It always requires work and will power.

The picture isn't pretty. Lives are lost needlessly because of apathy. There is something you can do.

Then won't you take "just a little care" — for your heart's sake? □

advance news

in the wake of today's WORLD EVENTS

THE AVIATION INDUSTRY is soaring into the Seventies in grand style. One of our correspondents sends this report after a trip aboard the new 747 "jumbo jet":

"A flying hotel," "a luxury liner," "more like a steamship than an airplane," "an airborne penthouse with four salons, six galleys and a cocktail lounge in the sky."

This is how Boeing's new 747 giant jumbo jet has been variously described during its first week of service from New York to London.

My first reaction when stepping inside the giant craft was: "How can they possibly get this monster off the ground?" This impression is undoubtedly universal among the plane's passengers.

For the jumbo jet is not just another airplane. It is the most stupendous commercial air transport ever built. It is



Ambassador College Photo

Boeing 747, with seating for 362 passengers, is capable of a cruising speed of 625 m.p.h.

two-and-a-half 707's in one plane. Its tail towers as high as a six-story building and its gleaming fuselage is as long as nine red London double-decker buses.

Pan American, first to fly the plane, boasts that the 747 is "the most roomy, spacious, comfortable airplane in history." First-class passengers sit in plush easy chairs. Economy class seats are noticeably wider and provide more leg room than on conventional jets. The straight-walled cabin is so spacious that live entertainment on board has been seriously proposed. In-flight food service proved satisfactory both as to quality and time. One annoying fact the non-smokers observed was a very noticeable "haze" within the cabin.

The plane's performance, however, has not been without criticism. Fears of a "supercrash" involving 500 persons, increased pollution, and greater noise, are the principal negative reactions. Authorities insist these comments are invalid.

Thoroughly Tested

During test trials, the airframe received the equivalent of 15 years of service. Thus, the big ship can actually claim to be "the most thoroughly tested plane in aviation history." Maintenance is so stringent that a car given the same treatment would last a hundred years.

As for noise and pollution, the four powerful Pratt and Whitney engines guzzle fuel at the gigantic rate of a gallon a second and produce more than double the power of the engines used on the 707. Yet they are actually quieter than smaller jets and virtually smokeless (though smoke is really no indication as to the amount of pollutants emitted).

Surprisingly, congestion of air terminals is actually proving to be far less a problem than anticipated. There was little congestion at New York's John F. Kennedy Airport or at London's Heathrow. Baggage was picked up in the normally expected time.

One does speculate, however, what will happen when 747's are diverted from a fog-bound London. How will provincial airports with 100-seat restaurants be able to react to a deluge of 500 tired and hungry jumbo passengers? Perhaps this is a small price to pay, however, for 747's many advantages.

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● War: Way of Life for the World

War — and preparation for war — continues to sap the moral and economic life of the world's nations.

Over 50 military conflicts have occurred that could be classified as "war" since World War II. Paradoxically, none of them have been officially declared. By far, most of the conflicts have been fought in the underdeveloped areas of the world. We live, as a recent book was entitled, in the deceptive era of "The Violent Peace."

Enormous resources have been spent in preparations for war in comparison to the trickle of effort for the achievement of peace. The budget of the United Nations — billed in its charter as mankind's "last chance" for peace — is far less

than that of one major U. S. educational institution, the Massachusetts Institute of Technology!

In 1966 the nations of the world spent 40% more on military programs than on public education. World military budgets amounted to \$150 billion, whereas only \$111 billion was budgeted for public education.

Military expenditures exceed those for public education in about half the countries of the world, including the U. S.

\$4 Trillion Sacrificed to War

In the first half of the 20th century, warring mankind spent *four trillion dollars* on war or preparation for war. But military expenditures in recent times have been skyrocketing. A recent survey reveals that, at the current rate, the world is going to spend another four trillion dollars on the military in just the next ten years! This enormous sum, reports *Scientific American*, "far exceeds the total valuation of all U. S. land, buildings, machinery, business and cash."

The Awesome Toll of Life

At the 21st International Congress of the Red Cross in Istanbul, it was reported that more than 90,000,000 people have been killed in warfare since the century began. Said Jose Barroso of Mexico, chairman of the Red Cross League: "If we continue on the road of violence . . . our century will figure in history as the most humiliating in the existence of the human race."

Many have forgotten the horrors of wars our century has witnessed.

According to various estimates on war casualties, around 20 million military and civilians were killed in World War I, directly or by indirect war-related causes. World War II witnessed the horror of 50 to 60 million killed — this time more civilian deaths than military.

In the Korean War, over one million military personnel were killed, while five million civilians lost their lives due to warfare, disease, or other causes attributable to war. The Vietnam conflict is harder to estimate. Possibly one million civilian and military lives have been snuffed out.

The tragic record of modern warfare points out a disturbing trend: wars are more and more involving *civilian* populations rather than just military personnel.

* * * * *

● Africa in Turmoil

The Nigeria-Biafra war is only one of many ugly intertribal and interracial conflicts in Africa.

Today, fourteen years after black Africa began the transition from colony to independent state, turmoil is still the rule, not the exception.

In the Sudan a little-publicized seven-year civil war has claimed an appalling 500,000 lives. Arab and Nubian tribes in the north, containing two thirds of Sudan's fifteen million people, control the national government. In Sudan's three southern provinces, ten thousand black tribesman guer-

rillas control much of the countryside. The rebels, however, lack the modern weapons to overthrow Sudanese army control of the major cities in the region.

More than 160,000 southern blacks have fled the Sudan, often to find unfriendly troops of neighboring countries waiting on the other side of the border. No end appears in sight to the racial conflict which has been smoldering off and on for centuries.

To the west, in nomadic northern Chad, we see a similar yet strangely reverse situation. Traditional enmity has led Moslem Arabs (who comprise 55% of the nation's 3.5 million people) to rebel against national rulership exercised by the black Christian tribes of the south.

Guerrillas of the poorly equipped "Chadian National Liberation Front" reportedly roam the huge nation nearly at will. Reports from the parched and isolated, sparsely populated country indicate that up to four thousand terrorists periodically raid villages, steal cattle and kill innocent bystanders.

Early last year the former French colony requested military support from Paris to bolster its meager 4000-man army. So far the French have added 1500 elite shock troops to the 900-man garrison already stationed there. But the elusive guerrillas are proving difficult to control.

In Africa's south, tiny Portugal has been forced to maintain some 150,000 troops in its two big territories of Angola and Mozambique to counter insurgent terrorist bands. And in Portuguese Guinea, 614 rebel troops were killed in anti-guerrilla activity during 1969.

The list of African nations facing violent upheavals does not even end here. The Moslem-Christian battle also affects Ethiopia where the Damascus-based Eritrean Liberation Front has hijacked or bombed Ethiopian Airways' planes, attacked convoys, and raided plantations. In neighboring Somalia, President Shermarke was assassinated on October 15, 1969. Six days later a military coup took over the nation, suspending all civil liberties.

Dahomey is presently trying out its tenth government in the last nine years.

In Zambia, tribalism has rocked the ruling party, forcing President Kaunda into a wholesale reorganization of the party structures. And Uganda continues the state of emergency declared in Buganda in 1966 due to royalist tensions and attempts on the life of President Milton Obote.

In all, newly independent black Africa is wandering lost and somewhat helpless in the tides of tribalism. Revolutions, coups, and political repression are at most the status quo. Ten nations — Mali, Upper Volta, Togo, Nigeria, the Central African Republic, Congo (Brazzaville), Congo (Kinshasa), Sudan, Burundi, and Somalia live under military rule. They comprise 47% of the 200 million people of formerly colonial Africa.

Ten political assassinations have rocked this region since the era of independence began in 1956. And the governments now in power seem totally incapable of coping with any of these problems. For a full report on Africa's problems, read the article beginning on page 3.

The Amazing Amazon —

FUTURE BREADBASKET OF THE WORLD?

Will today's STARVING MASSES be saved by growing food in the two-and-one-half-million-acre Amazon Basin? Can the wealth of this vast jungle frontier be unlocked? Here are the little-understood, on-the-spot answers reported by our own staff.

by Charles V. Dorothy

Iquitos, Peru

THREE-FOOT-HIGH waves lash our little launch. Gray, chill water threatens to swamp our boat as ominous fog closes in — cutting us off from the distant shore.

The five Italians and I would normally not be so frightened by three-foot waves, stinging rain and fog, except for several strange facts: We are not at sea. *We are nearly 3,000 miles up the Amazon River . . . lost in the fog . . . maybe miles from the river banks!*

Anxious Moments

Lost forever in the Amazon jungle . . . or only stalled by a tropical storm? This chilling question races through my mind as I grip the gun-



King Leopold Photo

THE RIO NEGRO — a vast tributary of the Amazon — is only one small part of the gigantic river system that drains the basin, an area of nearly three million square miles.

wales, hunching forward under a plastic tarp to avoid the splattering rain, eyes straining to see the ghostly outline of green banks. No land in sight! Only swirling fog and the jarring thumps of our launch against angry saw-toothed waves.

"How can we get out of here?"

"Head for shore," I think, "and hope

we don't hang up on a sandbar in the middle of the river.

" . . . Swimming's no good . . . there may be man-eating piranha fish here! Well, certainly we can find the opposite bank," I reassure myself (trying not to remember that the bank I saw three miles opposite Iquitos was only an island — the real bank was seven miles

away!). "But even then it's dangerous to beach a boat just anywhere on these muddy and treacherous shores, without knowing what we are doing. The only bridge between us and survival is the 70-h. p. Johnson engine and its precious propeller. One slip, and a dead engine or a propeller broken by treacherous sandbars leaves us stuck in the mud! Without food or survival gear we'd be marooned . . . miles from anywhere!"

"Why am I here in this forsaken place anyway? Armed only with camera, tennis shoes, and briefcase, I am suddenly hundreds of miles from civilization. What takes a man 5,000 miles from family, home and office and plunges him into the midst of earth's largest, wildest, and remotest jungle river?"

My anxious mind reaches back beyond the blinding fog . . .

I remember how it all started with a simple phone call.

The Assignment

Garner Ted Armstrong, voice of the World Tomorrow broadcast and T. V. program, called me out of the beautiful and civilized Pacific Northwest and rushed me to the uncivilized Amazon to investigate a proposed project of vast significance for the world's starving millions. A startling report told of millions of dollars pouring into the Amazon basin to open wilderness areas, to cultivate acres of virgin jungle, to offset imminent world starvation.

Brazilian ex-President Artur da Costa e Silva had announced an ambitious plan "to turn the Amazon basin into the breadbasket of the world . . . Almost \$10 million has been budgeted for roads alone. Agronomists are testing soils, planting experimental crops and preparing technical manuals for colonists . . ." The glowing report continues to tell of vast plans for developments of electric power, port facilities, airports, telephone and teletype communications, soil testing stations, etc.

But such far-reaching, optimistic advertising propapanga leaves serious questions. How far will \$10 million worth of roads go in the jungle? Where will the money to build dams, power lines, radio stations, ports come from? Where will the land-clearing equipment

come from? How long will clearing, crop raising and marketing take? *Can enough food be produced* to feed even Brazil's starving millions . . . not to mention the world's starving HUNDREDS OF MILLIONS? Can it come before the world famine that scientists predict for the mid 1970's?

These burning questions should concern us all. They concern Ambassador College. Our task is to inform you of the real meaning behind the giant problems that threaten the well-being, even the *survival of mankind*.

Here, for PLAIN TRUTH readers, is a firsthand report about the Amazon from the Amazon, answering the one overall question: *Will the Amazon feed the world?*

The Insurmountable Barriers

Beginning at Lima, Peru's airport I saw, as the trip progressed, more and more obstacles and barriers to cultivating Amazonia. The problems are insurmountable. At least for three or four generations.

First barrier — *transportation and communication*.

I almost lost my only flight opportunity in spite of prearranged reservations. Planes are old and break down; flights are not frequent enough to handle the few passengers headed toward jungle cities — cities which can be reached only by air. Few towns are, or can be, served by air as airports are poor and scarce. Flights are not cheap here, either. Boat travel is available on the Amazon and some branch rivers, but is often unscheduled, unreliable and always slow. Most of these towns have no telegraph office or service, not to mention telephones or power lines. Talk about a "communication gap"! And how can anyone open up millions of acres for cultivation without first spending millions on transportation and communications?

But the biggest barrier to transportation is Peru itself, where the Amazon begins. Peru is a *geographic marvel*, and a *geographic muddle*. This ancient land is inseparably divided by three contrasting geographic regions. The coastal strip is barren, dry, hilly and *very unproductive*. The severe drought grip-

ping the coast is obvious from the air. Call this a desert region. The central area is the unbelievably precipitous, jutting Andes mountain range — snow-covered and desolate. Across these mountains roads do not go.

Thirdly, the interior is hot, steaming — an impenetrable jungle. How can these widely separate areas be tied together? That difficult, questioning challenge faces Peru . . . and any Amazon developer.

Then, as I viewed the breathtaking spectacle of the White and Blue Ranges from the air, the question occurred, "How can divided Peru, even with her sister nations — Bolivia, Colombia, Ecuador — ever develop the upper Amazon?"

World's Greatest

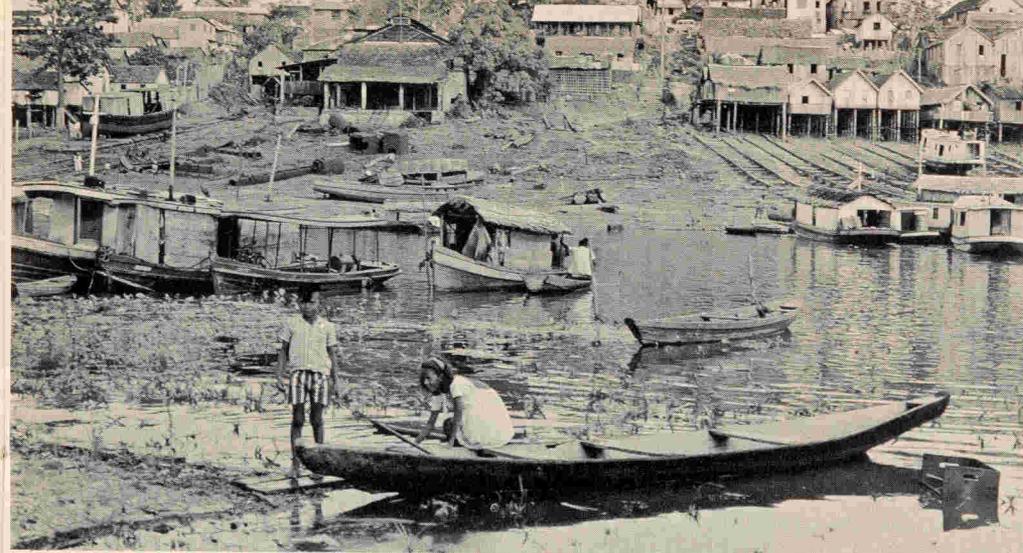
After pushing the maximum altitude for a prop-driven plane, we descend to the remote jungle outpost, Pucalpa. This outback jungle settlement, on the Ucayali River, lies about as far below the equator as Panama City lies above the equator. The Ucayali River is an upper extension of the Amazon.

Pucalpa is connected to the outside world by airplanes. River traffic exists here, but it is local — not international. Pucalpa is sweltering hot. Locals boast of a soil experiment station . . . but I see few jungle clearings, fewer crops. Even at the airport the major activity is fighting to keep the strip clear of the encroaching jungle. One feels as though green walls are literally closing in.

Leaving Pucalpa the plane lifts us above the stifling green walls of jungle, only to reveal a limitless, unending, tufted green carpet, fading into the horizon on all sides as far as the eye can see. I once again began to feel the overwhelming, sprawling vastness of the Amazon basin — Amazonia. The next superhuman barrier defying development begins to force itself upon us. That barrier is the Amazon itself!

Amazing Amazon

There are no words to describe the Amazon. Having been on both ends of this giant snake, having crossed it several times, having flown nearly the full length of it — I fall far short of being able to describe it. But let's try to



King Leopold Photos

Above: An area of Manaus, one of the few trading centers in the heart of Amazonia.

Left: Road building in the dense tropical rain forest is extremely difficult and costly.

understand by putting some outstanding Amazonian facts on paper.

The Amazon is the greatest single geographic marvel known to man — except the earth itself! It is the biggest river in the world. With that knowledge, you probably picture the Amazon as a running stream slicing through walls of green jungle.

The Amazon is not like that.

The Amazon is a sea-river. It is called precisely that in Portuguese, and resembles the Mediterranean almost as much as it does the Mississippi.

“The Sea-river”—says the renowned Amazon explorer Willard Price — “has eleven hundred known tributaries. Ten of them are larger than the Rhine. Seven are a thousand miles long. The Madeira is *three thousand miles long* and collects *ninety tributaries* of its own before it joins the Amazon. Standing where they join you can just make out the other shore of the Madeira but you cannot see across the Amazon” (*The Amazing Amazon*, p.11).

Every Amazon tributary is a story in itself. For example: the black Rio Negro is twenty miles wide as it pours into the brown Amazon. The Purus spills into the mother Amazon through two mouths — a hundred miles apart. The outside two mouths of the Japura’s four are two hundred miles apart as they enter the Amazon.

The near-4,000-mile Amazon, watered by the greatest sprawl of rivers on earth, drains close to three million square miles of territory. That is an area almost as large as the entire United States.

Still your mind does not comprehend the depth and the breadth of the amazing Amazon. Keep trying to stretch your imagination.

The Amazon is so wide at its mouth (from one hundred eighty to over two hundred miles depending on the capes you choose) that neither bank is visible from the middle — not even from an airplane! This “South American Mediterranean” discharges from four to

seven and a half million cubic feet of water every second of every day — 60 billion gallons an hour! A wall of fresh water pushes more than two hundred miles out into the Atlantic Ocean with a current forcing ships off course. At its mouth, the River divides around an island, Marajó, which is bigger than Switzerland.

Where this mighty “Dragon” bends south at Iquitos (2,500 miles upstream) the River is still one hundred twenty feet deep. And its width? You must go four hundred miles further up before the river shrinks to the width of the Mississippi at its mouth!

Beautiful But Savage

Looking at the development problem *geographically*, the Sea-river is too long, too broad, too gigantic, too forbidding, too unpredictable, too dangerous, too powerful, too inhospitable to yield up the fabulous “El Dorado” hopes of politicians to feed the world. The Amazon Sea-river is a GREEN HELL. That’s what the Spaniards called it.

That’s what I thought it was, trapped in a twelve-foot launch, forty miles from Iquitos. With rain splattering in my face, I thought of the one-hundred-inch annual rainfall which drives most farmers mad. And even though the rainfall reaches two hundred inches a year in some places, the summer is a *near drought*.

Typically as with tropical storms, the fog cleared around our launch, the rain stopped and the shore appeared! We made the final twenty-five miles to the Maniti Hotel — a stilt-supported, open-walled, grass-covered hut called a *malocca* — safely and uneventfully. Behind my partition in the exotic *malocca*, I began jotting down notes in flickering lamplight on the important lessons I was learning.

Learn a Lesson

If you have never personally seen Amazonia — as the Sea-river and its giant basin are called — then perhaps you would accept this lesson on geography from an eyewitness.

First, get the picture in mind. In *mind*, because the picture will not fit in your *eye*. The green, flat wilderness

stretches for tiring, monotonous *hours* as your plane wings its way over a seemingly interminable jungle. Amazonia is *overpowering*. Amazonia is *unbelievable!*

Then think about that newspaper report touting hundreds of road miles and a few million dollars.

Here is the lesson.

When you hear about optimistic programs of development, take a hard, realistic look at it before you jump on a bandwagon. When you hear of 500 paved road miles in the Amazon wilderness, try not to laugh! You may find it hard not to laugh — especially if you've been in this jungle, or if you have the picture in mind. A road has to go somewhere, and for some purpose. May I remind you there is nowhere to go in Amazonia?

When you hear about hundreds of thousands, maybe even millions of dollars, *don't be impressed*. These figures should read in the *hundreds* of millions, and in the *BILLIONS!* Otherwise, neither dollars nor roads will be noticed. They will melt away into this green hell . . . without a trace.

So much for the geographical problem. If everything counts on geography, the Amazon will not be developed in the next 100 years. In fairness, however, to any starry-eyed armchair philosophers, there *is* more to the story.

The Population Story

Take population for example.

Unfortunately, Brazil's population is a real puzzle.

On the one hand, Brazil's famous industrial city, São Paulo, is the fastest-growing city *on earth*. Brazil's national population *increase* alone threatens to outstrip the entire nation's natural resources. This country's total population, at the present rate, will probably reach two hundred million by the end of the century!

Yet on the other hand, the entire vast region of Amazonia contains barely five million people — most of them crowded into three or four cities, and the rest thinly strung along the Amazon's banks. That leaves two and one-

half million square miles (conservatively estimated) *to populate*.

Now just try to talk a Brazilian into coming here! As Bowen Northrup reports, "Brazilians elsewhere who routinely recite the wonders of the Amazon would be horrified at the prospect of living there" (*Wall Street Journal*, December 3, 1968).

Naturally, there are already people in Amazonia. They create one of the terrors of jungle life — rude, savage natives who wander through large areas of jungle and savannah. My visit to the Yaguas Indians (tame cousins of wilder groups) proved a valuable but heart-rending experience. In some ways cute and childish as Kewpie dolls, the Yaguas are ignorant, degenerate and malnourished. They have also gone to stupefying, mind-dulling *drugs*. While "hopped up" on some drug, the chief and his warriors beg the tourists for *sindi, sindi* — cigarettes. Though these harmless savages would not discourage *all* settlers or colonists, neither could they nor most of their cousins help civilize Amazonia. Most natives (*indígenas*) are a liability — a financial drain — on the government.

Attempting to solve the problem, the government of Brazil is offering land to people who will go deep into Amazonia. So far three fantastically remote wilderness areas with exotic-sounding names — Amapá, Rondonia and Roraima — have been "colonized" by the government Ministry of Interior. These three areas have a combined total of 247,000 colonists (government estimate) clustered in a total area of 613,424 km² — sparse settlements at best.

These "colonists" are very hard to come by; they are still too few to conquer the jungle. *Millions* more are needed. Where will the needed myriads and millions come from? Will the Brazilian government *force* its teeming population into the green outback? Suppose then the green hell is penetrated by forced labor, or forced colonization. How will the colonizers survive against vast distance, unmapped wilderness, stifling heat, hostile jungle, cruel loneliness, deadly diseases, destructive rains, destroying insects, savage indians, lack of food, lack of a chance for eco-

nomics success? If excess population moved into this lost world right now, without superhuman help, chances are they would not *survive*. Amazonia would win again.

Conclusion

Possibly those problems could be solved if enough money were spent. How much would it take? No one knows. We do know it won't be done in this century, as the Personal Advisor to Brazil's Minister of the Interior, Mr. Jose Wady Abuyaghi, told me in a personal interview. He said, speaking of developing Amazonia, "We cannot accomplish much without *significant* (he meant "massive") foreign aid." Such foreign aid would have to mount into *BILLIONS* to make a dent in this dense green carpet of death. No countries have yet offered Brazil these said billions.

So Amazonia will not be opened soon. The Sea-river and its sprawling basin is *not* feeding the starving millions of Brazil, much less the starving hundreds of millions of the world. And it *will not* feed the world's starving if everything counts on communications, or counts on geography, or counts on population. Amazonia cannot be cultivated without someone "conquering" the geography, without more transportation, without an increased and able population. Those three factors are crucial factors.

However, *not everything* counts on those three. Science and agriculture are out to hurdle these "barriers."

New and potent insecticides, herbicides, fungicides and vermicides, new giant pieces of earth-moving equipment, new and marvelous fertilizers and soil additives. "The Amazon will yet feed the world." . . . or so we hear.

What are the real facts behind these glowing and optimistic slogans of science? What are the real soil conditions? What are the chances of significant agriculture advances in Amazonia? Will promised advances come *in time*? Can food be produced in Brazil before the *famine* scientists say will come in 1975 *does strike*?

These questions will all be answered in the April PLAIN TRUTH.

Don't miss it! □



Humble Oil and Refining Company Photo

THE ATOMIC CLOCK

*that blew Pre-history
SKY HIGH!*

A human bone, a mammoth carcass, a fossilized stratum — How old are they? This question has puzzled laymen and scientists for decades. No one, it seemed, had the answer. Then came carbon-14 dating. This new method was hailed as the tool to unscramble history. But has it?

by Paul W. Kroll

WHO hasn't read such newspaper headlines as — "Evidence of 35,000-year-old human remains found," "Archaeologists uncover ancient 20,000-year-old artifact," "Mammoth hunts in Siberia 39,000 years ago"?

We are assured by these newspaper and magazine columns that man really has been on this earth for a long, long time.

Yet, shockingly enough, in many cases giant conclusions were based on very meager facts.

Quest Into Antiquity

For decades archaeologists struggled to put together a chronological framework of prehistory — but with little success. There seemed to be as many theories as there were archaeologists and geologists. Controversies raged back and forth.

Then, a startling new approach to the problem was developed. It all began in

the mid-1940's. The place was the University of Chicago.

Here, a relatively unknown chemist, Willard F. Libby, was working with a revolutionary new idea.

The result of his work catapulted him into international prominence. For his work, Dr. Libby received the Nobel Prize in chemistry for the year 1960.

This new method was called radiocarbon (carbon-14) dating. Dr. Libby, according to noted scientist Frederick Johnson, "Dropped the equivalent of an atomic bomb on archaeology." More than twenty-five years later, impact from this scientific explosion has not yet subsided.

The Archaeological Method

Before carbon-14 — jokingly referred to as B.C. — little was really understood about recent earth history.

Archaeologists, said Frederick John-

son, were guilty of "steering by the seat of their pants!" The reason was simple. Archaeological answers were really guesses compiled from very fragmentary data. Radiocarbon dating made havoc with these archaeological estimates of time. Frederick Johnson explained how:

"With few exceptions, this [archaeological] extraction was by inference and guessing . . . Libby's provision of a means of counting time — one that promised a definable degree of accuracy and worldwide consistency — caused all sorts of consternation because many of the new findings threw doubt on the validity of some established archaeological opinions" (Frederick Johnson, "Radiocarbon Dating and Archaeology in North America," *Science*, Vol. 155, January 11, 1967, p. 165).

Johnson then cited on the same page a typical comment of one very reputable archaeologist, "We stand before the threat of the atom in the form of radiocarbon dating. This may be the last chance for old-fashioned, UNCONTROLLED GUESSING."

Archaeology Versus Chemistry

Even after radiocarbon dating became established, disagreements were widespread. Consider one example — that

HOW CARBON-14 CRACKS THE RIDDLE OF AGE

of a hunting people, called Solutreans, in Europe. "Guesses as to when they arrived vary widely. Peake and Fleure think it was about 12,000 years ago, while Zeuner puts them back to 67,000 years before our time. Radiocarbon dates indicate only 18,000 years." (Kenneth Macgowan and Joseph Hester, *Early Man in the New World*, New York: Natural History Library Edition, 1962, p. 102.)

Why such confusion? The reason is clear.

Archaeologists had no way to accurately count actual years. Consequently, no way initially existed to check the dates radiocarbon gave in the prehistoric period. Dr. Libby and his associates were faced with this problem when they first devised the radiocarbon method. They had expected a historical check, through the use of historically known dates, all the way to the limits of the method. But they were in for a shock.

Dr. Libby, writing in the January, 1956 issue of the *American Scientist* recounted briefly the history of radiocarbon dating: "The first shock Dr. Arnold and I had was that our advisors informed us that history extended back only 5000 years.

"We had thought initially that we would be able to get samples all along the curve back to 30,000 years, put the points in, and then our work would be finished.

"You read in books and find statements that such and such a society or archaeological site is 20,000 years old.

"We learned rather abruptly that these numbers, these ancient ages, are not known; in fact, it is at about the time of the first dynasty of Egypt that the last historical date of any real certainty has been established. So we had, in the initial stages, the opportunity to check against knowns, principally Egyptian artifacts, and in the second stage we had to go into the great wilderness of prehistory to see whether there were elements of internal consistency which would lead one to believe that the method was sound" (Willard F. Libby, "Radiocarbon Dat-

The carbon-14 dating method is based on an ingeniously simple process.

Cosmic rays bombard the upper atmosphere with tremendous energy. These rays produce great numbers of rapidly moving neutrons which collide with nitrogen atoms in the atmosphere. The bulk of these atoms are chemically transmuted into carbon-14. Chemically, a positive proton in the nucleus of the nitrogen atom is knocked out and replaced by an uncharged neutron.

The carbon-14 then diffuses throughout the atmosphere. It makes up a tiny fraction of all the carbon dioxide available to plants for photosynthesis. When the plants use carbon dioxide during photosynthesis, they automatically absorb this carbon-14. Plants are eaten by animals and humans. These also acquire carbon-14 in their tissues. All living things become equally "tagged" with carbon-14.

But at death, an organism no longer takes in carbon-14. Meanwhile the amount possessed by this organism at death begins to decay. Every 5730 years one half of the carbon-14 will decay back into nitrogen-14. In the next 5730 years, half of the remaining carbon-14 will decay. Now, only one fourth of the original amount is left.

This process continues until the carbon-14 remaining cannot be measured by current laboratory equipment. The practical range for most laboratories is the measurement of 35,000 radiocarbon (carbon-14) years; isotopic enrichment can stretch the measurement to 70,000 radiocarbon years.

The reason for the limits is the

infinitesimally small number of carbon-14 atoms to ordinary carbon atoms. There is only one radioactive carbon-14 atom to every trillion atoms of ordinary carbon. The abundance of carbon-14 atoms in modern wood is this tiny percentage: 0.000000000107%.

If carbon-14 years equal calendar years, it would make every organism a living clock that reveals elapsed time since death. Any organic material — flesh, bone, peat, dung, charcoal, nuts, beeswax — thus would reveal its actual age.

All one would have to do is measure the faint pulses of this disintegrating carbon-14. Once the amount of radiocarbon left at any point was determined, it could be measured against a calibrated scale based on the carbon-14 content of modern carbon.

If the ratio of carbon-14 to ordinary carbon found in, say, wood today is the same as for wood which lived thousands of years ago, then the dating method is simple. The present becomes a "key to the past." Carbon-14 years equal calendar years. But if for some reason the ratio of carbon-14 to ordinary carbon was different in the past, then there would be no way to determine the calendar age of the specimen. For example, if a sample measured at 20,000 radiocarbon years, had only $\frac{1}{8}$ of the present strength of carbon-14, it would be only 5000 years old!

Increasing evidence indicates that there are grave problems in the crucial carbon-14 to ordinary carbon ratio in the prehistoric past. However, for at least the last three thousand years, the method is remarkably accurate.

ing," *American Scientist*, Vol. 44, No. 1, January 1956, p. 107).

What About "Historical" Dates

Egyptian history begins around 5,000 years ago, according to the most liberal estimates. Some historians believe that Egyptian history does not extend that far into the past. The idea that the vari-

ous Egyptian dynasties existed one after another in time has been questioned not only by scholars in antiquity, but even today.

This factor alone would have a great bearing on the radiocarbon method of dating. Without KNOWN historical dates to gauge an object to be dated, one could not know for certain that the

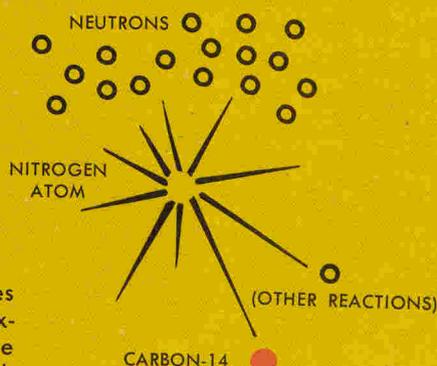
Cosmic rays bombard upper atmosphere. As a result, fast-moving neutrons are produced.

Neutrons collide with atmospheric nitrogen atoms. Main reaction produces carbon-14.

Carbon-14 combines with oxygen as does ordinary carbon to produce carbon dioxide. This carbon dioxide with its radioactive carbon-14 component is diffused through atmosphere.

Trees, grass and other vegetation absorb carbon dioxide containing carbon-14 during photosynthesis.

All animal life feeds on vegetation, Carbon-14 is added to their bodies. Man also eats vegetation and animals having carbon-14 in their bodies. All life contains equal amounts of carbon-14.



Ambassador College Art

and *Methods of Low Level Counting*, March, 1967, page 24.)

Dr. Libby very heavily qualified his statements. But most writers simply glossed over such points. Laymen were led to believe the method was infallible.

Basic Assumptions

The entire radiocarbon method stands on certain basic assumptions which have never been proven to be true. Experimental evidence indicates rather clearly that some of the assumptions, may in fact, be wrong.

For example, has the amount of radiocarbon in the atmosphere remained fairly constant in past ages?

Scientists are not sure.

"An assumption on the constancy of atmospheric radiocarbon concentration in the past is basic for radiocarbon dating. However, the atmospheric radiocarbon concentration depends on the production rate of radiocarbon by cosmic rays in the stratosphere and the carbon cycle on the earth, and there is NO EVIDENCE that either was constant in the past" (Kunihiko Kigoshi and Hiroichi Hasegawa, "Secular Variation of Atmospheric Radiocarbon Concentration and Its Dependence on Geomagnetism," *Journal of Geophysical Research*, Vol. 71, No. 4, February 15, 1966, p. 1065).

That assumption is recognized by scientists but ignored by laymen who almost superstitiously accept radiocarbon dates as true calendar years.

Suppose cosmic radiation varied for a considerable time and magnitude in the past? Suppose some shielding effect negated the cosmic shower's production of radiocarbon?

What would be the result if the carbon-containing ocean reservoir had been disturbed? What about extreme volcanic activity and mountain building — would they have affected this crucial relationship? Had some catastrophic series of events dumped old nonradioactive carbon dioxide into the atmosphere? How drastically would these affect the apparent ages of specimens?

Suppose these and/or other factors had disturbed the critical relationship of radioactive carbon-14 to ordinary carbon-12?

In spite of the attractiveness of

indicated radiocarbon years were the same as actual calendar years.

And what about dating objects older than 5000 years?

"There was only one way to check the reliability of radiocarbon dating over a longer span," said archaeologist Edward S. Deevey, Jr., "and that was to test it on the materials of geology and prehistoric archaeology. The age of such materials is not 'known' in the same sense as that of mummy cases or trees" (Edward S. Deevey, Jr., "Radiocarbon Dating," *Scientific American*, Vol. 186, No. 2, February, 1952, p. 25).

There were no dates historically fixed

with which to check. Radiocarbon was entirely alone.

In the more recent historic period, radiocarbon dates generally seemed to agree with historical dates. With the apparent success of radiocarbon dating in the historic period, Libby very cautiously stated: "In terms of physical principles of course, a method which works for three thousand years might extend all the way to fifty thousand..."

He did warn: "However, this is MERE CONJECTURE." (Willard F. Libby, "History of Radiocarbon Dating," *Symposium on Radioactive Dating*

radiocarbon dating, these and other basic unanswered problems plague the researchers. There is no way to get away from assumptions for the prehistoric period.

In order to postulate the relative constancy of carbon-14, several other assumptions had to be made.

One basic assumption is that, "The cosmic-ray flux, and, hence, the PRODUCTION RATE of radiocarbon in the atmosphere has remained constant for several half-lives [the half-life of carbon-14 is presently calculated at 5730 ± 30 years]." (Hans E. Suess, "Secular Variations of the Cosmic Ray Produced Carbon-14 in the Atmosphere," *Journal of Geophysical Research*, Vol. 70, No. 23, December 1, 1965, p. 5937.)

Dr. Suess also gives another related assumption on the same page: "Carbon contents of the various reservoirs containing cosmic-ray-produced C^{14} have remained constant over such a period of time." (Ibid., p. 5937.)

For carbon-14 dating to be valid, even a third assumption is needed. The "rates of C^{14} transfer from the atmosphere into the other reservoirs, in particular into the oceans, have also remained constant over this length of time." (Ibid., p. 5937.)

These assumptions really could not be proven. But they are accepted on the premise that the present is the key to the past. It was assumed that no extraordinary occurrences had disturbed the production of carbon-14 or other related factors. This fundamental belief was a highly dangerous assumption to make. But made it was!

"It is generally accepted that during the last 8000 years NO LARGE changes over prolonged intervals of time have occurred in the average cosmic flux, in the magnitude of the magnetic field in the vicinity of the earth, and in the degree of mixing in ocean water." (E. I. Hamilton, *Applied Geochronology*, London: Academic Press, 1965, p. 35.)

Searching for the Answers

It is difficult — if not impossible — for scientists to prove that these crucial assumptions of the radiocarbon method are correct. As one example, come into a laboratory to see what researchers found

in trying to prove one of them. The problem is: Assumed equilibrium between production and disintegration of carbon-14. This assumption is basic to the method.

In the later 1940's, Dr. Willard Libby and his associates set up experiments to discover the present production rate of radiocarbon. They handled the problem in this manner. They first calculated the average production rate of free neutrons in the outer atmosphere.

(Neutrons, produced by the cosmic rays, are the key factor in the production of carbon-14.)

Once Dr. Libby established a *present* average production rate of neutrons, he calculated the present production rate of carbon-14.

Next, Dr. Libby proceeded to calculate the average rate of decay of carbon-14 in modern living organisms.

Finally, he calculated the total amount of carbon in the world exchange reservoir. This was necessary because a radiocarbon date depends on the RATIO of carbon-14 to ordinary carbon. With this information and other critical facts, radiocarbon dating seemed to be on its way.

Plunging Into The Unknown

At this stage, everything seemed quite plausible. It was all a matter of chemistry, physics and mathematics.

Now, Dr. Libby was required to make one *basic assumption*. It did not necessarily invalidate the method, but if this assumption were incorrect, it would have grave implications for certain ranges of dates. It was also crucial in terms of the time of the *beginning* of radiocarbon in the living carbon cycle of the earth.

The assumption and its implication are the following:

As mentioned, cosmic ray particles produce free neutrons when they smash into the atmosphere. These neutrons react with nitrogen atoms. A neutron, when it enters the nitrogen nucleus, knocks out a proton, which converts the nitrogen atom to a carbon-14 atom.

Libby calculated the PRESENT PRODUCTION RATE of these carbon-14 atoms. Now, if the *present production* has been going on for thousands upon thousands of years at its present rate,

then the following evidence *must be found*:

"If this production has proceeded at a constant rate for many thousands of years, then the amount of C^{14} present on the surface of the earth should reach a CONSTANT value" ("Radiocarbon Dating," *McGraw-Hill Encyclopedia of Science and Technology*, 1966 edition, Vol. 11, p. 291).

This "constant" amount was further explained by Dr. Libby himself. "... We can see that if the cosmic rays have been bombarding the earth in essentially THEIR PRESENT INTENSITY for 10 or 20 thousand years, we can expect that A STEADY-STATE CONDITION had been established, in which the rate of formation of carbon-14 is equal to the rate at which it disappears" (Willard F. Libby, "Radiocarbon Dating," *American Scientist*, Vol. 44, No. 1, January, 1956, p. 99).

In other words, on this assumption the carbon-14 ratio of any ancient specimen could be related to the present ratio of carbon-14 in modern specimens. Dating then becomes simple. *If no other unknown factors* had disrupted the method, a radiocarbon year would equal a calendar year.

An analogy explains why this equilibrium is vital.

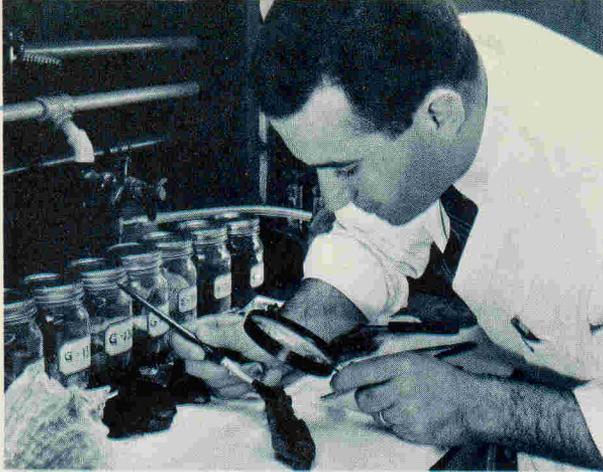
Suppose There Is No Equilibrium

Think of a bathtub filling with water — but without a plug in it. If the tap pours water into the tub at a constant rate, the level of water in the tub will reach a constant height. This height will remain unchanged. In other words, the amount of water pouring into the bathtub will *just equal* the amount of water draining out through the plug hole. The idea being that the production of carbon-14 equals the amount leaving the system in disintegration.

In terms of the bathtub, it takes only a few minutes to establish this equilibrium. However, it would take a long time to bring the radiocarbon level into equilibrium.

If the system is not yet in equilibrium, it simply means not enough carbon-14 has been produced to fill up the atmospheric bathtub. And apparently

HOW A LABORATORY DATES SPECIMENS



SAMPLE EXAMINATION — A sample to be dated is identified, examined and cleaned in the first step of a radiocarbon dating laboratory's procedure. Tedious but vital removal of foreign matter such as root hairs from charcoal is vital. In the series of photos, the Humble Oil and Refinery Company laboratory in Houston, Texas is pictured.



As part of the purification process, material — in this case charcoal — will receive a bath and chemical treatment with acid.

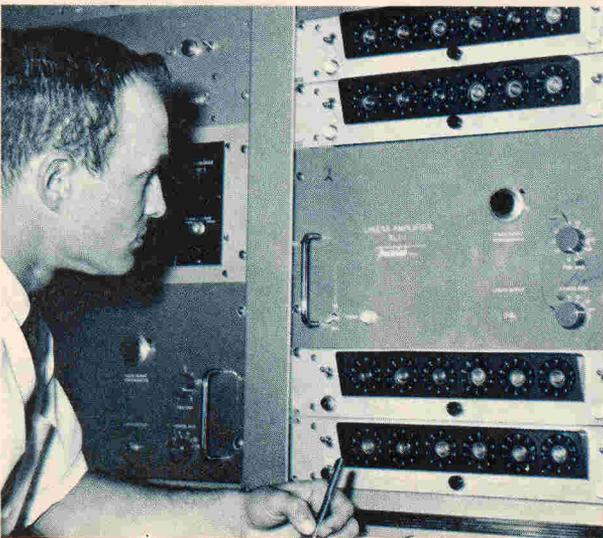
After a thorough washing, the sample will be dried in a laboratory oven.



A PROCESS OF CONVERSION. Sample, whether wood, charcoal, or other organic matter is then burned in combustion apparatus. Flame is hot enough to melt ordinary glass. During the fiery combustion process, sample is converted into carbon dioxide gas. This is collected as dry ice in frosty liquid nitrogen trap.

The carbon dioxide will then go through various other purification procedures. Next, the gas will be re-collected in a liquid nitrogen cold trap. Now the sample has moved through the final step of purification. It is then pumped into the counter.

READY FOR MEASUREMENT. Sample is now trapped in one of three counters pictured in center of apparatus. These are ringed by twenty geiger counters and a 4,000-pound lead-mercury shield.



ATOMS CLICK AWAY. The scientist has wound up the atomic clock by setting the high voltage on counting system. It counts the click of the carbon-14 atoms as they revert to nitrogen. Preliminary data are examined as they come in. Normal count is over a period of 1,000 minutes. This of course, varies with the laboratory and individual specimen measurement. Automatic equipment counts throughout the night.

Archaeology as well as geology benefit from the findings of radiocarbon dating. If proportion of radiocarbon to ordinary carbon has remained steady — and no other factors have upset the method — dating can reveal the actual calendar years of a sample. Also, if properly interpreted, radiocarbon dating can reveal flaws in archaeological and geological estimates.

old dates by radiocarbon would really be much more recent.

Was equilibrium a fact? Here is what Dr. Libby found.

Would the Equilibrium Assumption Hold True?

Dr. Libby and his associates calculated that there were 18.8 atoms of radiocarbon being produced every minute, per gram of carbon.

If there were an equilibrium between the rate of production and disintegration, living samples should show a disintegration rate of 18.8 radiocarbon atoms per minute per gram of carbon.

However, the average of 18 samples taken from various latitudes did not show an equilibrium! The disintegration rate of the samples only averaged 15.3 disintegrations per minute per gram. The rate of production was almost 19% greater than the rate of disintegration.

Libby preferred a value of 16.1 (value of inorganic samples) for the disintegration rate — even though the average for organic specimens was 15.3. However, there was still a discrepancy of almost 15% between production rate and disintegration rate.

How did Libby resolve this problem in his mind? He answered this very question in his book *Radiocarbon Dating*:

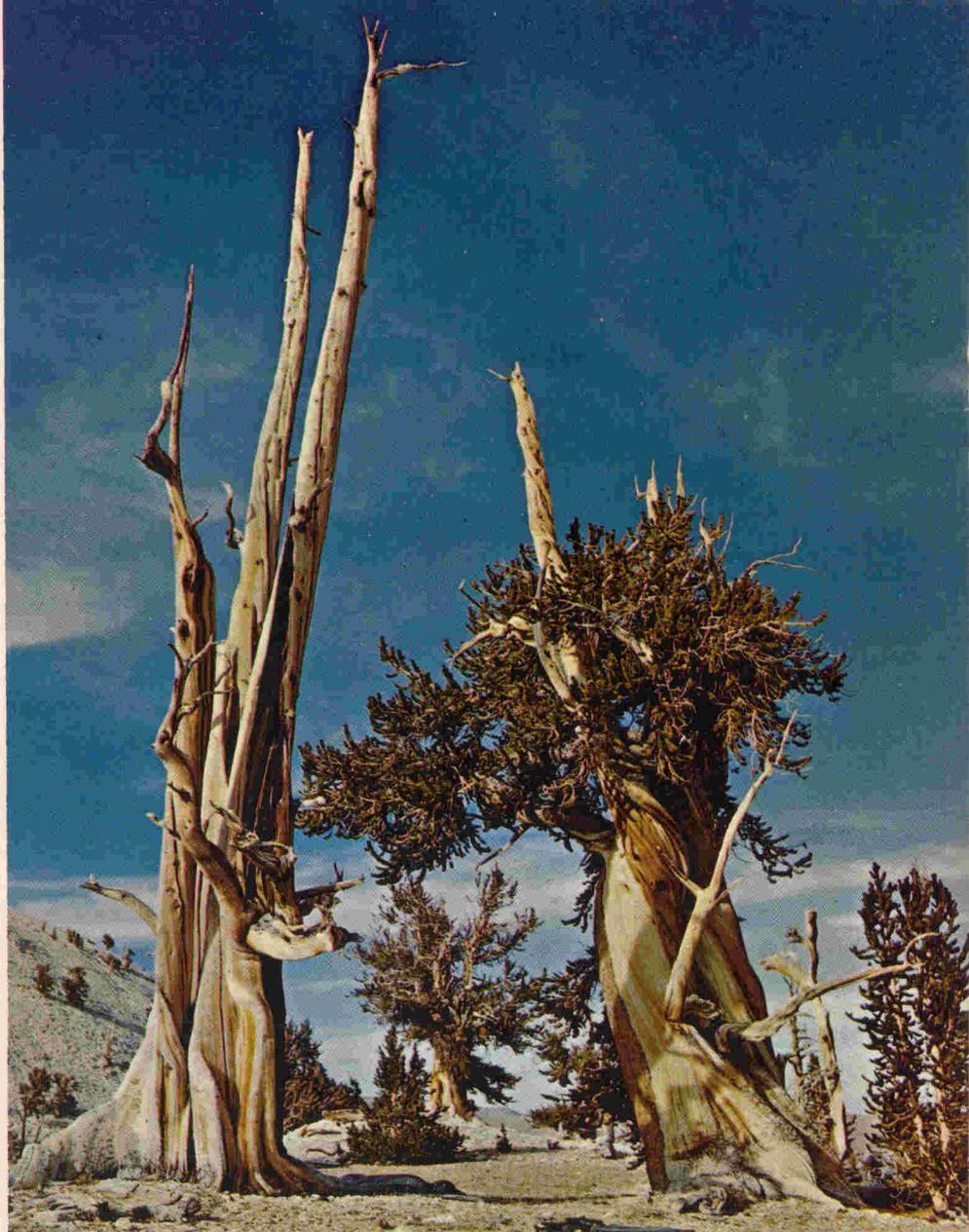
“The agreement seems to be sufficiently within the *experimental errors* involved, so that we have reason for confidence in the theoretical picture set forth above” (p. 7).

This, of course, was conjecture. It was possible that the discrepancy was experimental error. However, science simply *did not know!*

Why So Crucial?

Why was it so important to have this equilibrium and agreement? Again, Libby puts his finger on the crucial point:

“If one were to imagine that the *cosmic radiation had been turned off until a short while ago*, the enormous amount of radiocarbon necessary to the equilibrium state WOULD NOT have been manufactured and the specific radioactivity of living matter would be much less than the rate of production calculated from the neutron intensity” (Willard F. Libby, *Radiocarbon Dat-*



Ambassador College Photo

BRISTLECONE PINE tree located in the White Mountains of California. Bristlecone pine are considered the oldest living trees.

ing, Chicago: University of Chicago Press, 1955, p. 8).

Yet, the first sketchy bits of evidence indicated that equilibrium has not yet been reached. If so, the cosmic system may have been turned on just a short time ago.

There simply may not have been enough elapsed time to produce the quantity of radiocarbon to bring the system to a steady-state equilibrium.

If lack of equilibrium is a fact, what implications would it have for radiocarbon dates? It could mean something like the following. Of two samples, one registers, say, 26,000 radiocarbon years; another registers 18,000 radiocarbon years. Yet, both samples might be only

about 5,500 years old, or less, and almost contemporaneous.

New Evidence Found

In 1963, geophysicist Richard E. Lingenfelter published a disturbing report in the journal, *Reviews of Geophysics*. His calculations and conclusions seemed to spell death to the possibility that the lack of equilibrium was only “experimental error.”

Lingenfelter’s conclusion was that “there is strong indication, despite the large errors, that the present natural production rate exceeds the natural decay rate by as much as 25 percent... it appears that equilibrium in the production and decay of carbon-14

MAY NOT BE MAINTAINED in detail" (Richard E. Lingenfelter, "Production of Carbon-14 by Cosmic Ray Neutrons," *Reviews of Geophysics*, Vol. 1, No. 1, February, 1963, p. 51).

Almost three years later, scientist Hans E. Suess commented on the experiments of Lingenfelter by saying, "It seems probable that the present-day inventory of natural C^{14} DOES NOT CORRESPOND to the equilibrium value, but is increasing" (Hans E. Suess, *Journal of Geophysical Research*, "Secular Variations of the Cosmic-ray Produced Carbon-14 in the Atmosphere and Their Interpretations," Vol. 70, No. 23, December 1, 1965, p. 5947).

Of course, scientists felt any discrepancy could be explained without jeopardizing the method. But all explanations are still UNPROVED hypotheses.

Depending on what base figures were used, the production rate seemed to be 20 to 30 percent GREATER than the disintegration rate — or perhaps even larger.

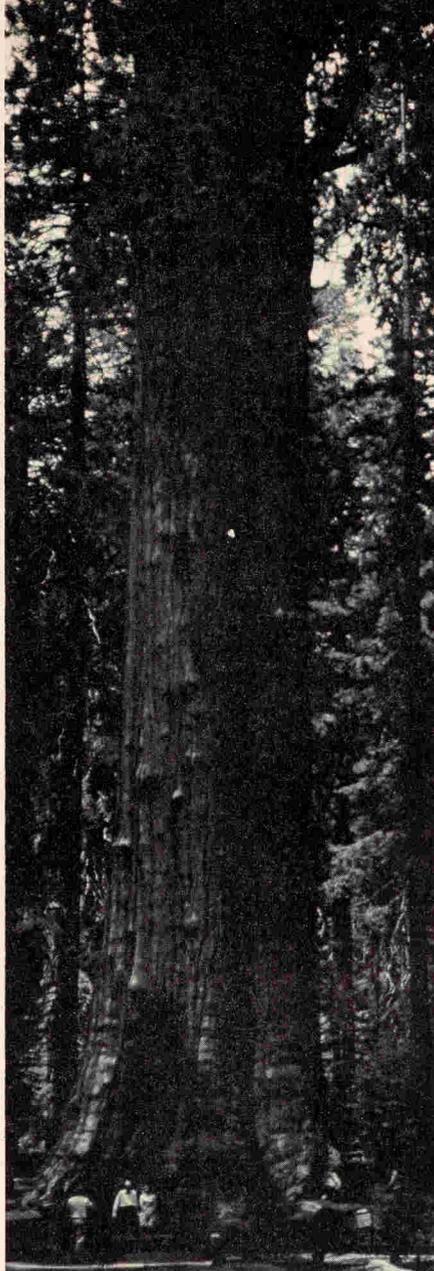
Various "explanations" were put forth to rectify this discrepancy. But once again — there simply was NO WAY to be sure. Lack of equilibrium could be a FACT! It could have meant that this was the effect of some drastic change in the radiocarbon inventory in prehistoric times. Was the radiocarbon system "turned off" in terms of its effects on earth until just a short while ago? Had other factors disturbed the crucial carbon-14-to-ordinary-carbon ratio? Are all the great stretches of years — from 50,000 B.P. [Before the Present] downward — to be telescoped into a few thousand years?

Evidence Overlooked?

The laboratories continued pouring out thousands of dates. Meanwhile, the average person was absolutely certain that science — chemistry and physics — had proved that relatively recent animal and human fossils were anywhere from 8000 to 53,000 B.P. One date of 64,000 B.P. was even gotten.

According to the evidence, however, these dates may have only been in the range of 5500 years old or less.

Dr. Lingenfelter continued his studies on cosmic radiation and its relationship to carbon-14 production. Despite



Ambassador College Photo

A GIANT AMONG GIANTS—The General Sherman tree, a huge northern California sequoia.

his positive findings published in 1963, he reconsidered them and, in 1969, said, "The uncertainties in . . . the production rate and the inventory are large enough to accommodate a wide range of R_0 [ratio between production and decay of carbon-14] including PERFECT EQUILIBRIUM" (personal communication).

After a quarter of a century of experimentation, scientists still could not be sure if a BASIC ASSUMPTION of the carbon-14 dating method was true! They were not even certain of the production rate of radiocarbon.

Then why have thousands of radiocarbon dates been published? Why have

newspapers, magazines and books been written as though radiocarbon dating was certain?

Whither Carbon-14 Dating?

With such obvious difficulties, scientists now only had one alternative: submit carbon-14 dating to another new dating method by tree rings for verification. It was tacit admission that attempts to verify basic assumptions of the carbon-14 method were inconclusive at best!

Geophysicists, like Richard Lingenfelter, were now falling back on tree ring dating to TEST the soundness of radiocarbon dating. In his own words, "Because of the uncertainties in the calculation of both the production rate and decay rate of C^{14} we find that the BEST DETERMINATION of the ratio of these two rates is obtained from the C^{14} variations determined from dendrochronology [tree rings]." (Richard E. Lingenfelter and Reuven Ramaty, *Astrophysical and Geophysical Variations in C^{14} Production*, Maryland: Goddard Space Flight Center Publication, July, 1969, P. 29.)

How accurate is tree ring dating?

The One-Ring/One-Year Theory

Does one tree ring always represent one year? Not necessarily so. In fact, the possibilities of "false rings" are rather common knowledge in botanical circles.

A botany text says, "The occurrence of false growth rings may cause the age of the tree to be overestimated. Such rings are produced by a temporary slowing of growth during the growing season." (Carl L. Wilson, et al, *Botany*, New York: Holt, Rinehart, Winston, 1966, p. 130).

Other facts causing false rings would be defoliation by insects, drought, and variation in rainfall. (Wilfred W. Robbins, et al, *Botany*, New York: John Wiley, 2nd edition, 1959, pp. 110, 111.)

But there was something more disturbing.

Most people do not realize that NO KNOWN LIVING TREES older than about 5000 years have been found. More lengthy chronologies — the latest at just over 7000 tree ring years — are built up

from DEAD tree stumps. These are pieced together in a delicate manner.

Surprising Age of Living Trees

There are no live 50,000-year-old trees. None at 25,000. None at 10,000.

As a matter of fact, the oldest known trees pose an enigma to uniformitarian — noncatastrophic — thinking.

Speaking of the bristlecone pine, famed dendrochronologist Edmund Schulman said, "Microscopic study of growth rings reveals that a bristlecone pine tree found last summer at nearly 10,000 feet began growing more than 4,600 years ago . . . Many of its neighbors are nearly as old; we have now dated 17 bristlecone pines 4000 years old or more" (Edmund Schulman, "Bristlecone Pine, Oldest Living Things," *National Geographic Magazine*, Vol. 113, No. 3, March, 1958, p. 355).

Dr. Schulman was puzzled with the same approximate age limit to the giant sequoia trees which he studied. These trees enjoy near-perpetual life in the absence of gross destruction. They appear to be immune to insect attack.

Since this is so, Dr. Schulman asked the following question as early as 1934:

"Pertinent also is the well-known fact that standing snags of this species, other than those resulting from factors of gross destruction, are unknown. Does this mean that shortly preceding 3275 years ago (or 4000 years ago, if John Muir's somewhat doubtful count was correct) *all* the then-living giant sequoias were WIPED OUT BY SOME CATASTROPHE?" (Edmund Schulman, *Longevity Under Adversity in Conifers*, "Science," Vol. 119, March 26, 1934, p. 399.)

That is something to think about!

Why is it that these still-living trees seem to be the original trees that grew in the present stands?

That some series of cataclysmic occurrences wiped out numerous forms of mammal life on earth cannot be disputed. Did that occur just beyond the historical era — around 4300 years ago? Had something happened in the recent past to "turn on" the system? Did the effects from a catastrophe or series of catastrophes gravely distort dates from the prehistoric period? Were conditions different in the prehistoric period —

gravely affecting radiocarbon and tree ring dating?

Libby challenged some of the tree ring findings in 1963. "Recently, it has been reported that some trees add more than one ring per year, and thus a question has been raised about the accuracy of tree ring dates.

"This finding indicates that rings sometimes have been incorrectly correlated with years, too great an age having been assigned from tree rings" (Willard F. Libby, "Accuracy of Radiocarbon Dates," *Science*, Vol. 140, No. 3564, April 19, 1963, p. 270).

More Than One Ring Per Year

Libby's statement was partially based on researches done in the state of Texas. Much of the work, supervised by W. S. Glock, revealed that SPECIAL conditions are required for trees to put on only a single ring per year consistently.

In an article appearing in the journal *Endeavor*, W. S. Glock and S. R. Agerter wrote:

"It has long been supposed that tree rings are formed annually and so can be used to date trees. The studies of tree ring formation . . . have shown that this is not always so, as more than one ring may be formed in one year.

"Two growth layers, one thick, the other thin and lenticular, proved to be more common than one growth layer in this particular increment [that was studied]. Three growth layers, in fact, were not unusual. A maximum of five growth layers was discovered in the trunks and branches of two trees.

"It must be pointed out that these intra-annuals were as distinctly and as sharply defined on the outer margin as any single annual increment." (W. S. Glock and S. R. Agerter, "Anomalous Patterns in Tree Rings," *Endeavor*, January, 1963, Vol. 22, pp. 9, 13.)

The researchers stated it would have been IMPOSSIBLE to know which rings were put on what year — except for effects of frosts in various years visible in the trees.

A Big Challenge

Dendrochronologists challenged Libby's assertion that bristlecone pine put on more than one ring per year. In their researches, they found no false or additional rings per year.

"These results," they said, "are in

contrast to the findings . . . where branches from a wide variety of Texas-grown trees reveal multiple growth layers attributed to varying temperatures and soil moisture." (Harold C. Fritts, *Bristlecone Pine in the White Mountains of California*, Tucson: University of Arizona Press, 1969, p. 32.)

The above results, the author said, were on young branches of LOW elevation trees. These, they admitted, might grow several times a year during a long frost-free season.

This multiplicity of tree rings in young, low elevation trees, "Led Libby (1963) to improperly infer that discrepancies between tree-ring and radiocarbon dates in HIGH-elevation bristlecone pine may be attributed to frequent double rings. All studies that have been conducted in the White Mountains indicate that distinct double rings rarely occur." (Ibid., p. 32.)

Again, the present had to be used as the key to the past. Suppose the White Mountain area was for a long period of time a LOW-LEVEL area — to be dramatically raised up during a period of mountain building? Could the climate of the White Mountain area at this time have been similar to the climate of Texas?

One could not know it was low-level and climatically different. But neither could one know it WAS THE SAME as it is today.

Therefore, as any dating method, dendrochronology was forced to extrapolate as was radiocarbon. If conditions were different in the prehistoric period, then tree rings may also need correcting.

But remember, even without double rings, the oldest *living* tree would be less than about 5000 years old.

The Burden of Proof

The burden of evidence is on the scientists. Until they *conclusively prove* their assumptions to be true — until there is a suitable check [itself proved to be correct] on radiocarbon — one cannot accept radiocarbon dates for the prehistoric past as valid.

There is much science does not know.

The facts show clear probability that radiocarbon dates should be telescoped into a very much shorter period of time. □

Scores of millions of Dicks and Janes and Tommys and Marys ARE LOOKING! They are spending more than a billion and three-quarters hours every week LOOKING! And what they are looking at is the REAL SCHOOL — the primer of life — commercial television.

by Vern L. Farrow

CHILDREN and youth in the United States watch more than *ninety billion* hours of television every year! A figure our minds can't even grasp.

This is the equivalent of 750,000 people watching television five hours every day for seventy years! Or, it could represent enough classroom time for 21,750,000 people to complete four years of college! And remember, this is just a single year's LOOKING time for our children. Unbelievable? It may seem so, but these are facts.

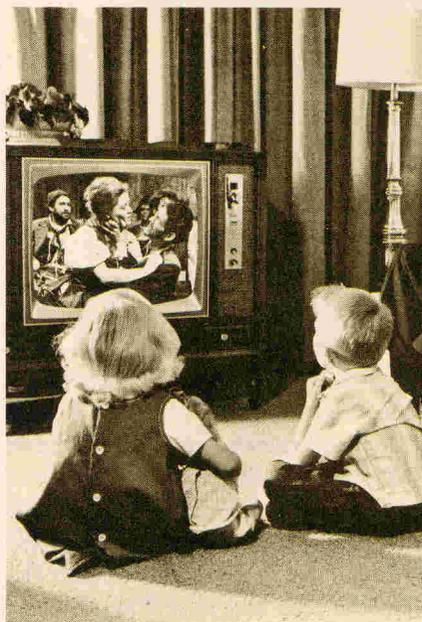
With an investment of that much time, shouldn't we ask what they are learning? Shouldn't we take a hard *look* ourselves at the results of the TV curriculum?

Understanding Your Child — and TV

You need to remember four basic facts. First, children are learning during *every* waking moment. Second, they learn a great number of unintended incidental ideas from the context surrounding any lesson. Third, what they learn will either be edifying or stunting to their mental growth. And fourth, the television industry is not primarily concerned with your child's education! That should be your concern.

To a very large extent the advertising business dictates programming on TV, and it has only one lesson to teach — CONSUMPTION! That lesson is taught by appealing primarily to human *vanity*, *lust*, and *greed*. It's that simple. There are few holds barred and children are not exempt.

LOOK DICK!
LOOK JANE!
LOOK
LOOK
LOOK



H. Armstrong Roberts

Advertising men long ago discovered that the most effective route to dad's pocketbook was through his children. Since then, the commercial exploitation of children and youth has become a multi-billion-dollar business. And no segment of the exploitation industry is so vast or so insidious as the commercialized aspects of TV. But what are its effects on youngsters?

Nothing Learned in Isolation

In educational psychology there is a well-known principle of learning. It is called "Complex and Multiple Outcomes." Briefly stated, this principle says that we do not learn anything in isolation. Although the lesson may be focused on a single idea, that idea is presented in a context with other ideas, attitudes, or behavior patterns. These are also learned to some extent along with the focal point of the lesson.

Now an experienced teacher will try to control what is learned. He will eliminate as much distraction as possible and present only the idea to be learned. But unfortunately, the television classroom is an uncontrolled mixture of actions and ideas competing for the child's attention. As a consequence we cannot be sure exactly what a child is learning.

For example, there have been claims made for the vocabulary-building benefits of commercial television. This would seem reasonable. Children are exposed to a tremendous amount of printed and spoken language on television. As a result, you might assume they would develop larger vocabularies. This appears to be the case.

But remember, vocabulary — the essence of language — is only useful insofar as the meaning or ideas are attached to the words. That's where the rub comes. What ideas are children learning along with their TV vocabulary?

One study in which children from 6 to 12 were asked to write words learned on TV netted the names of 15 brands of beer and 13 brands of cigarettes while one brand of detergent was mentioned 110 times! (*Elementary English*, March, 1969, p. 303.) Increased vocabulary? Yes, but what is the real educational value? Other studies have reported similar results.

However, the utility of the words is of minor importance. What should concern us more is the meaning the child attaches to the words. In short, does he really believe the idea that smoking any one of the 13 brands of cigarettes will really transport him into some springtime fairyland of cool babbling brooks and endless euphoric pleasure? That's the crucial question, you see, because

that's the context in which he learned the words.

Of course vocabulary is only one aspect of the problem.

Learning More than Meets the Eye

No one can deny that the past several years have seen a rapid growth in television programs of special interest to young children. Nor can it be denied that each, in its own way, makes some attempt to teach useful concepts. Nevertheless, each has weaknesses and perhaps the difficulty most often arises more from inappropriate technique than from intent.

For example, do we really know what a child is learning as he watches strange, fantastic, unreal creatures talking with humans or devouring the alphabet bit by bit to a background of dizzying psychedelic color and sound? Is this really a sound educational procedure in the long run?

Some might argue that he really has learned his letters and that's probably right. But what erroneous impression of the world and human relationships might he have learned along with the ABC's? We don't know — yet!

Let's face the facts. It's no great accomplishment if children learn the alphabet under such conditions. Children will learn in spite of everything. No doubt, we could teach counting by showing a slow motion sequence of bullet holes appearing in Bonnie and Clyde's car door too, but why? Why cause confusion? Why muddy a child's mind with a lot of disjointed background static? Maybe you ought to think about it.

Source of Discontent, Cynicism and Distrust

Virtually from the cradle, children are exposed to incessant and insistent TV messages expertly designed by marketing pros and psychologists. Immature minds are carefully conditioned to an attitude of compulsive consumption.

Naïve and lacking in discernment, children are defenseless against this appealing onslaught. So, day by day, year by year they are molded. Wide-eyed and innocent, they are magically transported through "breakfast-food-

land" all sugared and popped with a prize in each and every package. Then on to the plastic fantasy world of "toyland". And at last, by early adolescence they have arrived at "sex-and-glamour-land." This is the ultimate destination. This is "cotton-candy-junction" where the kids are invited to get off and live. This is the many-splendored world where nearly anything you put in your mouth, pat on your face, or rub in your hair is guaranteed to give you "sex appeal," "pucker power," or to make you a "mind-sticker"!

Well, youngsters don't remain utterly gullible forever. They finally suspect that FCC Commissioner Nicholas Johnson may have been right when he said, "Television does to your mind what cotton candy does to your body. It attracts your attention, makes you want it, and then leaves you with nothing but an empty feeling and a toothache" (*The New Republic*, December 6, 1969, p. 17).

The truth begins to dawn, and by teen-age most have wised up to find that they have really been living in "nowhere-land"! They soon have enough disappointments with pimples, cavities and bad breath to realize that soap X, toothpaste Y, and mouthwash Z don't change a thing. And it is a bitter pill when they finally discover that none of these things, nor cigarettes, nor beer lead to glorious, romantic fulfillment like the commercials promise. All the spectacular claims and bewitching enticements are soon disproved — just so much tarnished, shabby, hypocritical phoniness.

The unfortunate but indelible lesson that is learned in these formative years in front of the television is one of *discontent*, gnawing *distrust*, and a corrosive *cynicism* — negative attitudes that warp character and shrivel personalities. This is the inevitable backlash against a synthetic TV world based on commercial deception.

Stereotyped Lessons in Living

Television is supposed to be the "now" medium, the "tell-it-like-it-is" medium. Television is said to bring the *real* world right into your living room. No doubt it could, but it mostly doesn't. Instead, interminable hours of

romanticized and/or brutalized, stereotyped, keyhole fantasies flood across the TV screen with mind-deadening monotony. And the great tragedy is that from this saturation dosage are formed youthful attitudes toward nearly every facet of life.

Whether about education, male female sex roles, courtship, marriage, family relations, business, or you name it, television's stereotypes of life grind on endlessly.

But what is being learned? Just what are these lessons?

Teachers Are Squares — School's a Bore

Take school teachers for example. How many times have you seen male teachers portrayed as incompetent, effeminate, scatterbrains who are ill at ease around women — just pathetic nincompoops? Or perhaps just as often they may be vindictive childhaters — bitter and cynical. And what about women teachers? Aren't they usually cast as classic waspish spinsters who are frustrated, unfulfilled, and unhappy? Yes, that's the unfortunate TV stereotype. LESSON: *Teachers are eccentric misfits — squares that life has passed by. Besides, they're out to get you.*

How often have you seen schools represented in a desirable light? Not often. It is rare indeed when school is pictured as anything but a backdrop for a series of violent confrontations, superimposed over unbearable boredom, lack of understanding, and irrelevance. LESSON: *School doesn't relate to real life so drop out and turn on.*

And what about the serious student? He usually appears just a bit queer — a bespectacled egghead. More often than not he is the butt of practical jokes and the only way he can redeem himself is to take off his glasses, throw away his books and become a football hero! LESSON: *Muscle makes the scene, but books are bad news.*

Happiness Is Being Young and Sexy — Marriage Is a Drag

But that's not all. TV stereotypes are also teaching youngsters lessons which affect their view of themselves, of the opposite sex, and of adult life.

For example, ask the television tutor,

"What is a man?" — and here is the answer you get. "A man is young and single, handsome, masculine, quick-thinking, hard-drinking, fast with his fists, and a devastating lover. Now that's a *real* man!"

But, what if he is middle aged with a wife and family? Then the answer is very different. In that case forget the "man" bit because he's just poor old dad. He's just an unromantic, weak-willed, easily befuddled, henpecked buffoon whose wife and family humor and tolerate him.

And what does television teach us about womanhood? Well, a *real* woman is young and single, unbelievably beautiful, glamorous, sexy, and irresistibly attractive to every handsome swinger she meets. Even if she is married, pushing forty, with a smidgin of grey hair, and a batch of kids, she is still pictured as *quite a chick*. Though the kids drive her *crazy*, and her husband is an aging boob, wifey runs the family with a firm hand. She is clearly more efficient, calmer in emergencies, and instinctively wiser than her husband. Consequently she is forever bailing her inept spouse out of one dumb, self-inflicted fiasco after another. LESSON: *It's great to be young, single, and sexy — women are superior — father is a dolt — marriage is a drag.*

With this kind of distorted indoctrination hammering away incessantly, is it any wonder that homes are breaking up at an ever-increasing rate? Values are confused and warped like images in a carnival mirror and we are confronted by a generation of young people who literally reject reality.

One is reminded of Plato's analogy of the cave in which he pictured a generation of people whose lives had been spent watching shadows on a wall. Later, they rejected the real world outside because it didn't correspond to their shadows! Television is contributing to just such a distortion of reality.

Violence Only Solution to Problems

Another stereotype consistently projected by the television curriculum tells us that raw power gets results and it's results that count. It tells us that life's problems are most efficiently solved by

violent means, not by intelligence and reason. And it's not just the bad guys who play the violence game either. As often as not, it is the good guy who uses brutality as a *legitimate* means for achieving *noble* ends. Indeed, as the National Commission on the Causes and Prevention of Violence stated in their September, 1969 report, "Violence [on TV] is rarely presented as illegal or socially unacceptable."

In his book, *The New Mass Media, Challenge to a Society*, Gilbert Seldes observed that "... violence is so staple a commodity that it can almost be called a 'way of life.'" Getting at the crux of the issue, he continued, "The fact that violence is a recurrent phenomenon ... implies the *solution of basic problems* occurs, and perhaps can *only* occur, by the use of brute strength. Courage is equated with the willingness to use violence..." (p. 28).

In 1963, Dr. Ralph J. Garry, professor of educational psychology at Boston University and consultant to the Senate Subcommittee on Juvenile Delinquency commented regarding this stereotyped model of life being presented on television. In his testimony he said, "Goodness of character is not sufficient, one has to be *tough* to succeed... *Gentleness and consideration* scarcely exist."

In strikingly similar words, the editors of *McCall's* magazine indicted TV violence because, "It weakens those precious arts of *gentleness, of compassion, of moderation, of love...*" (July, 1968.)

Then, more recently, as if echoing these earlier remarks, Richard L. Tobin, Communications Editor for *Saturday Review* wrote, "We have felt for a long time now ... that the pervasiveness of violence on TV ... could not help having a deleterious emotional effect upon a whole generation of youngsters being moved further and further away from the *gentle and the reasonable*" (November 9, 1968, p. 79).

Don't hurry past those words. Reflect on them for a moment. *Gentleness and consideration — compassion and love — moderation and reason.* These are the very foundation stones of peace, happiness, and fulfillment in life. Are they being driven from our vocabulary

— scratched from our list of virtues? You need to face that question squarely and answer it for yourself.

Sadly, murder and mayhem have become an integral part of "wholesome" living, like having picnics on Sunday. But make no mistake, it is taking a tragic toll. The very nonchalance with which we accept this hour-by-hour brutality is symptomatic of the sickness which is already upon us.

Theater of Cruelty Blunting the Conscience

You may argue that no single program ever ruined anybody. You would probably be right. But remember, fatal doses of DDT and Strontium-90 are deposited imperceptibly in your tissues and bones over long periods of time. Just so, this familiarity with, indeed this curious embracing of TV violence, especially from early, impressionable years is producing a new breed. It's a strange, calloused breed whose emotions of pity and compassion are shriveled — whose social conscience is blunted. And it is this impoverishing of the human spirit which is most disturbing.

Listen to the concerns of these prominent observers of our society. Newton Minnow, former head of the Federal Communications Commission said, "I'm not as worried about [TV] inciting violence as I am making people *immune* to violence" (*Los Angeles Times*, January 28, 1969).

In almost identical words, Rep. John M. Murphy of New York warned that even more alarming than the increase in actual violence in the land, "... is the corresponding increase in the *acceptance* of violence by the American people — not in the sense of approval, but in the sense of being *blunted* or *immune* to its often tragic consequences."

Speaking of children escaping into a substitute fantasy world of "electronic violence," Ben Merson, associate editor of *Family Health* magazine pointed out that it "... *desensitizes* youngsters to violence in real life. Beatings, assaults, even murders are commonplace in their TV world, so violence doesn't shock or outrage them in real life" (November 1969, p. 24).

University of Utah clinical psychologist, Dr. Victor B. Cline, has been

doing experimental research to determine the effects of TV violence on children. His preliminary conclusion is that those children who have watched TV the most show the least emotional and physiological response to episodes of violence. His opinion? We are creating "violence addicts!" He also lamented the fact that he was having great difficulty finding "undesensitized" or non-TV watching children for his research (*Life*, January 30, 1970, p. 57). With 95% of American homes boasting at least one television set, non-watchers are rare specimens indeed.

Referring to American TV as "the expanding theater of cruelty," British writer Pamela Hansford Johnson said that her greatest concern with our exploding new generation was its increasing exposure and insensitivity to the spectacle of cruelty. In her words it, "... at first shocks the sensibilities and then *blunts* them (*Saturday Review*, June 8, 1968, p. 63).

And, in his book, *Violence: America in the Sixties*, the eminent historian Arthur Schlesinger coined the term "televiolence." He concluded that it, "... does more than condition emotion and behavior. It also may attenuate people's sense of reality." "Men murdered on the television screen," he observed, "ordinarily spring to life after the episode is over ... [the impact of] all death is therefore diminished" (p. 57). How true. Think back and try to recall how many times you watched Lee Harvey Oswald murdered, only to be resurrected and murdered again — and again. Almost hypnotized, your mind finally rejected the reality you were viewing.

But consider some of these words for a moment. *Immune* — *blunted* — *desensitized* — *violence addicts*. Do you really understand and feel the tragic perversion of human conscience and character which they represent? The once-tender emotions of children, capable of full expression, now seared beyond healing. What are we doing to ourselves? Have you asked yourself lately?

Well, so it is with "televiolence." It satisfies a morbid desire to witness violence without guilt. The viewer is

WHICH IS THE TRUE SCHOOL?

During an Average Year a Child, Age 6-11 ...

Watches TV 1,340 Hours

Attends School 980 Hours

By Age 18, a Child has ...

Watched TV 22,000 Hours

Attended School 12,000 Hours

merely an innocent bystander. He is neither the aggressor nor the victim. He is excused because there is nothing he can do but watch. He cannot intervene in the course of events so he is gradually conditioned to a mentality of *fascinated inaction*. Given enough exposure, and the separation between fantasy and reality becomes indistinguishable. He then stands by and watches brutality in real life without lifting a finger.

Yes, given enough exposure and we fall into the trap described by Alexander Pope many years ago. He wrote:

"Vice is a monster of so frightful mien,
As to be hated needs but be seen;
Yet seen too oft, familiar with her face,
We first *endure*, then *pity*, then
embrace."

(*Essays on Man*, Epistle II.)

Apparently we haven't learned the lesson yet.

But what about your home? What television characters have become too familiar to your children? Just what *vices* are they learning to endure, pity, and *embrace*? It's happening, you know.

Mental Health at Stake

Yes, it's been happening for a long time. And, if we would admit it, we are reaping the bitter harvest of alienation,

frustration, cynicism, and sadism. The roots of every form of youthful mental illness can be traced in some measure to endless hours of passive exposure to false and degrading models of human life and behavior.

Without personal interaction there is little chance of developing a healthy sensitivity toward others. But a child sitting in front of a TV set gets no such interaction. Dr. S. I. Hayakawa, president of San Francisco State College, asks if there is a connection between this fact and, "... the sudden appearance in the last few years of an enormous number of young people from educated and middle class families who find it difficult or impossible to relate to anybody, and therefore drop out?" (*The American School Board Journal*, October, 1968, p. 5.)

But, difficulty in relating to others is only part of the problem. Equally serious is the widespread rejection of reality by children and youth.

Did you know that the combination of these symptoms is usually classified as schizophrenia? Just look around and then consider this definition from the book *A Psychiatric Glossary* published by the American Psychiatric Association. Stripped of scientific jargon, the condition is described as "A severe emotional disorder ... marked by a *retreat*

from reality... characterized by withdrawal, apathy, indifference and *impoverishment of human relationships*..." Doesn't that sound familiar? Doesn't it sound like the "turned-off" "dropped out" TV generation? Then the statement concludes ominously, "It [schizophrenia] is slowly and insidiously progressive and tends to be unresponsive to current treatments" (pp. 68-69).

Not a very encouraging prognosis you must admit. But, as the kids say, "That's where we are at" today. And the question which is nearly too frightening to contemplate is, "Where will we be in another decade?" Assuming the same continual diet of anti-intellectual, inane, violent, and near pornographic programming continues, we will be "down the tube" — if you will pardon a bad pun!

Potential for Good Withheld

But it doesn't need to be this way. There is nothing wrong with the "tube" — nothing sinister or evil in the machine itself.

As a technological achievement, television is a miracle. It is an awesome, dynamic, almost living monument to the creative power of man's mind. Its potential for good is truly beyond our wildest imagination. Therefore, it is the paradox of the age that the human genius which could create this fantastic communication vehicle is apparently unable or unwilling to devise and enforce its proper use for the benefit of human kind.

But it is not inevitable that TV should be used in a destructive, irresponsible manner. It is not unalterably ordained and fated. "There is nothing in the Holy Writ of the communication media," wrote the noted essayist Max Lerner, "which says that history's most powerful medium should spread an infection. . . . Nor does any Holy Writ say that this powerful engine for shaping opinion should be placed at the disposal of publicity-hungry demagogues and their slick ideas" (*TV Guide*, March 8, 1969).

Television is merely an electronic transmission system. Of itself it is neither good nor bad. It has been the

selfish motivations of men using the system which have withheld its benefits and limited its potential. But that can be changed. And YOU can help change it!

You Own the Airwaves

The air belongs neither to the broadcasters nor to the advertisers. It belongs to the people, and it belongs to *all* the people. And that includes *you*. The problem of cleaning up the airwaves is first a problem of becoming properly offended by trashy TV programming. So long as we allow our living rooms to serve as private theaters for the presentation of every kind of pornography, cruel perversity, farcical absurdity, and commercial gimmickry, the television industry will be glad to oblige. Their argument has always been that they are merely giving the public what it wants. And how do they know their programs are what the public wants? *Simply because so few viewers squawk!*

Recently a network executive, who wished to remain anonymous, admitted that educators, intellectuals, and many political figures feel strongly about the violence issue. But, he pointed out that *the volume of complaints from average viewers is negligible*. The answer is clear. No pressure — no change in programming!

Do something about it. Next time you sit down for an evening of TV "entertainment," analyze what you are seeing and ask yourself these questions: By giving these programs and commercials the time of day am I endorsing "the permissible lie"? Am I condoning the perversion of gentleness, compassion, moderation, and love? Am I subscribing to foolishness, absurdity, and crassness? Am I endangering the mental health of my family? Am I getting the "cotton candy" treatment that Nicholas Johnson mentioned? Be honest with yourself and then do something besides grumble.

If you have just seen a program or commercial that turned you off, revolted you, or insulted your intelligence, then let the local station, network and sponsor know it *in no uncertain terms*. Remind them of the television industry's code, which states: "The use of horror for its own sake will be eliminated; the

use of aural or visual effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or sound are not permitted." Remind them too, that Dean Burch, Chairman of the FCC recently warned that, "The broadcast industry must be on guard against obscene or indecent programming — to resist the temptation to make a 'buck' out of the sensational and the dirty" (Speech, January 30, 1970, San Francisco, California).

By the same token, if you have enjoyed commendable programming, then you have an equal obligation to toss a bouquet now and then.

There are three things these people are quick to react to. The first is withdrawal of consumer acceptance of programming and products. The second is the fear of restrictive legislation. And the third is recognition and praise for excellence in programming. The power to apply either the stick or the carrot rests in the hands of the viewing public. That's *you!*

You can't let "George" do it, because he never will. Here are some names and addresses that will get results. Write constructive, informed letters to: Julian Goodman, President of NBC, 30 Rockefeller Plaza; Frank Stanton, President of CBS, 51 West 52nd Street; and Leonard Goldenson, President of ABC, 1330 Avenue of the Americas, all in New York City. Also write to Dean Burch, Chairman of the FCC, 1919 M Street Northwest, Washington, D.C. and send copies to your Congressmen and your two Senators.

Television *can* be used in a constructive manner. It *can* be used in the public interest for sound education and entertainment. If you want a sample of what really superior and dynamic programming can be, then check the *Television Log* in this magazine. Tune in to *The WORLD TOMORROW* television broadcast and enjoy the program that is pioneering a new era in TV.

Remember, your Dick or your Jane will look at approximately 15,000 hours of television during the decade of the 70's. What will it be?

Look Dick! Look Jane! *Please* look at something good! □



Recent Events Foretell

The Destiny of SPAIN

General Franco has named a successor — Prince Juan Carlos. Some expect his coronation may take place in April. Where is Spain headed from here? And what about the powerful, little-known organization called Opus Dei, which is now beginning to exert an influence on the Spanish government?

by Raymond F. McNair

Madrid, Spain

BIG NEWS is being made in Spain. Spain — the land of olives, citrus fruits, grapes and wines, of bull-fighters, dark-eyed señoritas and sunny tourist resorts — is suddenly throwing off the shackles of authoritarian isolationism.

Madrid, the capital, is a modern, hustling, bustling city.

Everywhere one senses that Spain is destined to play an important role in shaping the destiny of Europe.

Ambassador College Photo

GENERAL FRANCO — Head of State and Premier of Spain.

The Big Questions

Important questions are arising in the minds of newsmen the world over who visit Spain.

Will Spain join the prosperous Common Market?

Will she succeed in ousting Britain from Gibraltar?

Who will succeed General Franco when he passes from the scene? If Prince Juan Carlos succeeds General Franco, what political line will Spain's new king follow? How will he steer Spain's 33,000,000 people in the uncertain '70s?

Above all, what is the little-known but powerful organization known as *Opus Dei* (meaning Work of God)? This organization has recently ousted the long-entrenched Falangist (Fascist) party from supreme power! How did *Opus Dei* leaders manage to get members of their group placed in top positions in the Spanish government?

A Bloodless Revolution

Aging General Franco, ruler of Spain for over 30 years, realizes his age. He is now 77 years old. His health is reportedly failing. And he has begun taking steps to insure a safe, non-violent

transfer of authority from himself to his successors.

Ever since General Franco assumed absolute power he has ruled that nation with a strong hand. Now he can see forces in his country which could, after his departure, tear Spain apart in another horrible Civil War. He doesn't want this to happen again.

In 1966 he saw to it that the Spanish *Cortes* (Congress or Parliament) passed a law which would give the powers he now holds to *two* successors — not just one. Franco, remember, is the Head of State and also the Premier.

So in July, 1969, General Franco officially named Prince Juan Carlos to be his successor as Head of State. He thereby bypassed Juan Carlos' own father, Don Juan.

Franco has long wanted to restore the House of Bourbon to the throne when he passes from the scene. When that happens, the Bourbon Prince Juan Carlos will immediately assume top responsibility as Head of State. He will also be Spain's first king since Alfonso fled Spain in 1931.

General Franco was shrewd enough to know that it would not have been sufficient merely to designate Prince Juan Carlos as his successor. Franco

had to insure that the top-echelon cabinet ministers would be solidly behind the new king.

Spain's only legal political party, the Falange, were *not* in agreement with Franco on this politically explosive issue of *restoring Spain's monarchy*. Many in the Falange party openly expressed opposition.

So, it became clear to Franco that if he was to be able to carry out his will, he would have to bypass his old Falange party comrades.

The Fascist-like nationalistic Falange party had held undisputed political preeminence since they sided with Franco during the 1936-39 Spanish Civil War.

Franco had relied heavily on them then and had, until quite recently, let their members fill the most important posts in his government. In actual fact, Franco has relied on *three props* to keep him from falling from power: (1) the *Falange* party, (2) the *Church*, and (3) the *Army*. Now, all three are reportedly divided internally.

Franco's Cabinet Reshuffle

But how best could General Franco do this without provoking powerful hostile forces within Spain?

The solution proved relatively simple. The groundwork for his masterful switch of power had been laid by a little-known, powerful, comparatively small, highly competent organization known as *Opus Dei*.

On October 29, 1969 Franco quietly sacked 13 of his top cabinet ministers (belonging mostly to the Falange party). He replaced them with members or sympathizers of the fast-growing, up-and-coming *Opus Dei*. *Opus Dei* was solidly behind Franco in his design to restore Juan Carlos to the throne.

Franco's decision to sack so many of his top ministers and replace them with members or sympathizers of *Opus Dei* provoked a storm of protest and some rioting from the staunch followers of the Falange. And it opened the eyes of the world to the fast-growing power of *Opus Dei*.

Opus Dei — Brilliant Technocrats

Just what is this organization? When was it founded, and by whom? What are its aims?

Opus Dei was founded by Señor José Maria Escriva (now 67) in Madrid, Spain, in 1928. He originally established the movement under the name *Grupo Opus* — "work group."

Señor Escriva now lives in Rome, from where he directs the activities of



Wide World Photo

PRINCE JUAN CARLOS—Slated to become General Franco's successor as Head of State.

Opus Dei. Today the real guiding light of the movement in *Spain* is Señor López Rodo.

The total world membership is not large — reportedly about 50,000 to 60,000 — with only about half of this number living in Spain. But it has branches in many parts of the world —

in 68 countries. Its power and influence is rapidly growing.

In 1928 Señor Escriva wrote the manual (or handbook) which *Opus Deists* follow. It is a collection of 999 aphorisms or maxims. The book is entitled *Camino* (meaning "The Way").

This handbook is studiously read and followed by its members.

What are its members like?

First, it is not possible just to join *Opus Dei*. You must be invited to join. The majority of people would never begin to qualify. The organization draws its members from among the ranks of talented or highly placed members of society.

Its aim is not simply more numbers. It is interested in *quality* of members — not quantity.

Its leaders realize that 50,000 fully dedicated, intelligent, alert, loyal, self-sacrificing, hand-picked individuals can do far more than many times that number of rather lukewarm camp followers.

The Goals

The purpose of *Opus Dei* is to make Catholicism more effective in the modern secular world, and to allow the church greater involvement in secular affairs.

The organization is composed of both laymen and clergymen — though less than 2% reportedly are from the clergy.

There are two different orders in the society: first-degree members (*Numerarios*) and second-degree members (*Supernumerarios*).

Numerarios take the vows of *celibacy* and *poverty*. *Supernumerarios* marry but are expected to contribute heavily to the cause.

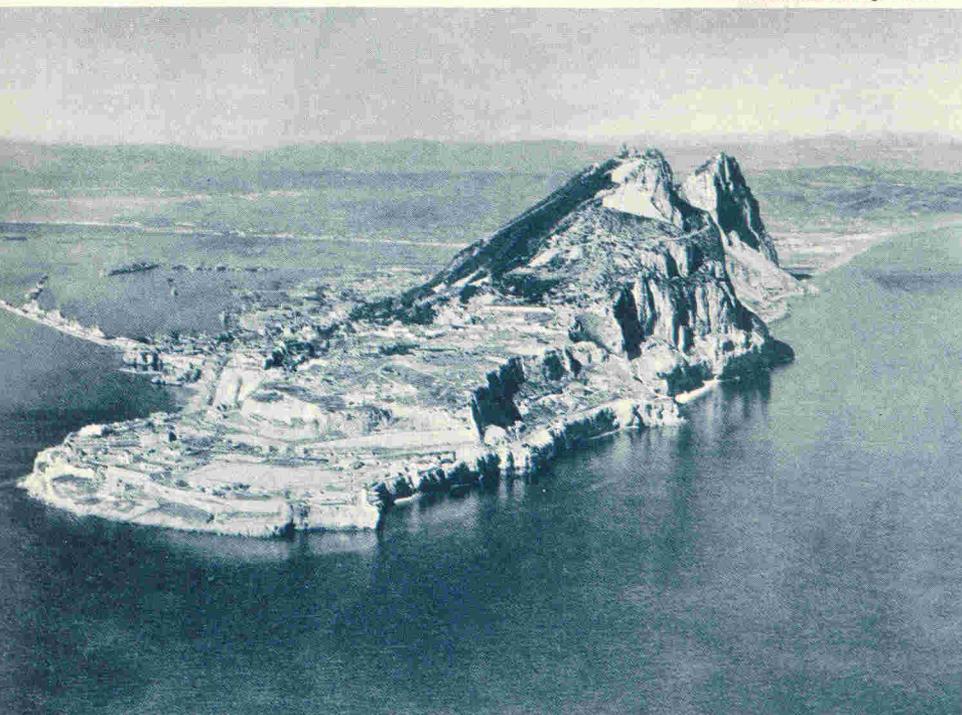
Señor Escriva believes that a layman can attain sanctity just as easily as a clergyman. He emphasizes that members of *Opus Dei* should try to practice their religion in their private, personal and *business* affairs — as well as while at Mass or while taking part in Church functions.

Members of *Opus Dei* stoutly deny that they are a secret organization. And they insist it is not their intention to take part in political matters.

But circumstances may have altered



Ambassador College Photo



London Times Photo

THE ROCK OF GIBRALTAR, a strategic military fortress, has been under British control since 1704. The Spanish government, however, contends that the Rock rightfully belongs to Spain and that the British should agree to give it up.

policy. The fact is that they are now firmly entrenched in high seats of political authority — right next to Franco and his designated successor, Juan Carlos.

Juan Carlos' personal tutor is a member of *Opus Dei*. It was *Opus Dei* members who finally persuaded Franco to appoint Juan Carlos as his successor. *Opus Dei* has enemies. The now-

displaced Falangist party is trying to undermine their power and influence — all to no avail, apparently.

Some *Jesuits* are reportedly disturbed.

The Pope gave *Opus Dei* official Vatican recognition (as the Church's first "Secular Institute") in 1950.

Since they have received official papal blessing, it will be difficult for the Jesuits or other Catholic orders to effectively oppose them in or out of Spain.

It is plain that *Opus Dei* seeks to influence or redirect politics, big business, universities, wherever there is power to change society. Already, they control many banks, construction and real estate corporations, chemical companies, newspapers and magazines.

Is there any wonder that many admire *Opus Dei* members?

They have been called by jealous enemies "arch-conservative religious fanatics," "a Catholic Mafia," "a religious fifth column," "a kind of Catholic free-masonry." Because their power is so widespread, they are being referred to as "*Octopus Dei*."

One thing is certain. This little-known organization is gaining rapidly in wealth, power and influence!

Spain Looks at Common Market

One of the main aims of *Opus Dei* (especially of Señor Ullastres, Spain's ambassador to the Common Market) is to link Spain up as quickly as possible with the European Economic Community.

In 1969 Señor Ullastres was invited to Brussels, Common Market Headquarters, to discuss the matter of further Spanish ties with the Community.

It is certain that the top men in Spain's Cabinet are anxious for membership.

Also, it is only natural for the present six members of the EEC to want to accept Spain, eventually, as a full-fledged member. Spain lies on their southwestern flank, and her geographical location could prove vital when it comes to matters of defense. Most members of the EEC assume Spain will get control

of British-held Gibraltar in the not-too-distant future.

Certainly, ultimate control of Gibraltar by a Common Market country would give the Market a potent political and military leverage.

When Franz Josef Strauss (former Finance Minister of West Germany) was in Britain not long ago, he made it plain that he fully expected Spain to become a member of the EEC. But he also stated that the political climate in Spain would not allow for that country to become a member at this time.

In negotiations now concluding in Brussels, Spain is expected to emerge with a "First stage" agreement, reducing EEC tariff on Spanish industrial exports by 60% over the next six years.

According to the London Financial Times, "The Spaniards are aiming ultimately at *full membership of the Common Market*, but the exact nature of the second stage of the agreement has yet to be defined."

The Next Few Months — and Years

Here is what you can expect to see take place in Spain.

Every indication points out that a changing Spain will apply for membership — and will be accepted — as a full-fledged member of the prosperous Common Market in the foreseeable future!

Opus Dei is strong enough to insure that Franco's and the Common Market's desires are carried out in Spain.

Britain will either grow tired of the struggle and turn Gibraltar over to Spain, or will lose the Rock through external political pressures.

Spain will throw off the authoritarian isolationism in which she has been enshrouded for over thirty years. She is already well on the road to modernization.

Her 33,000,000 people are looking to the Common Market countries as their best bet — and long to join that prosperous club.

Watch Spain! Big news will break there — probably during this year of 1970. □

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!

what you can do...

TIMELY Tips and Helpful Suggestions for YOU and YOUR FAMILY

In this issue *The PLAIN TRUTH* begins a new feature. It brings you helpful suggestions you and your family can put to use immediately. Here are answers to questions which may have baffled you in the past. Also you'll find here timely information which may prove helpful in the future. If you have questions of general interest to our readers, send them in. We may be able to use them here.

● Crime and Your Family

CRIME is on the increase. If you live in the United States, the chances may be as high as one in five that you or your family will suffer from some criminal act in the year 1970. Crimes against property — especially burglary and theft — are committed most often.

Here is what you can do to reduce the chances of crime striking *your* home, person, or property. These suggestions are offered by the International Association of Chiefs of Police, the Los Angeles Police Department, and cooperative police/citizen neighborhood crime reduction agencies.

When you encounter a prowler: If you hear or see a prowler outside at night, do not turn a light on or call out — notify the police and let them determine his business. Remain on the telephone, if possible, and report any changes in the prowler's action. Do not open your door to anyone except a police officer who has identified himself.

Do not assume the police have already been summoned by a neighbor. Do it yourself — immediately. Keep the telephone number of the Police Department near your telephone.

Keep your home locked: After you move into a house, it is a good idea to have the tumblers of the locks reset. Previous tenants may have keys in their possession.

All outside doors should have high-quality locks. Pin-tumbler locks, with deadbolts, provide the best protection. Doors with glass panels should also have double cylinder locks which require keys on the inside.

Slide bolts and chains on the inside of all outer doors are an inexpensive but practical investment.

What about your windows? Safety locks should be installed on louvered windows, as these may be pried with ease. Supplementary locks are recommended for windows that face onto fire escapes. Be sure all your windows have good locks — and, even more, that you *use them!* There is nothing so worthless as an *unlocked* lock!

Outside doors should be locked at all times. Some burglars look for residents who are working in the yard, then they

approach from an opposite side of the building and enter through an unlocked door to steal purses, money, or other items.

A professional burglar, under a life sentence as a three-time loser, told a reporter that the best protection from burglars is not a gun, but "a little yap-yap dog" that will bark at strangers.

While away from home: Never leave notes which can inform a burglar that your house is unoccupied. Make sure all windows and doors are locked and secured before leaving. Close your garage door when you leave, as an empty garage may advertise your absence.

Be sure to leave one or more interior house lights on when leaving at night. Timers may be purchased that will turn lights on and off during your absence.

Do NOT leave keys under flower pots or doormats, inside an unlocked mailbox, over the doorway, or in other obvious places. Burglars usually look in such places first.

When you will be gone from home for several days or weeks, be sure to discontinue milk delivery, the newspaper, and other deliveries ahead of time. Have a friend pick up your mail regularly for you — or, have the post office keep all your



Ambassador College

INVITATION TO A BURGLAR — Photo shows what not to do when you're away from home for any length of time. Always give the outside of your home a lived-in appearance.

mail for you while you are gone. It is also a good idea to arrange to have your lawn mowed.

Inform a trusted neighbor of your absence so he can

be extra alert for the welfare of your property. It might be advisable to leave a key with him so he can periodically inspect your home.

Do not have the telephone temporarily disconnected. This is a dead giveaway that you will be gone for some time.

Common sense rules: Keep a light burning during the night at the front and rear doors of your home, whether you are at home or away. It costs only a few pennies a day to discourage burglars by such a practice.

Women who live alone should list only their last names and initials in phone directories and on mailboxes.

Apartment dwellers should report suspicious persons to the manager or to police. Most apartment burglars work in the daytime. It may seem surprising, but in many areas most residential burglaries take place in the daylight hours when husband and wife are working and the children are at school.

Do not keep large sums of money, expensive jewelry, or other valuables at home when not necessary. Rent a safe deposit box. Jewelry should be photographed for identification.

Cash should not be hidden in sugar bowls, bureau drawers, or behind pictures. Thieves know enough to look in such places immediately.

Telephone calls: If wrong numbers are continually being received, report it to the police and to the telephone company. Never tell the caller your own phone number or address, and never admit to them you are alone.

If a caller asks, "Who is this?" a good response is: "Whom are you calling?" Do not give your name unless you are completely satisfied as to the caller's identity! Oftentimes, burglars or sex deviates, wishing to determine if someone is home, use telephones claiming to be repair men, survey takers, or just say "Sorry, wrong number" and hang up when the phone is answered.

Late-night calls from strangers, or "wrong numbers" would be suspicious calls. Treat them as such.

Automobile theft: Most auto thefts are virtually invited by carelessness! When you park your car, never leave the keys inside. And don't hide an extra set of keys under the fender or in some other obvious place.

When you leave your car, LOCK it. Make sure the windows are up, and the wind-wings also are closed. Never leave expensive objects inside the car in plain view — such as cameras, binoculars, brief cases, or clothing. You ought to lock such articles in the trunk. Never make your car a "temptation."

At night, when you park your car, try to leave it in a well-lighted area — and be sure it is safely locked. If you have a garage, then *use* it!

These are only a FEW valuable suggestions for protecting your property against theft. But they are very important. For additional information be sure to write for our free booklet *Crime Can Be Stopped . . . Here's How!* It will be sent to you immediately upon request.

● Noise Pollution at Home

One of the growing pollutants in modern society is *noise*. Scientists warn that prolonged exposure to high noise levels

can damage the hearing, cause irritation, ulcers, anxiety, mental illness, and a host of other health problems.

One of the worst offenders is noise *at home*. With appliances running, children shouting and playing, and radio or television blaring, home can become a very unsettling, noisy, unhappy environment.

If you are purchasing a new home, make sure it is adequately sound-proofed with insulation and sound-absorbent materials. Also, when purchasing appliances, compare the various sound levels at which they operate. A quiet vacuum cleaner can be just as effective as a noisy one — and much more soothing to the nerves!

● Color Television

Charges are still flying that color television sets in many cases emit potentially dangerous levels of radiation. A survey revealed about 20 percent of nearly 5,000 color TV sets tested in Suffolk County, New York, emitted X-rays above maximum safety levels established by Federal safety standards.

If you own a color television set, be sure that viewers sit at least six to 10 feet from the front of the receiver, avoiding exposure to the back and side of the set while it is turned on. It would also be good to have your set inspected by a competent serviceman and repaired or adjusted if necessary.

Nobody knows precisely what the cumulative effects of being exposed to such X-rays would be. The answer, no doubt, would depend on how much a person watched color television, and how close he sat.

Therefore, until all the facts are known, perhaps the best advice of all: Don't watch too much television, and don't allow your family to do so. Anybody watching television for hours every day (as MILLIONS do!), is taking unnecessary and foolish chances with his health.

● Mail Order Pornography

Smut peddling is a thriving, rapidly growing business, and its merchandise is more openly circulated and more widely purchased than ever before. Included are explicit movies, phonograph records, paperback and hard-bound books and novels, lewd pictures and magazines, and assorted sex gadgets and "aids."

Postal authorities in Washington, D.C., said their studies show that about 15 dealers are responsible for almost 95% of America's mail-order erotica. Most of these dealers are based in the Los Angeles area.

What can be done about this smut traffic?

Unless or until Congress acts, or the Supreme Court clarifies its confusing and ambiguous rulings on the subject, it is obvious that the American smut racket is going to grow. However, there are steps *you* can take to prevent your home from being deluged with an avalanche of such filth.

Until more stringent proposals are enacted, a 1968 law provides that if you receive mail which you consider obscene, you can have it halted. On your request, a mailer will be forbidden to send such material to you and must take your name off his mailing list. Ask your local post office for a free pamphlet entitled "How You Can Curb Pandering Advertisements."



TRY A “NEW THING”

You didn't ask to be born. You didn't put in a request for race, color and creed. Or parents, or your geographical location, or the time of your birth. You're just here. Whether you like it or not you are an active participant in the BIG "BE IN"! Now — what to do about it?

by David Jon Hill

YOU DON'T like war, hypocrisy, commercialism, racism, the bomb, the Establishment, the way things are? You don't like the mess your parents handed you for a world to live in? You don't like pollution, overpopulation, a money-mad and morally mismanaged society your seniors have labeled “Civilization”?

GOOD!

And what's more, you're all fired up and want to do something about it, not just talk and add to the hypocrisy?

EXCELLENT!

Would you like to do *your thing*

and have it really mean something? **GREAT!**

BUT HOW?

Should you dress differently and wear long hair? Should you join demonstrations and shout slogans in marches against every conceivable representation of authority that smacks of “the Establishment”? Should you retreat with the young bunch that believes like you do in a bitter, crawl-under-the-bed-and-eat-worms-because-nobody-loves-me session?

Should you lump together all people over thirty and label them with the trite terms of square, hypocrite, weird — just because some

TRY A "NEW THING"

of them lump all the kids together and label you rebel, delinquent, junkie?

That and more has already been tried — and where'd it get us?

Maybe you've got the wrong bag, Baby! You want peace, love, respect, freedom? That's great, but maybe you're going about it the wrong way. The older generation was sure wrong; maybe you are too! Why don't you give a *new thing* a try? Get 100% involved! You *can* make a big change — and a noticeable one. What've you got to lose?

Give an ear.

The Treasure of an Open Mind

The chief asset claimed time and again by young people today is an Open Mind. What a powerful and precious asset! Those who really exercise an open mind have read this far in this article, and will really prove their open-mindedness by reading to the finish!

The Establishment is constantly defending ideas formed thirty to forty or more years ago — their minds are frozen in a cast of an age now passed by. They fear change. They won't listen to new ideas, try new things.

One representative of our young and dynamic generation puts it this way: "Our great strength as a generation is our openness to change and our willingness to try anything" (*Pace*, Feb., 1969).

A young student from Chile analyzes a little further: "Students want to see changes but don't go to the foundations. We are like horses with blinders, seeing only what's in front of us and living from day to day. When our ideals don't materialize, we think nobody cares" (*Pace*, Feb., 1969).

Another student puts his finger on the problem this way — and comes up with the key to the solution of the problem: "Each generation must inherit

something from the past. There *must be a gap* BUT THERE MUST BE A CONNECTION TOO. In society there are some eternal human problems. The tasks are the same. The methods must be different. *We can fashion more perfect methods...* So many are so narrow-minded. AN OPEN MIND COMES WITH PEOPLE WHO REALLY BELIEVE IN SOMETHING!" (*Pace*, Feb., 1969.)

The Basic Question

When you get right down to it, the real, basic question is: *What is the meaning of life?*

Why are you here? Where'd you come from? What should you do while you're here? Where are you going from here? Ask questions like these and you get as many varying answers as there are ideologies, denominations, political parties, races — in fact about as many different answers as there are people.

One thing is sure: You can't say much for the here and now with its constant threat of nuclear annihilation hanging over every society as it scrambles in the confusion of a mad pursuit of material gain and physical happiness — in utter frustration because there seem to be no answers, no ultimate purpose, no goal; just the mindless reproduction of more of what is.

And youth is impatient because it hasn't lived long — and in this age faced with the fact that it may not live longer. This is *the Decisive Decade*. We either begin to find the answers in the Seventies, begin to do it right, or we've had it! We're in a hurry. It's the age of instant everything. We need instant solutions, instant perfection, but these products are not for sale, not even manufactured. We'll have to settle for something that takes a little time.

The older people really want the same things you do: they too want happiness, peace, brotherly love, freedom, prosperity. But in too many cases it's just words. Because they've lived so long, they've lost their idealism. They had to face the reality of life and it soured and embittered them. They gave up their youthful hopes and settled down in the mold of a society they couldn't change.

Let's face it, the hope of this genera-

tion is pretty jaundiced. Youth's appraisal of today's society is pretty much like this:

The momentum toward destruction is unstoppable — you can't divert it, much less stop it! When young people try to point this out the only thing the Establishment can see is destructive change. They come up with slogans like "Love it or Leave it," and then we strike back with "Change it or Lose it." It's a very bad state — I'm angry, but powerless. It seems like we are going to die before we get fired up about it. You have to make people see the urgency of the problems, but you soon find out it's not easy to change anybody.

We need an incentive, a desire to *do*. We need a hero. We need something exciting that everybody can believe in. We want to see something good happen. They've got to be educated. Something drastic needs to happen to move the inertia of human nature. We need some ray of hope! We desperately need something everybody can believe in. People's imagination needs to be struck like a match. But it seems people are either all with the kids or all against them — not enough people are willing to do the right thing.

Young people in interviews for this article were asked to put into words the basic thinking of this generation. As for solutions, the following suggestions were given — they're representative, even if rambling. They're not necessarily the answers even the majority of youth would give but they provide a good cross section.

Youths' Proposed Solutions

The war (Vietnam) made people conscious of being anti- a lot of things that were "morally wrong." What are we doing trying to solve people's problems in South Vietnam when we haven't solved our problems at home? Everybody ought to have a minimum living wage. And that living wage ought to be up on a standard with the cost of living. And he shouldn't have to beg for it either. If they have enough money for their needs and they don't want to work, don't make them work. They'll be happy that way. Let them *be* happy. It will lend itself to more creativity that way.

As far as industrial ills and pollution are concerned the government ought to intervene like it did with cyclamates. The government ought to tell auto manufacturers to make smog-free cars and make money available to make them so they could make it. They ought to ban the drilling of oil wells where it pollutes the waters or the landscape. They ought to outlaw cars or certainly regulate them as to certain times when they could be used. They ought to force people to drive in car pools and not just one man to a car. The best solution would be a good public transit system using the dollars that would be spent for automobiles to produce it and then make it free

for everybody. Have it come by real close to where everybody lives, and often enough day and night so nobody would have to wait, and they could go where they want to when they want to.

They ought to force people to recognize the necessity for birth control. We ought to give the United Nations more "teeth" so we could quit quarreling about ideologies and get to work on the real problems. We need economic freedom so there would be no needs.

When the peasant rises up his cause is right. We ought to help the rebels. We've been supporting the wrong people. We ought to give food to the hungry nations who need it and make it available to them free. We ought to forget farm subsidies and let the farmer produce as much as he can. Of course, it would cost a lot of money and that's the thing — nobody wants to spend the money.

As far as rules for social restraint, all we need are minimal rules and minor power to back it up. It's all so hypothetical. Rules are not really necessary if people really tried actively not to harm one another so the first rule ought to be "Actively avoid harming others." I would like to see any religion do what it should do. I can't really tell you how to go from here to there but somebody's got to do something.

Everyone has philosophized at one time or another, whether in his own living room with his friends or on a bar stool with his buddies or in a bull session with the boys at work or over a bridge table with the girls.

All mankind's problems have been thoroughly examined and each goes his own way fully convinced if he had his way and had the power to cause other people to do the things he saw necessary, that the world wouldn't have any problems anymore. It's getting other people to see it the way you do that seems to be the problem.

Here, loosely summarized, are *some* of the arguments of response to youthful opinion from the Establishment:

The Establishment Answers

The problem with getting everybody a comfortable living wage would be first, to determine how much that would be — pick the figure \$10,000 a year for a family of four and everybody who earned less might agree that that was a comfortable wage. But all those who earned that much or more would be dissatisfied. And of course, if those who were spending effort and energy to earn that much or more realized you could get that much without doing anything, they might sign up and quit working — quit paying their taxes. Then where would the money come from? Besides, the essence of the proposed solution of the problem is the belief that money can

make you happy. Isn't that the very reason why most hate the Establishment — because love of and trust in money seems to be their motto?

Outlawing automobiles might sound fine. But when one person out of every five lost his job in the ore mines, steel mills, transportation industry, automobile assembly plants, petroleum products producers, the gas stations on the corner, etc., then they might be of a different opinion. And what about all of the problems that might arise if you *forced* people to ride in car pools? How many people would we need working for the government to see to it that the ordinary \$50.00 to a \$150.00 a month you spend on your automobile now is dutifully sent to the government so a new accessible, speedy, free public transit system could be installed right down the middle of *your* street?

If we give all our food to the hungry nations, who is going to decide *which* hungry nation gets *how much* food? Who is going to man the ships if you can get \$10,000 a year for doing nothing? If you forget farm subsidies and let the farmer produce as much as he can, you may discover an awful lot of farmers up-in-arms, because even with farm subsidies they have produced more than they can sell! And it may be difficult to get the farmer to feel humanitarian enough to work from dawn to dusk, to ship wheat to people whose names he cannot even pronounce in a nation so far away he's dubious as to its location on the globe.

If the U. S. gives the United Nations more "teeth" we may discover that we'll be the first to be *bitten* — because there are more nations who are of the "have-nots" occupying seats in the United Nations than there are those who are blessed with the abundance of which we complain.

Surely everyone has a fertile enough imagination to discover the unending problems that would arise if we should try to *force* birth control on every individual!

The power needed to institute these suggested reforms is so massive and beyond human imagination as to defy and boggle the greatest mind. The governmental bureaucracy needed to execute these reforms would soon find everybody an employee of the government. The amount of money needed to finance them would keep all the printers in the United States busy day and night grinding out new (worthless) notes. The police force required to force people to ride in car pools or public transportation and to give the United Nations "teeth" would mean that every able-bodied person from the age of 10 to 1000 would have to be conscripted!

Perhaps the best criticism of all these ideas, whether by the Establishment or by those that rebel against the Establishment is this: "Nobody can really tell you how to go from here to there."

Start Small

You didn't ask to be here, but you *are* here.

Whatever the world does, whatever happens *to* the world, you have little or no control over it. You can't change the government. You can't change big business. You can't force people to ride in car pools. You can't subsidize everybody to the tune of \$10,000 a year. Chances are, you can't even get anybody to listen to your problems, much less do anything about them.

There is really only one person you could have any control over, and that's *YOU!* Sit back quietly and take a look at all of the different sides of society. Chances are you are disgusted with them all! But you can't change *them*, yet it seems that they are inexorably going to change *you!* What you fear most will come upon you and *you will become the ESTABLISHMENT!* — with all of its hang-ups, in just a few short years.

NOW, *before that happens, why don't YOU decide YOU are going to get some answers to the basic questions which nobody SEEMS to know the answer to?*

NOW THERE'S A NEW THING!

Instead of trying to change society, other people and other institutions, why don't you just try to change *YOU* the way you would like to see everybody be? You say, "What good is that going to do?"

How are you going to know until you have *tried?*

You say, "That's an awfully small beginning, and what good will it do for society?"

Of course it's a small beginning, but *it is a beginning!*

You say, "I'm not important and people won't pay any attention to what I do!"

But you are important! You're people, aren't you? Give it a try and *find out* how much people pay attention.

Start with the First Rule

A good place to start is with that properly phrased first rule — **ACTIVELY AVOID DOING OTHERS HARM.** Try that one on with everything you do. You say Mom and Dad won't listen to you, they don't seem interested in your problems, they don't care

TELEVISION LOG

The WORLD TOMORROW

NEW STATIONS:

CKSO — Sudbury, Ont. — Channel 5,
12:30 p.m. Sat.

— U. S. STATIONS —

KERO — Bakersfield, Calif. — Channel
23, 6 p.m. Sun.

KVOS — Bellingham, Wash. — Channel
12, 3:30 p.m. Sat.

WBIQ — Birmingham, Ala. — Channel
10, 5:30 p.m. Sun.

WGR — 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.

WFIQ — Florence, Ala. — Channel 36,
5:30 p.m. Sun.

KJEO — Fresno, Calif. — Channel 47,
10:30 p.m. Sat.

KLTC — Henderson, Nev. — Channel 5,
5:30 p.m. Sun.

WHIQ — Huntsville, Ala. — Channel 25,
5:30 p.m. Sun.

KTLA — Los Angeles — Channel 5, 10:30
p.m. Sun.

KWHY — Los Angeles — Channel 22,
8:30 p.m. Sun.

WGIQ — Louisville, Ala. — Channel 43,
5:30 p.m. Sun.

WTCN — 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 — Nashville, Tenn. — Channel 8,
11:30 a.m. Sun.

KCND — Pembina, N. Dak. — Channel
12, 5 p.m. Sun.

KOIN — Portland, Ore. — Channel 6,
5 p.m. Sun.

WCAE — St. John, Ind. — Channels 50
and 72, 8 p.m. Wed.

KSL — Salt Lake City — Channel 5, 1:30
p.m. Sat.

KNTV — San Jose, Calif. — Channel 11,
1 p.m. Sun.

KHQ — Spokane, Wash. — Channel 6,
12:30 p.m. Sun.

KTAL — Texarkana-Shreveport — Chan-
nel 6, 4 p.m. Sun.

KLTV — Tyler, Texas — Channel 7, 5 p.m.
Mon., 10:30 p.m. Sun.

— CANADIAN STATIONS —

CFCF — Montreal, Que. — Channel 12, 4
p.m. Sun.

CKMI — Quebec City, Que. — Channel 5,
7:30 p.m. Mon.

CFQC — Saskatoon, Sask. — Channel 8,
12 noon Sun.

CFCN NETWORK — 2 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.

Kimberley, B. C. — Channel 3.

Columbia Valley, B. C. — Channel 6.

Jubilee Mt., B. C. — Channel 8.

CFRN NETWORK — 11:30 a.m. Sun.

Edmonton, Alta. — Channel 3.

Whitcourt, Alta. — Channel 12.

Ashmont, Alta. — Channel 12.

CKBI 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.

what you do? I'm sure they care, *and they hurt*, and they *wish* there was some other way, but they don't know a better way either.

Why don't YOU take the first step? Why don't *you go to them*? Why don't *you* listen to *their* problems? Why don't *you try to understand them*? That's *actively* avoiding harming others.

Now, don't try to *change* THEM. Let them know you're interested in life. You are interested in them. You're interested in life so you're determined to change the only person you know for sure you *can* change: yourself, where you *need* to be changed.

The Real Test

You will really need some answers if you decide to do this. Now comes the real test of open-mindedness. Remember the young student who said, "AN OPEN MIND COMES WITH PEOPLE WHO REALLY BELIEVE IN SOMETHING!" You've got to begin to get some answers. You've got to know why you are here on this earth. And you *can*

know! There *are* answers to today's perplexing problems. There is real comfort in knowing the reason *behind* all the human suffering that we see around us in such profusion. There *is* good news about tomorrow's world despite the fact that the news seems so black today — and certainly destined to become blacker before it gets better.

Obviously, all of the answers cannot be given in any one article — but a *start* can be made. If you decide that you have come to the point where you want to make that start, we'd like to help. If you have specific questions, don't hesitate to write them in. If you would like to begin to get some good, solid answers to good basic questions — if you're not *afraid* to turn to a source that mankind has consistently rejected in every age (whether the Establishment or whether the rebels) then we can help you.

The Graduate School of Theology of Ambassador College produces a monthly magazine called *The Good News of TOMORROW'S WORLD*. Without apology,

frankly and plainly it searches the pages of the Bible and finds the answers to today's perplexing dilemmas and painful questions. Cutting through every denominational bias it gets its theology straight from the Bible. The Bible is a book that is based on and amplifies in perfect harmony throughout its pages that basic law: *Actively Avoid Harming Others!* All you need is a Bible to prove whether that's so or not.

Every issue contains one or more articles devoted to today's youth and their NOW problems like one recent article, *Is God Fair to Teen-agers?* Also covered are the basic questions in everyone's mind: *Why Must Men Suffer?*, *What Is Death?*, *Why Does God Hide Himself?*, *What Is a Real Christian?*

If you're not afraid of a REAL *new thing* — if you're not afraid to become 100 percent involved with changing *yourself*, which is the only person you can change, then I invite you to write for your free subscription to *The Good News of TOMORROW'S WORLD!* □

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 —

- WOKO** — Albany, N. Y. — 1460 kc., 6:30 p.m. daily.
- WSAN** — Allentown, Pa. — 1470 kc., 6:05 p.m. Mon.-Fri., 7:05 p.m. Sat., 8:30 p.m. Sun.
- *WBAL** — Baltimore — 1090 kc., 8:30 a.m. Sun.
- 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.
- *WRKO** — Boston — 680 kc., 6:30 a.m. Sun. (WROR 98.5 FM, 8:30 a.m. Sun.)
- WRYT** — Boston — 950 kc., 6 a.m. Mon.-Fri., 12:30 p.m. Mon.-Sat., 12 noon Sun.
- WCYB** — Bristol, Va. — 690 kc., 12:30 p.m. daily.
- 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.
- WCAW** — Charleston, W. Va. — 680 kc., 12 noon daily.
- *WBT** — Charlotte, N. C. — 1110 kc., 8 p.m. Mon.-Fri., 11:05 p.m. Sun.
- WACE** — Chicopee, Mass. — 730 kc., 12:30 p.m. daily.
- WFNC** — Fayetteville, N. C. — 940 kc., 98.1 FM, 1 p.m. daily.
- WNCT** — Greenville, N. C. — 1070 kc., 9 p.m. daily.
- WHP** — Harrisburg, Pa. — 580 kc., 7:30 p.m. daily.
- WWHY** — Huntington, W. Va. — 1470 kc., 12:30 p.m. Mon.-Sat., 10 a.m. Sun.
- WCOU** — Lewiston, Me. — 1240 kc., 9:30 p.m. Sun.
- WPAQ** — Mount Airy, N. C. — 740 kc., 1:05 p.m. Mon.-Sat., 9:30 a.m. Sun.
- WVNJ** — Newark, N. J. — 620 kc., 6 a.m. Mon.-Sat.
- WNLC** — New London, Conn. — 1510 kc., 8:30 p.m. Sun.
- *WOR** — New York — 710 kc., 11:30 p.m. Sun.
- *WHN** — New York — 1050 kc., 11:30 p.m. Sun.
- WEVD** — New York — 1330 kc., 97.9 FM, 10 p.m. daily.

- Bullet indicates new station.
- * Asterisk indicates major station.

- WBNX** — New York — 1380 kc., 9:15 a.m. Sun. (in Spanish).
- WVOX** — New Rochelle, N. Y. — 1460 kc., 93.5 FM, 6:30 a.m. Mon.-Sat., 8 a.m. Sun.
- WHLD** — Niagara Falls, N. Y. — 1270 kc., 98.5 FM, 12:30 p.m. Mon.-Sat., 1:30 p.m. Sun.
- 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.
- WPOR** — Portland, Me. — 1490 kc., 9 a.m. Sun.
- 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.
- *WPTF** — Raleigh, N. C. — 680 kc., 94.7 FM, 1:30 & 10:30 p.m. Mon.-Sat., 9:30 a.m. Sun.
- *WRVA** — Richmond, Va. — 1140 kc., 10 p.m. Mon.-Sat., 10:30 p.m. Sun.
- WTVR** — Richmond, Va. — 1380 kc., 7 p.m. daily.
- *WHAM** — Rochester, N. Y. — 1180 kc., 11:30 p.m. Mon.-Fri., 10:30 a.m. Sun.
- WWNH** — Rochester, N. H. — 930 kc., 7 p.m. Mon.-Sat., 9 a.m. Sun.
- WSCR** — Scranton, Pa. — 1320 kc., 12:30 & 6:30 p.m. daily.
- WMAS** — Springfield, Mass. — 1450 kc., 94.7 FM, 6:30 p.m. Sun.
- WIBX** — Utica, N. Y. — 950 kc., 7:30 p.m. daily.
- WDEV** — Waterbury, Vt. — 550 kc., 6:30 p.m. Mon.-Sat., 8 p.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.
- WBRE** — Wilkes-Barre, Pa. — 1340 kc., 98.5 FM, 12:30 p.m. daily.

— Central —

- 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., 7 a.m. Mon.-Sat., 9:15 a.m. & 7:30 p.m. Sun.
- WMT** — Cedar Rapids — 600 kc., 11:30 a.m. Sun.
- *WJJD** — Chicago — 1160 kc., 11 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.)
- *WKCY** — 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.
- WCLU** — Cincinnati — 1320 kc., 12 noon daily.

- WERE** — Cleveland — 1300 kc., 10:30 p.m. daily.
- KGGF** — Coffeyville, Kans. — 690 kc., 6 p.m. daily.
- KXXX** — Colby, Kans. — 790 kc., 8:30 a.m. Mon.-Sat., 11:30 a.m. Sun.
- WBNS** — Columbus, Ohio — 1460 kc., 8:30 p.m. daily.
- WITY** — Danville, Ill. — 980 kc., 7 p.m. daily.
- WOC** — Davenport, Ia. — 1420 kc., 10 p.m. daily.
- 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.
- WDBC** — Escanaba, Mich. — 680 kc., 6 a.m. Mon.-Sat.
- WGBF** — Evansville, Ind. — 1280 kc., 6:05 p.m. Mon.-Sat., 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. daily.
- WNFL** — Green Bay — 1440 kc., 6:30 p.m. Mon.-Sat., 5 p.m. Sun.
- WJOB** — Hammond, Ind. — 1230 kc., 7 p.m. Mon.-Sat., 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. daily.
- KUDL** — Kansas City, Mo. — 1380 kc., 5:40 a.m. Mon.-Sat., 8 a.m. & 11 p.m. Sun.
- *KRVN** — Lexington, Nebr. — 880 kc., 3 p.m. Mon.-Sat., 10:30 a.m. Sun.
- WIBA** — Madison, Wis. — 1310 kc., 7:05 p.m. Mon.-Fri., 6:05 p.m. Sat., Sun.
- WBRJ** — Marietta, Ohio — 910 kc., 12:30 p.m. daily.
- KGLO** — Mason City, Ia. — 1300 kc., 6:30 p.m. Mon.-Sat., 7:30 p.m. Sun.
- *WISN** — Milwaukee, Wis. — 1130 kc., 10:30 p.m. Sun.-Fri., 9 a.m. Sun., 97.3 FM, 11 p.m. daily.
- WYLO** — Milwaukee, Wis. — 540 kc., 12:30 p.m. Mon.-Sat., 10 a.m. Sun.
- *KSTP** — Minneapolis-St. Paul — 1500 kc., 5 a.m. Mon.-Sat., 8 a.m. Sun.
- KQRS** — Minneapolis — 1440 kc., 8:30 p.m. daily.
- KBEA** — Mission, Kans. — 1480 kc., 7 p.m. daily.
- WXCL** — Peoria, Ill. — 1350 kc., 7:05 p.m. daily.
- KOZN** — Omaha, Nebr. — 660 kc., 12:20 p.m. Mon.-Sat., 12:30 p.m. Sun.
- KFEQ** — St. Joseph, Mo. — 680 kc., 7 p.m. daily.

(Continued on next page)

***KXEN** — St. Louis — 1010 kc., 7:15 a.m. & 12 noon Mon.-Sat., 10:30 a.m. & 4 p.m. Sun.
KMA — Shenandoah, Ia. — 960 kc., 8:30 p.m. daily.
KSOO — Sioux Falls, S. Dak. — 1140 kc., 6:45 p.m. daily.
WSBT — South Bend — 960 kc., 9 p.m. daily.
WCOW — Sparta, Wis. — 1290 kc., 6:30 a.m. Mon.-Sat., 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., 9:30 p.m. Mon.-Sat., 9 a.m. Sun.
WSAU — Wausau, Wis. — 550 kc., 7 p.m. daily.
***KXEL** — Waterloo — 1540 kc., 9:30 p.m. Mon.-Sat., 8 p.m. Sun.
KFH — Wichita, Kans. — 1330 kc., 100.3 FM, 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. daily.

— South —

KNIT — Abilene, Tex. — 1280 kc., 8:15 p.m. Mon.-Sat., 8 a.m. Sun.
KGNC — Amarillo — 710 kc., 7 p.m. daily.
***WGUN** — Atlanta — 1010 kc., 11 a.m. Mon.-Sat., 4 p.m. Sun.
KTBC — Austin — 590 kc., 5:30 a.m. Mon.-Sat., 9:30 a.m. Sun.
KLVI — Beaumont, Tex. — 560 kc., 6:30 p.m. daily.
***WAPI** — Birmingham — 1070 kc., 10 a.m. Sun.
WBRC — Birmingham — 960 kc., 106.9 FM, 7:30 p.m. daily.
WYDE — Birmingham — 850 kc., 7 p.m. Mon.-Sat., 9:30 a.m. Sun.
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., 7:15 p.m. Mon.-Sat., 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.
XEWG — Ciudad Juárez, México — 1240 kc., 9 a.m. Sun. (in Spanish).
KCTA — Corpus Christi, Tex. — 1030 kc., 12:30 p.m. Mon.-Fri., 4:30 p.m. Sat., 2 p.m. Sun.
***KRLD** — Dallas — 1080 kc., 8:10 p.m. daily.
***WFAA** — Dallas — 820 kc., 10:45 p.m. Mon.-Sat.
WAAX — Gadsden, Ala. — 570 kc., 12:30 p.m. Mon.-Sat., 12 noon Sun.
KEES — Gladewater, Tex. — 1430 kc., 12 noon daily.
KBHS — Hot Springs, Ark. — 590 kc., 12:30 p.m. & 6:30 p.m. daily.
***KTRH** — Houston — 740 kc., 7:30 p.m. Sun.-Fri.

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., p.m. Mon.-Sat., 10:30 a.m. Sun.
***KAAY** — Little Rock — 1090 kc., 5:15 a.m., 7:30 p.m. Mon.-Sat., 9:30 a.m., 7:30 p.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., 5:15 p.m. daily.
WCOV — Montgomery — 1170 kc., 6:30 p.m. daily.
***WMOO** — Mobile — 1550 kc., 7 a.m. Mon.-Sat., 10:30 a.m. Sun.
***XEG** — Monterrey, México — 1050 kc., 9:30 p.m. daily (CST)
WMGA — Moultrie, Ga. — 1130 kc., 6:30 p.m. Mon.-Sat., 5:30 p.m. Sun.
***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.
WWOM — New Orleans, La. — 600 kc., 12:15 p.m. Mon.-Sat., 1:30 p.m. Sun.
***WNOE** — New Orleans — 1060 kc., 9:30 a.m. Sun.
• *WWL — New Orleans — 870 kc., 10:30 p.m. Mon.-Sat.
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. 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.
***WOAI** — San Antonio — 1200 kc., 5 a.m. Mon.-Sat., 10:05 p.m. Sun.
WEAS — Savannah, Ga. — 900 kc., 12 noon daily.
***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.
WMEN — Tallahassee — 1330 kc., 8:30 a.m. Mon.-Sat., 10:30 a.m. Sun.
***WINQ** — Tampa — 1010 kc., 12 noon Mon.-Fri., 12:10 p.m. Sat., Sun.
WFLA — Tampa — 970 kc., 7:05 p.m. daily.
***KRMG** — Tulsa — 740 kc., 10 a.m. Sun.
KFMJ — Tulsa — 1050 kc., 12 noon daily.
KTBB — Tyler, Tex. — 600 kc., 12 noon daily.
KWFT — Wichita Falls, Tex. — 620 kc., 8:30 a.m. Mon.-Sat., 4:30 p.m. Sun.
KSIW — Woodward, Okla. — 1450 kc., 1 p.m. daily.

— Mountain States —

KGGM — Albuquerque — 610 kc., 6:30 p.m. daily.
KBOI — Boise — 670 kc., 6:30 p.m. daily.
KIDO — Boise, Idaho — 630 kc., 7:05 p.m. daily.
KTWO — Casper, Wyo. — 1030 kc., 6:05 p.m. daily.
***XELO** — Ciudad Juárez, México — 800 kc., 8 p.m. daily. (MST)
***KOA** — Denver — 850 kc., 9:30 a.m. Sun.
KLZ — Denver — 560 kc., 106.7 FM, 7:15 p.m. daily.
KCLS — Flagstaff, Ariz. — 600 kc., 12:30 p.m. daily.
KREX — Grand Junction, Colo. — 920 kc., 8 p.m. daily.
KASA — Phoenix — 1540 kc., 12:30 p.m. daily.
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.
KSEI — Pocatello, Idaho — 930 kc., 8 p.m. daily.
KBET — Reno — 1340 kc., 6:30 p.m. daily.
***KSWs** — Roswell, N. Mex. — 1020 kc., 6:30 a.m. daily.
***KSL** — Salt Lake City — 1160 kc., 5:30 a.m., 11:15 p.m. daily.
KMOR — Salt Lake City — 1230 kc., 6:35 a.m. Mon.-Sat., 9 a.m. Sun.
KTFI — Twin Falls, Idaho — 1270 kc., 7:05 p.m. daily.
KTUC — Tucson — 1400 kc., 8 p.m. daily.

— West Coast —

KWIN — Ashland, Ore. — 580 kc., 7:30 a.m. daily.
KGEE — Bakersfield — 1230 kc., 5 p.m. daily.
KARI — Bellingham, Wash. — 550 kc., 6:30 p.m. daily.
KCHJ — Delano, Calif. — 1010 kc., 7:30 a.m. daily.
KUGN — Eugene — 590 kc., 7 p.m. daily.
KBIF — Fresno — 900 kc., 7:30 a.m. Mon.-Fri., 4 p.m. Sat., 10 a.m. Sun.
KNGS — Hanford, Calif. — 620 kc., 10:30 p.m. daily.
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.
***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.
KRKD — Los Angeles — 1150 kc., 96.3 FM, 7 p.m. Mon.-Sat., 9:30 a.m. & 6:30 p.m. Sun.
KALI — Los Angeles — 1430 kc., 4:45 p.m. Sun. (in Spanish).
KYJC — Medford, Ore. — 1230 kc., 6:30 p.m. daily.
KFIV — Modesto — 1360 kc., 7:30 p.m. daily.
KONA — Pasco, Wash. — 610 kc., 7 p.m. daily.

(Continued on next page)

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.
***XERB** — Rosarita, México — 1090 kc., 7 p.m. daily.
***KRAK** — Sacramento — 1140 kc., 9 p.m. daily.
KGAY — Salem, Ore. — 1430 kc., 6:30 a.m. Mon.-Sat., 9 a.m. Sun.
KTOM — Salinas, Calif. — 1380 kc., 7 p.m. daily.
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.
KSAY — San Francisco — 1010 kc., 12:05 noon Mon.-Sat., 8:30 a.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.
***KFAX** — San Francisco — 1100 kc., 12:30 p.m. Mon.-Sat., 10 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.
***KIRO** — Seattle — 710 kc., 10:30 p.m. Mon.-Fri., 5:30 a.m. Mon.-Sat.
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.
KBLE — Seattle — 1050 kc., 12 noon daily.
KHQ — Spokane — 590 kc., 8:05 p.m. daily.
KMO — Tacoma, Wash. — 1360 kc., 8:30 p.m. daily.
XEMO — Tijuana, México — 860 kc., 6 p.m. daily.
KTRT — Truckee, Calif. — 1400 kc., 12:30 p.m. daily.
KMWX — Yakima, Wash. — 1460 kc., 6:30 p.m. daily.

— **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
KTRG — Honolulu, Hawaii — 990 kc., 5:30 p.m. Mon.-Sat., 12 noon Sun.

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.
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.
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., AM, 100.9 FM, 9 p.m. daily.
CFMB — Montreal, Que. — 1410 kc., 6:30 a.m. Mon.-Sat., 1:30 p.m. Sun.
CHAB — Moose Jaw, Sask. — 800 kc., 6:30 p.m. Mon.-Sat., 11:05 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 — Penticton, 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.
CKCY — Sault Ste. Marie, Ont. — 920 kc., 6:30 p.m. daily.
CFQC — Saskatoon, Sask. — 600 kc., 8:30 p.m. daily.
CJET — Smith Falls, Ont. — 630 kc., 7:30 p.m. Mon.-Sat., 10:30 a.m. Sun.
CKSO — Sudbury, Ont. — 790 kc., 6 a.m. Mon.-Sat., 5:30 p.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.
CJAT — Trail, B. C. — 610 kc., 7 p.m. Mon.-Fri., 7:30 p.m. Sat. & 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 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.
RADIO REDIFFUSION — Bridgetown, Barbados — 10:20 a.m. Mon.-Fri., 9:30 a.m. Sat. & Sun.

ZBM 1 — Hamilton, Bermuda — 1235 kc., 8 p.m. Sun.
ZBM 2 — Hamilton, Bermuda — 1340 kc., 2:30 p.m. Mon.-Sat.

ZFB 1 — RADIO BERMUDA — 960 kc., 1:30 p.m. daily.

GUYANA BROADCASTING SERVICE — Georgetown — 560 kc., 1:30 p.m. Mon.

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.

HOK — Colon, Panama — 640 kc.;
HP5K — Colon, Panama — 6005 kc.;
HOC21 — Panama City — 1115 kc.;
HP5A — Panama City — 1170 kc. — 7 p.m. Sun.

RADIO SURINAM — Paramaribo — 725 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 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 CARIBES — St. Lucia, W. I. — 840 kc., 6:30 a.m. Mon.-Fri.

For a complete worldwide Radio Log, write the Editor.

Cause of the Biafran Agony...

(Continued from page 8)

ficient *vegetables or greens*. That is for "women and rabbits." This attitude is typical of many strange and tragic customs that affect health and mind. Vast areas of West Africa, from Sierra Leone to Nigeria possess cattle but do not milk them unless influenced by Islamic or European civilization. The same is true of northwest Angola. Some tribes that have learned to milk use the butterfat as a cosmetic rather than a food.

Tribes in the eastern Congo Republic, when visited by PLAIN TRUTH editors, explained another strange custom. They filed their front teeth to a point. By the middle twenties, nearly everyone had lost all front teeth. Why the custom? Their explanation was that they did not want to look like horses! None of them had ever seen horses, but their ancestors came from northern lands possessing horses.

Along the upper (southern) reaches of the Nile, fish are in abundance. Yet Cushitic tribes living along the Nile's tributaries have refused to eat fish for nearly 4,000 years!

Nor has European food technology always been of help. Women in northern Nigeria were found by PLAIN TRUTH editors to be laboring by hand polishing brown rice. When it was explained to them that they were removing the essential minerals and other food factors needed to build sound bodies, they looked aghast. They were not about to be less civilized than Europeans! What a tragic need for education — not only in Africa but worldwide.

Needed: Educated Women

The African woman is treated as a semi-serf to this very day in many areas. In the Congo the woman does the hoeing. The woman builds the terraces. One may see hundreds of square miles of terraces built by women who hoe by hand. Sometimes a woman carries her baby, sometimes the baby may be under a tree, but the mother hoes.

She bends over nearly all day long, never standing up. Just bends over, day after day.

Bad diet takes its toll among these babies in vast areas of Africa.

Many children often cannot remember the numbers from one to ten by the next morning. Their minds cannot function as they should because their brains and bodies are protein starved. They try to count on their fingers and toes every morning and somehow some of them remember. These children have never eaten right. They are not taught about proper diet in school. Their minds cannot understand much of what really is necessary to make civilization work. But there has been improvement in some areas.

What Has Been Accomplished

In general, the black African today lives a little better than he did before. Diet is somewhat better. For the first time, parts of Africa have sanitary water supplies. In many places, however, the African still disposes of sewage in the same river or lake in which he bathes and washes his clothes.

All of the major work that has been done in black Africa in the past 85 years has been done by blacks under European supervision. That is why leaders in Kenya have said, in effect, "We want to rule ourselves, *politically*, but we want you [meaning Europeans] to stay as teachers, as instructors, as guides, because we have much yet to learn. *You* must stay here, *you* MUST teach us more." And Kenya has, thus far, avoided civil war.

A Lesson to the World

A lesson which all peoples of the world should learn has been written by Biafra, *in blood*.

"The Biafrans never could understand the failure of the powers of the world to stop the Nigerians. . . . Intelligent and educated as they were, the leaders of Biafra *never quite grasped* the realities of *power politics* in a *harsh, unromantic world*." (Stanley Meisler, *Los Angeles Times*, Jan. 15, 1970.)

Unfortunately the Ibos had to learn that despite their many sympathizers in many lands, *world opinion* does not guarantee independence nor freedom from disease, malnutrition and death.

It is time our nations quit serving the false god of world opinion! World opinion will never help America, Britain or any other nation any more than it did Biafra. And yet how often do our nations "flee when none pursue" before the might of world opinion? The "broken reed" of world opinion cannot be relied on.

Hope for the Future

Africa will experience a renaissance when there is first right government, right education, and right diet. Economic development will follow inevitably as cause and effect.

The outlook may at present seem bleak. But eventually, when the deep-seated problems of Africa are overcome, the rich potential of the African continent will be tapped for the good of her inhabitants! Africa will then undergo a transformation unmatched in all history! You *may* live to see it during your own lifetime.

Write for our free booklet *The Wonderful World Tomorrow — What It Will Be Like*.

It will open your eyes to the dazzling prospect of Africa's future, and the world's! □

Personal from the Editor

(Continued from page 2)

adopted the slogan, "Recapture the TRUE Values."

It was impossible to recruit a faculty completely in sympathy with this different approach — this new dimension in education. Few if any of those eight original instructors really believed in this different way. Some were antagonistic and opposed it.

Perhaps it was important and necessary that it started with only four students. There had been 36 applications for admission. But delays in building reconstruction prevented opening until October 8th. By that time all but the pioneer four had matriculated elsewhere.

Had there been 36, instead of 4, I am sure the determined opposition of

instructors schooled in this world's educational evils would have won over most of the student body. This would have become just another college.

As it was, I was able personally to keep so close to those four that they were won over to the Ambassador way. Only three more entered the second year. They, too, elected to choose the true pioneer Ambassador way. The same was true of the five additional students who came the third year — and so the college grew into the new and different Ambassador mold.

And what is that way? What is that CAUSE of the *desired* result? What is the way that *avoids* the CAUSE of evils that grip this entire world?

In a nutshell it is a philosophy of life diametrically opposite to that which human nature has travelled 6,000 years. It is the way of outgoing concern for *others* — instead of incoming lust, vanity and greed — the way of giving instead of getting, taking and acquiring. The way of helping, serving, sharing, and of kindness, consideration and love toward others, instead of envy, jealousy, resentment, hatred, loving only one's self.

The college grew in that way.

But we foresaw the evils of assembly-line education for multiple thousands on one campus. So we put a limit of 700 on the number of students resident on one campus. In 1960 the second campus was opened, just outside of London, in England. In 1964 the third campus was opened in eastern Texas, 100 miles east of Dallas, near the village of Big Sandy.

These campuses, with their students, are beginning to contribute a true cultural influence in their respective communities. Through the Ambassador College Extension Program worldwide, the influence of THIS WAY is reaching multiple MILLIONS — and multiple THOUSANDS have voluntarily come to changed lives, turned rightside-up. They, too, are enjoying the same increased prosperity, happiness and joy of living.

This whole activity may be termed OPERATION HAPPINESS — applying, in actual human experience, the CAUSES that produce the RESULTS of peace, prosperity, happiness, abundant well-being!

On Ambassador campuses there are no student protests, sit-downs, riots or violence. There is no faculty opposition. There is close and most harmonious CO-OPERATION between administration, faculty, and students. If students have a BETTER IDEA, the faculty and the administration will listen. No need of protest marches. Our ears are open, and minds willing to change, as Abraham Lincoln said, so often as new views are proved to be true views!

Here, we want RIGHT RESULTS! We want ENJOYABLE LIVING! We want, and have, vision, foresight, and we look an ambition-arousing FUTURE in the face with hope, and eager anticipation! We foresee a wonderful world ahead. We are pioneering in it! We are HAVING A PART in CHANGING THE WORLD OF TOMORROW! And we are having the thrill of seeing it WORK in the most practical manner, in results already achieved, TODAY!

We know what's CAUSING society's ills today. We can't force an about-face on the whole world suddenly, right now. But we can set the example — at first with four pioneer students — then seven, then twelve, now 1,300. And we can drop the tiny pebble of TRUE CAUSES into the center of the placid and still pool, and watch its rings spread until they shall encircle the whole round earth! It *starts*, in actual happy accomplishment, on these campuses. And from these campuses we offer THIS PRACTICAL RESULTFUL WAY worldwide. Already 150 MILLION are listening and reading. And MANY THOUSANDS are following *with us* in happier, more peaceful, prosperous and abundant lives.

Occasionally someone becomes angry, resentful, bitter, despising THIS RIGHT WAY! A hippie says: "Cancel my free subscription to your magazine. I thought you were hip — I didn't know you were SQUARE!" Yes, you bet we are SQUARE! We are square shooters — square dealers with others. Show us a way that is BETTER, more PRACTICAL, FOR OUR GOOD, and we will adopt it. But to go the way of the unkempt, dirty, filthy, and eyesore, the way of hopelessness, discouragement, and frustration, drowning our sorrows in drugs, drunk-

ness and sex debauchery — NO, THANK YOU!

We've found THE WAY to happiness, ambition, fitness, vigor, clear minds, right thinking, anticipation for a wonderful future, and we ENJOY this way too much to turn back onto the way of despondency and frustration.

We not only give you the answers — we set the example. We have done something about eliminating the CAUSE of Biafras. And, as more and more people *come on along*, we shall counteract the increased spawning of more and more Biafras and sore spots of human dereliction, wretchedness, filth, squalor, ignorance, poverty, starvation and disease!

Ambassador College also is doing something about the crime of soil pollution. There, again, we are dropping our pebble in the pool, and it will expand until earth's soil is restored to the living fertility nature intended. You may read this exciting, fascinating story in a series of articles starting next month's PLAIN TRUTH — the April number. This in-depth series of articles on soil pollution tells how Ambassador College, Division of Agricultural Research, on our 4,400-acre experimental farm in Texas, and our 200-acre experimental farm in England are solving this problem, restoring the life-cycle to the soil — applying right CAUSES that already are producing amazing RIGHT RESULTS.

We do not criticize the emotional appeal for contributions to HELP treat the effect — contributions for food and drugs to help those already made victims — but we want to help, also, to CORRECT THE CAUSE — to BLOT OUT and erase from the earth these horror conditions. They will multiply otherwise. God grant that THIS PRACTICAL AND CONSTRUCTIVE WORK may multiply EVEN FASTER, until a HAPPY and peaceful world is ridded of poverty, disease, filth and squalor, as well as selfishness, greed, lust, vanity, envy, jealousy, resentment, hatred and murder.

Yes, we are DOING something about it!

We are HAVING A PART in CHANGING THE WORLD! □

IN THIS ISSUE:

★ CAUSE OF THE BIAFRAN AGONY

Biafra has fallen. The cost, in terms of human life and suffering, is incalculable. What CAUSED this war? What does the agony of Biafra mean to all Africa — and to the world? See page 3.

★ PUBLIC ENEMY NO. 1 COULD BE YOUR HEART

What are your chances of being affected by heart disease? How can you guard against it? And what about the controversy over exercise? See page 9.

★ The Amazing Amazon — FUTURE BREADBASKET OF THE WORLD?

Will today's STARVING MASSES be saved by growing food in the two-and-one-half-million-acre Amazon Basin? Can the wealth of this vast jungle frontier be unlocked? Here are the little-understood, on-the-spot answers reported by our own staff. See page 17.

★ THE ATOMIC CLOCK THAT BLEW PRE-HISTORY SKY HIGH!

A human bone, a mammoth carcass, a fossilized stratum — How old are they? This question has puzzled laymen and scientists for decades. No one, it seemed, had the answer. Then came carbon-14 dating. This new method was hailed as the tool to unscramble history. But has it? See page 21.

★ LOOK DICK! LOOK JANE! LOOK LOOK LOOK

Scores of millions of Dicks and Janes and Tommys and Marys ARE LOOKING! They are spending more than a billion and three-quarters hours every week LOOKING! And what they are looking at is the REAL SCHOOL — the primer of life — commercial television. See page 29.

★ THE DESTINY OF SPAIN

General Franco has named a successor — Prince Juan Carlos. Some expect his coronation may take place in April. Where is Spain headed from here? And what about the powerful, little-known organization called Opus Dei, which is now beginning to exert an influence on the Spanish government? See page 35.

★ TRY A "NEW THING"

You didn't ask to be born. You didn't put in a request for race, color and creed. Or parents, or your geographical location, or the time of your birth. You're just here. Whether you like it or not you are an active participant in the BIG "BE IN"! Now — what to do about it? See page 41.

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