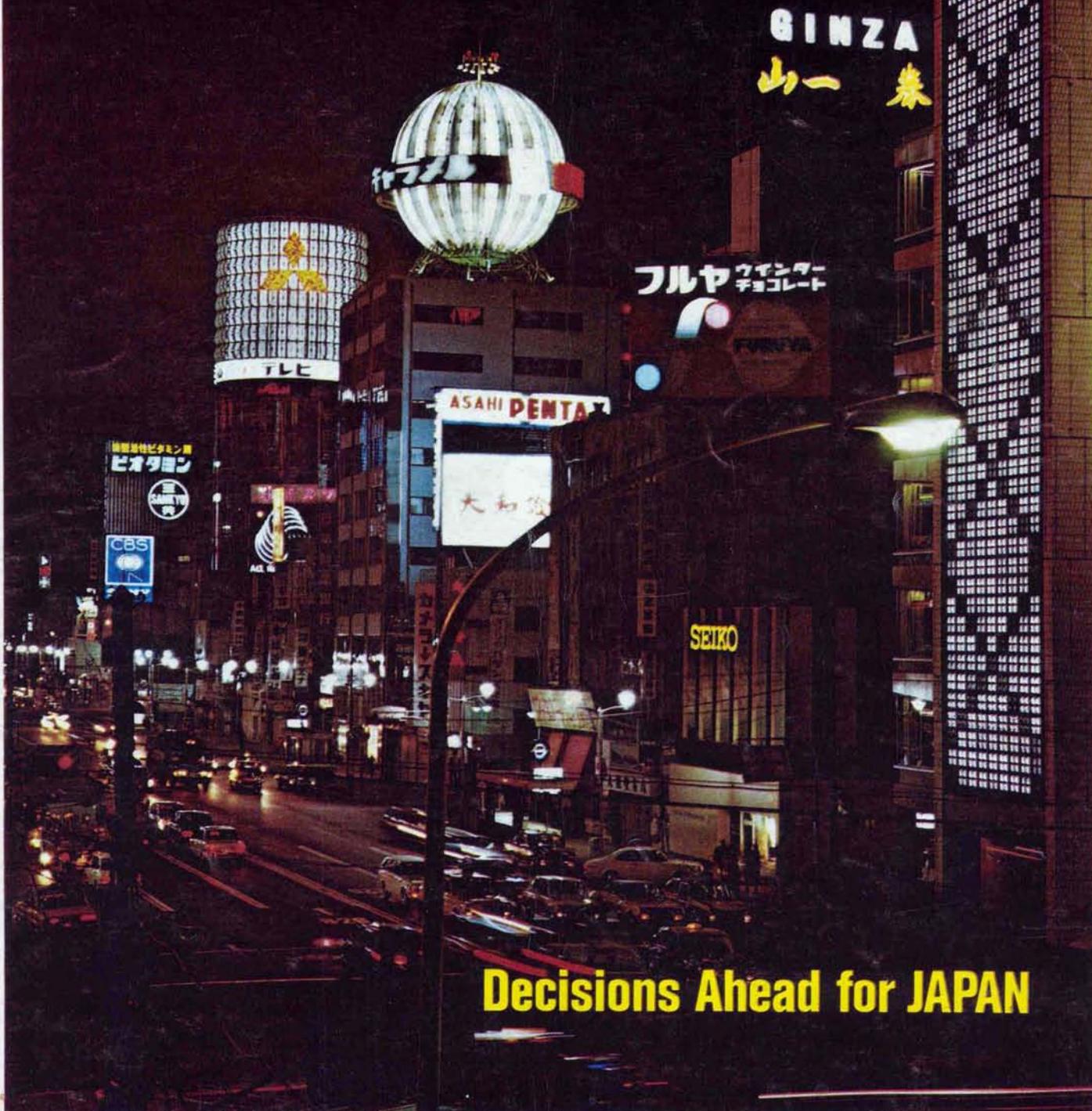


*the*  
**PLAIN TRUTH**  
*a magazine of understanding*



GINZA  
山一 株

フルヤ フォイユンター  
チョコレート

ASAHI PENTACOLOR

大和証券

SEIKO

**Decisions Ahead for JAPAN**

# What Our READERS SAY

## "Tells It Like It Is"

"The PLAIN TRUTH does not warp and distort facts as do the national and local presses. This magazine is something I have been searching for for a long time — it presents a serious viewpoint which I feel is unbiased toward any generation or faction of the public, a fact rare in the national press, who love to take a knock at someone."

G. W., Schoolboy,  
Bury, Lancaster, England

"I think for the first time I am beginning to understand the world around me. Thank you for helping me."

Barbara T.,  
Narragansett, Rhode Island

"I am glad to see that you are not in the habit of avoiding difficult and controversial questions, like the existence of God, and some of the time-honoured Christian beliefs such as the observance of Christmas and so on. The PLAIN TRUTH has started to undermine some of my cherished ideas and has prodded me towards areas of thinking which I previously considered to be unnecessary and fruitless."

M.N.N., University Lecturer,  
India

"I feel it would be in your best interest to remove my name from your mailing list. Although we share an opinion upon occasion, I find your *basic philosophy* which permeates ALL your magazines to be uninteresting and SIMPLISTIC."

Mrs. Cynthia O.,  
Lubbock, Texas

"Up to now I have read many magazines. I have tasted some, swallowed others and have chewed and digested some very few. But, never have I come across a magazine similar to The PLAIN TRUTH. The PLAIN TRUTH really gives understanding and plain answers to problems such as famine, crime, addiction to drugs and many others that are now plaguing humanity. By reading The PLAIN TRUTH magazine, the doors of one's mind are really opened to new horizons and by practicing and following the different advices given by the Editor himself and his associates, one is really bound to succeed in life. More than this, one is kept abreast of the news going on in the world."

Prakash S.,  
Mauritius

"I believe that public opinion on all anti-pollution issues is hardening rapidly, and I feel that The PLAIN TRUTH has been, and still continues to be, a very great contributor to this effort. Sociologically, I feel that this magazine has its fingers on the pulse of the world, and I eagerly await each month's publication."

V. H. R.,  
Napier, New Zealand

"Never have I read a magazine which managed to accomplish what it purported to do — tell the facts! I congratulate you on a fine periodical. While I do not agree with everything in the magazine, I feel it is one of the finest I have ever read."

Lawrence D. G.,  
Columbia, Missouri

"Your articles are plain, down-to-earth and timely. I hope you will not let critics deter you from keeping up the good work."

John L. S.,  
Springfield, Illinois

## Vietnam War Article

"I enjoy each and every issue of The PLAIN TRUTH. The last issue with the article about 'The Truth of Why We're in Vietnam' is still being read and appreciated in our family. My son-in-law has just returned from 'Nam' and I will send him my treasured copy of the issue when we have read it. One of the saddest letters he wrote from Quang Tri was asking 'Why are we over here?' If everyone in our great country could be told those truths. Communism in our country would be fought instead of taught."

Mrs. C. E. B.,  
Hollandale, Mississippi

"We read the special report about the Vietnam War and for the first time in a long time of reading your magazine, we must say that we were disappointed. It seemed that you took no stand, no clear stand at all. The best we could make of your position was that you leaned toward present American policy because it was a war against the communists. Why did you not come out and declare unequivocal opposition to not only the Vietnam war, but also all wars? Is there really such a thing as a good war or a favourite war? The killing goes on and on, every day. But you rather carefully skirted the basic stand all human beings should take — that of complete horror of all wars and a demand that both sides cease the killing over ideologies."

Jim D.,  
Perth, Ontario, Canada

"Never have I read such an informatively written piece of information. It has explained to me many of the loopholes which I have seen in the explanations so far provided to the American public."

J. A. R.,  
Bridgeport, Connecticut

"I want to compliment you on the splendid article you wrote on the Vietnam war. As a Gold Star Father, I found it extremely interesting and it 'did' give me a lift, at least to a certain measurable degree. We lost our dear son, Sp 4 Robert Leo K., in this nonsensical war. It was just unbelievable. Robert DEAD? No, there must be

(Continued on page 48)

## the PLAIN TRUTH a magazine of understanding

August 1971

VOL. XXXVI

NO. 8

Published monthly at 300 West Green St., Pasadena, California 91105; Radlett, England; and North Sydney, Australia, by Ambassador College. French, Dutch and German editions published at Radlett, England; Spanish edition at Big Sandy, Texas. © 1971 Ambassador College. All rights reserved.

### EDITOR

HERBERT W. ARMSTRONG

### EXECUTIVE EDITOR

Garner Ted Armstrong

### SENIOR EDITORS

Herman L. Hoeh  
Roderick C. Meredith

### MANAGING EDITOR

Arthur A. Ferdig

### Associate Editors

William Dankenbring Gene H. Hogberg  
Vern L. Farrow Paul W. Kroll  
David Jon Hill Eugene M. Walter

Regional Editors: U. K.: Raymond F. McNair;  
Aust.: C. Wayne Cole; S. Africa: Robert E. Fahey; Germany: Frank Schnee; Philippines: Arthur Docken; Switzerland: Colin Wilkins; Latin America: Enrique Ruiz.

Contributing Editors: Gary L. Alexander, Dibar K. Apartian, Robert C. Boraker, Charles V. Dorothy, Jack R. Elliott, Gunar Freibergs, Robert E. Gentet, Ernest L. Martin, Gerhard O. Marx, L. Leroy Neff, Richard F. Plache, Richard H. Sedliacik, Lynn E. Torrance, Basil Wolverton, Clint C. Zimmerman.

James W. Robinson, Copy Editor

John Susco, Art Editor

Research Staff: Dexter H. Faulkner, Donald D. Schroeder, Coordinators: Karl Karlov, Paul O. Knedel, Clifford Marcussen, David Price, Rodney A. Repp, W. R. Whitehart.

Photography: Norman A. Smith, Director; Joseph Clayton, Assistant Director; Lyle Christopherson, Howard A. Clark, Frank Clarke, David Conn, Sam Duncan, Jerry J. Gentry, Ian Henderson, John G. Kilburn, John Portune, Eugene Smyda, Dave Verrell, Warren Watson. Art Department: Thomas Haworth, Ron Lepeska, Roy Lepeska, William S. Schuler, Herbert A. Viera, Jr., Monte Wolverton, Robb Woods.

Albert J. Portune, Business Manager

Circulation Managers: U. S. A.: John H. Wilson; U. K.: Charles F. Hunting; Canada: Dean Wilson; Australia: Gene R. Hughes; Philippines: Guy L. Ames; South Africa: Gordon R. Terblanche.

YOUR SUBSCRIPTION has been paid by others. Bulk copies for distribution not given or sold.

ADDRESS COMMUNICATIONS to the Editor at the nearest address below:

United States: P. O. Box 111, Pasadena, California 91109.

Canada: P. O. Box 44, Station A, Vancouver 1, B. C.

Mexico: Institución Ambassador, Apartado Postal 5-595, México 5, D. F.

United Kingdom and Europe: P. O. Box 111, St. Albans, Herts., England.

South Africa: P. O. Box 1060, Johannesburg. Australia and Southeast Asia: P. O. Box 345, North Sydney, NSW 2060, Australia.

New Zealand: P. O. Box 2709, Auckland 1, New Zealand.

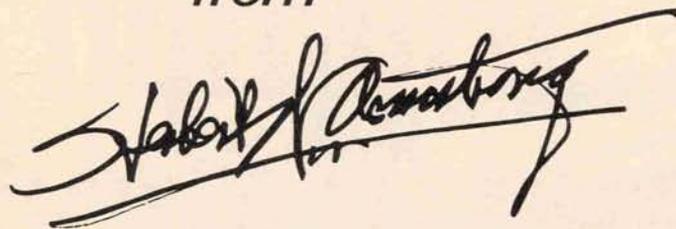
The Philippines: P. O. Box 1111, Makati, Rizal D-708

Registered in Australia for transmission by post as a book.

SECOND CLASS POSTAGE paid at Pasadena, California, and at additional mailing offices. Entered as SECOND CLASS matter at Manila Post Office on March 16, 1967. Registered in Australia for transmission by post as a book.

# Personal

from



---

## The MISSING DIMENSION in Sex

---

HERE ARE a few recent news headlines and magazine article captions:

“GROUP SEX”

“Swinging [wife-swapping] Couples — a Modern Sexual Phenomenon”

“Psychologists Seek Play Pens That Make Sex Fun for Kids”

“Sex in the 70’s — an Era of Experiments for Youth”

“Practicing Marriage Without a License”

“Group Nudity Called Cure for Loneliness”

“Premarital Conceptions Found High”

“Britain’s First Sex Supermarket Opens in London Today”

“Dramatic Increases in Co-eds Engaging in Premarital Sex”

The Western world is becoming sex-drunk. Morals have taken a sudden plunge into the cesspool.

“Swingers” is the term used by married couples who

*(Continued on page 47)*

### EDITOR’S NOTE

#### *The Vietnam War Article*

The article (May issue) on the Vietnam War brought a gratifying response. Millions of readers learned, for the first time, WHY the United States has been in the war.

Some of our readers, however, possibly influenced by Communist propaganda or religious conviction, completely misunderstood what was said. The article took NO PARTISAN STAND, either in favor of or in opposition to, the war. The purpose of the article was to explain to our readers objectively the reason WHY the United States government entered, and remained in the war through four administrations — two Republican and two Democratic.

Hundreds had told us they did not understand THE REASON for United States participation. A box accompanying the article quoted an army nurse in Vietnam, saying, “If I knew what we are fighting for... I don’t know why we’re here. So many GI’s ask WHY. I can’t answer!”

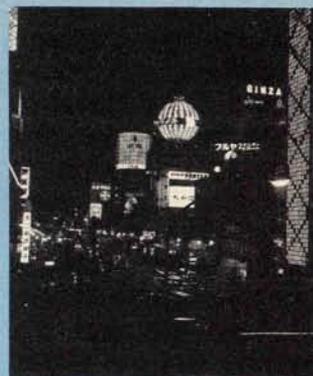
Even now (July 6 *Los Angeles Times*, front page) the son of a retired U. S. Lt. General, who lost both legs in the war, is reported saying he had never received a satisfactory answer to the question, “What did those 50,000 men die for?”

The PLAIN TRUTH knew that four Presidents and their administrations — two Republican and two Democratic — did believe the nation had a real reason for being in. We felt it our duty to MAKE PLAIN to millions of readers the UNDERSTANDING of that reason. We did not express either approval or disapproval. We took no partisan stand. We made clear the reason why four administrations of the government believed the United States should have been in it. We merely published the FACTS!

We are grateful that millions now UNDERSTAND.

## In This Issue:

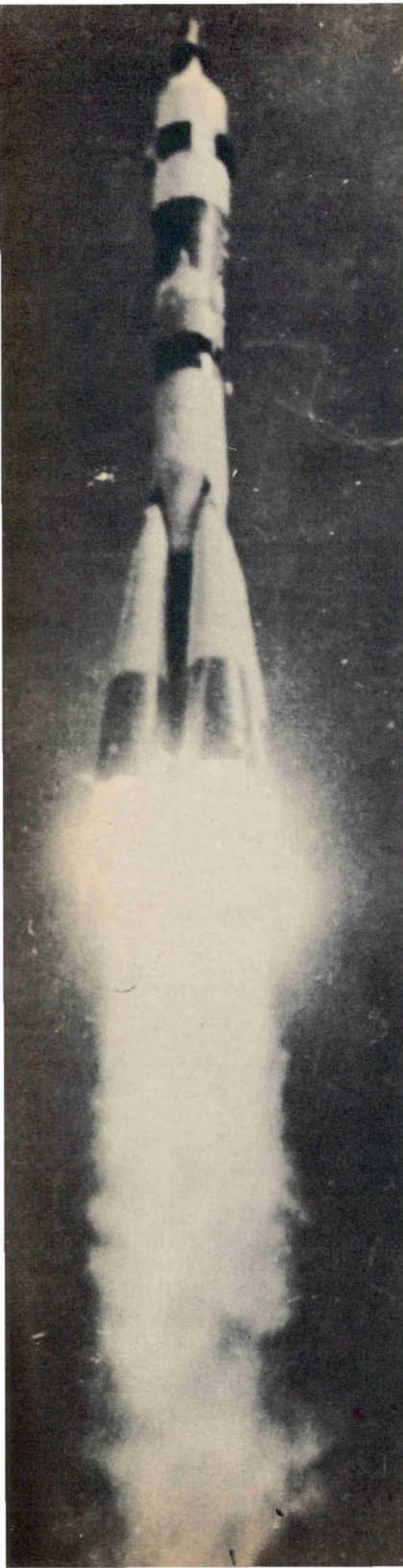
What Our Readers Say . . . . .	Inside Front Cover
Personal from the Editor . . . . .	1
World’s First Space Station — Triumph and Tragedy . . . . .	2
“Service” With A Sneer . . . . .	6
Affluence For Everyone — An Impossible Dream? . . . . .	8
Decisions Ahead for Japan . . . . .	12
Advance News . . . . .	17
Can Our Oceans Feed the World? . . . . .	19
Middle East Oil — “Black Gold” For Europe . . . . .	23
Why People Commit Suicide . . . . .	30
What YOU Can Do . . . . .	33
BREAD — The Broken Staff of Life . . . . .	35
TV Log . . . . .	40
Radio Log . . . . .	41



Ambassador College Photo

### ABOUT OUR COVER

The Ginza, Tokyo’s most important thoroughfare — often called the Fifth Avenue of Tokyo. Its modern office buildings, shops, theaters and restaurants are spectacularly lit with animated neon displays. The Ginza district is also the headquarters for many world famous names in Japanese industry.



## *World's First Space Station...*

# Triumph and Tragedy

*Though the flight ended in tragedy, the Soviets recently accomplished another space first. Will it affect present U.S. space policy with military considerations, forcing another crash space program? Or will public pressure prevent it?*

by George L. Johnson

**S**OVIET SPACE technology recently scored another impressive first.

Three Russian cosmonauts, Lieutenant Colonel Georgi Dobrovolsky in command; Viktor Patsayev, flight engineer, and Vladislav Volkov, test engineer, manned the world's first space station — about two years before the United States is scheduled to put its first space station into orbit.

However, the success of Russia's latest space triumph was marred by the tragic deaths of the three cosmonauts.

### A Tragic End

After spending a record breaking 24 days in space, the cosmonauts returned to their space capsule for the trip back to earth. Everything went well until "black out" time — the point in the reentry procedure when the heat build-up on the space vehicle becomes so great that radio contact with earth is impossible.

At the end of the "black out" period, Soviet Space officials were unable to regain radio contact with the cosmonauts. When the recovery helicopter reached the capsule, the recovery team found the three cosmonauts dead.

It was a tragic end to a triumphant space first.

By early July, Soviet space authorities

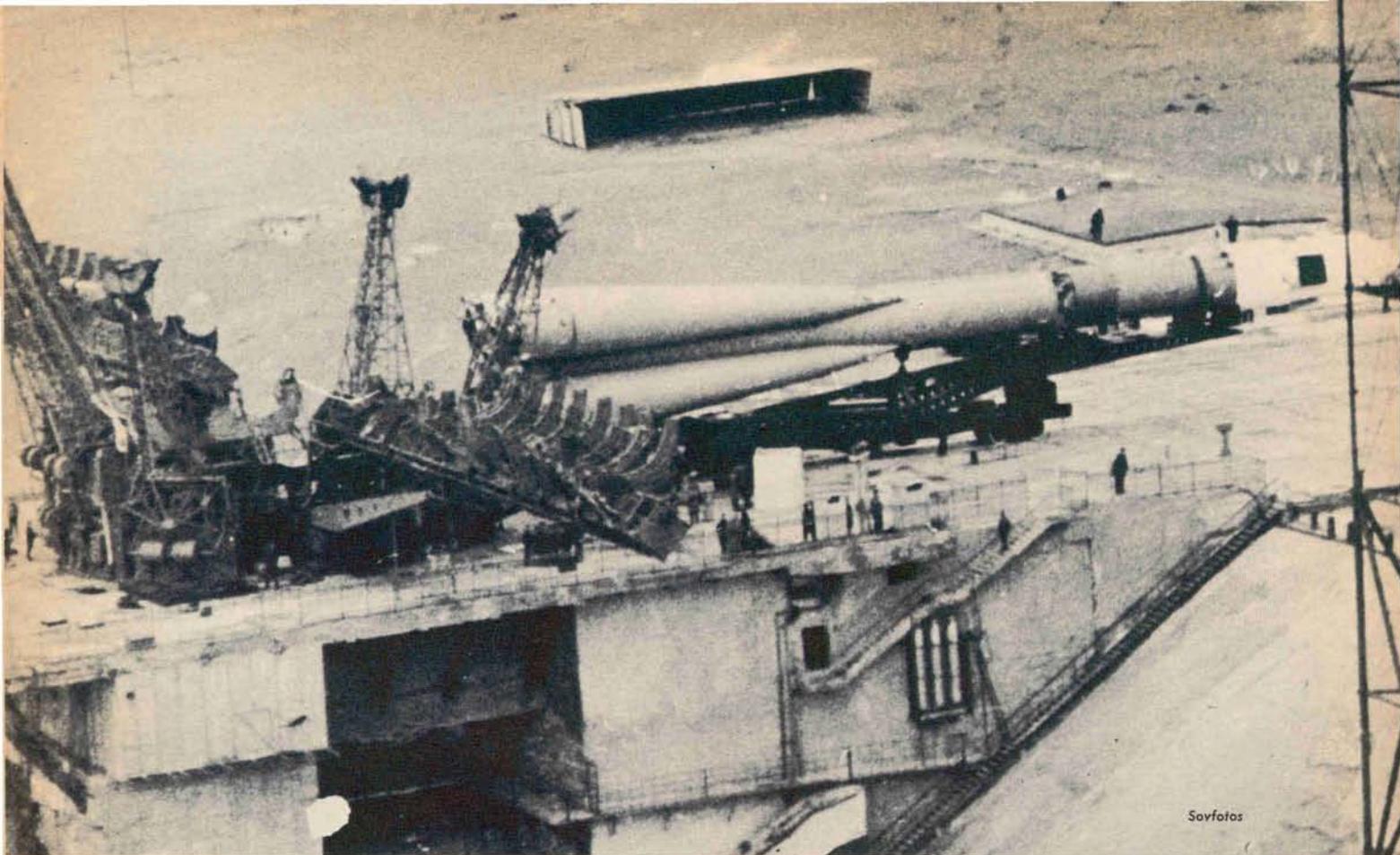
had pinpointed the cause of the three Soyuz 11 cosmonauts' death. The three had apparently died of embolism — air bubbles in the blood. Embolism was caused by a sudden depressurization of their space capsule.

The depressurization occurred due to a leak which developed in the airtight hatch between the reentry cabin and the orbital compartment of the spacecraft. Some sources attributed the leak to a small hole in the landing cabin. The hole could have been caused by a slight damage in the process of cabin separation from the Soyuz orbital compartment.

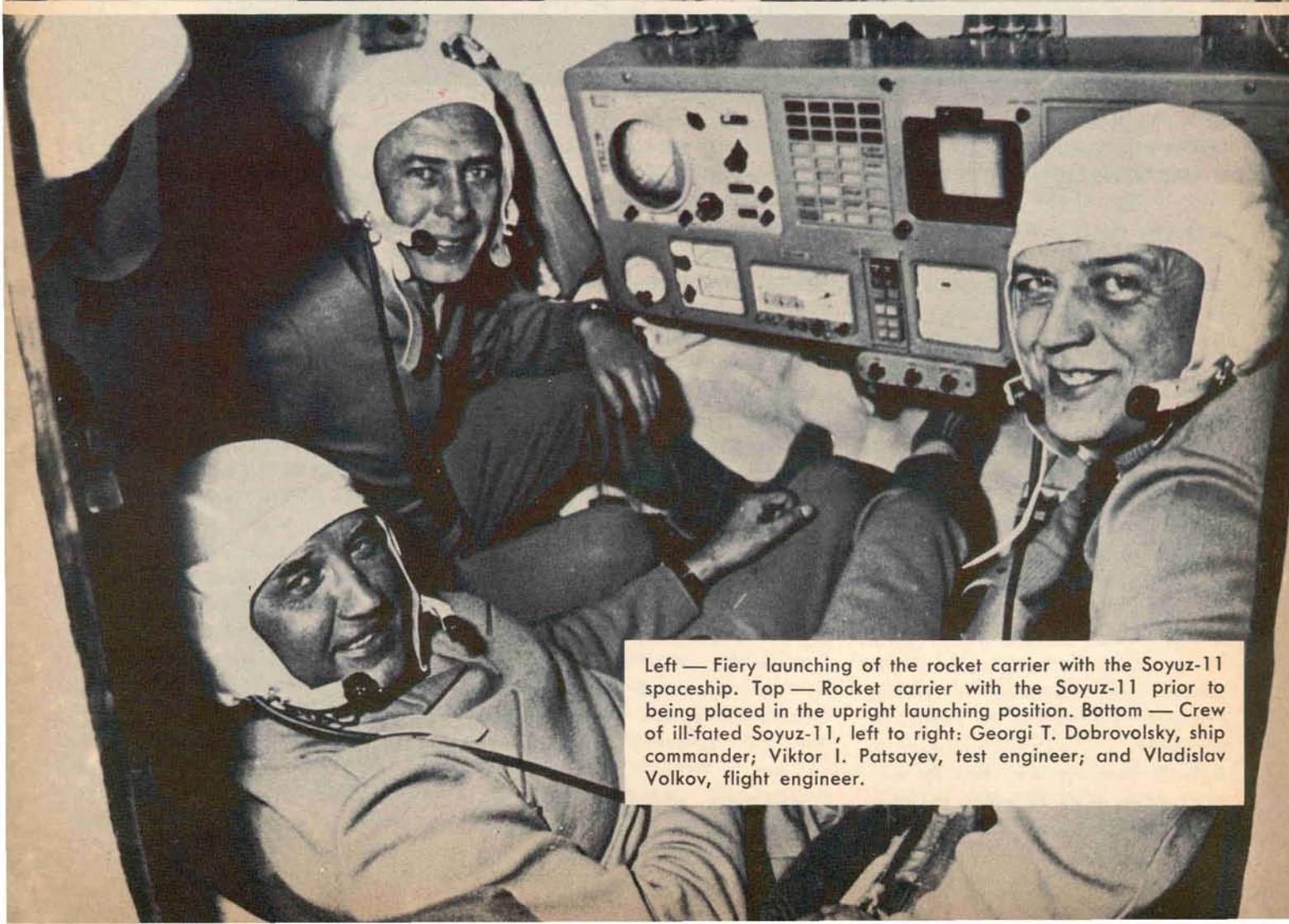
Whatever the cause, the sudden depressurization resulted in a space version of the "bends" — a problem most often faced by deep sea divers. The sudden depressurization causes air bubbles in the bloodstream that can block the flow of blood to vital organs. The condition can be fatal within a matter of seconds.

The cosmonauts were not wearing pressurized space suits. Had they been protected by such space suits, the cosmonauts would have survived the depressurization.

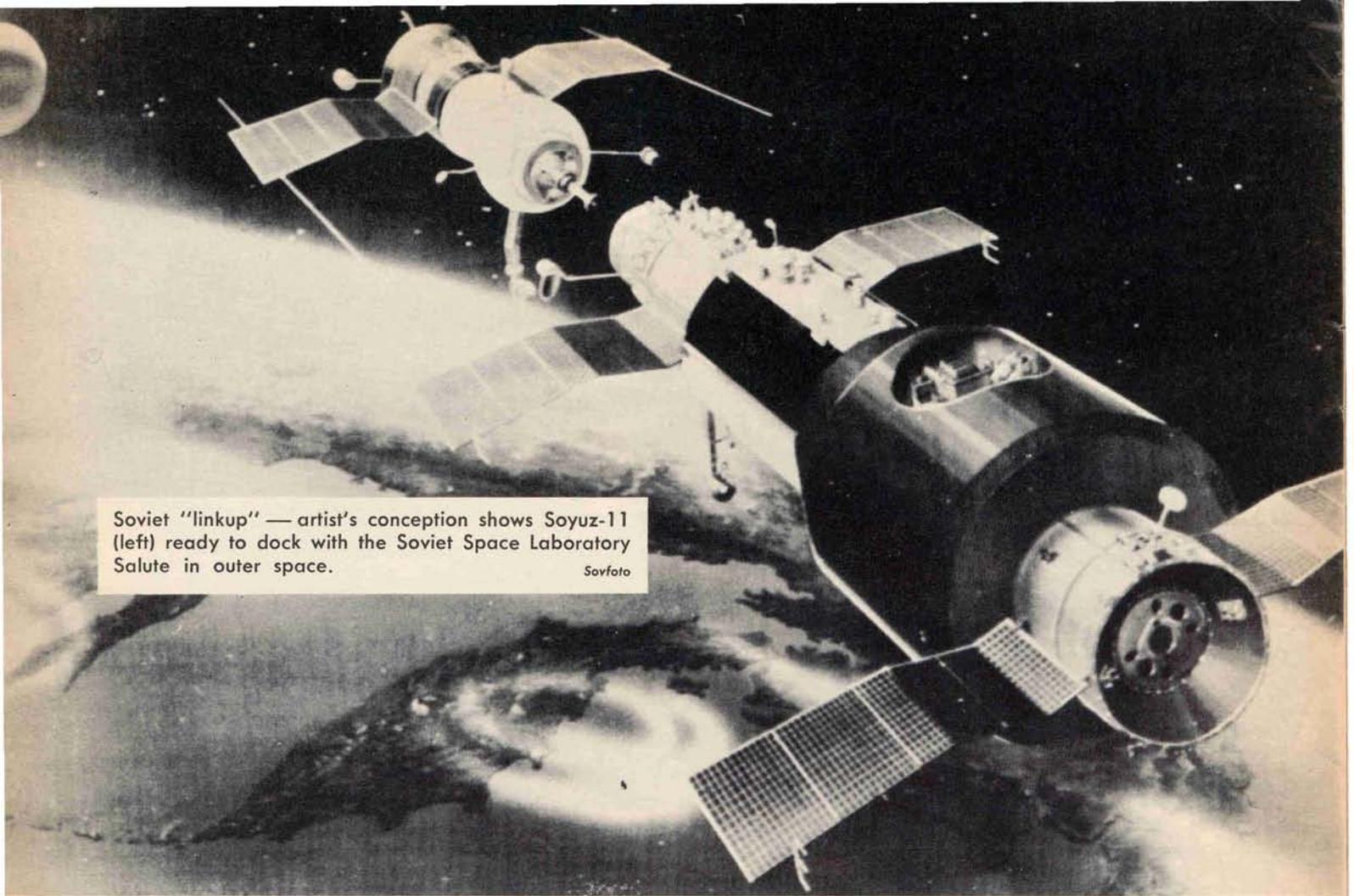
Will this tragic accident temporarily halt the Soviet space efforts? Not if the majority of Soviet cosmonauts have



Sovfotos



Left — Fiery launching of the rocket carrier with the Soyuz-11 spaceship. Top — Rocket carrier with the Soyuz-11 prior to being placed in the upright launching position. Bottom — Crew of ill-fated Soyuz-11, left to right: Georgi T. Dobrovolsky, ship commander; Viktor I. Patsayev, test engineer; and Vladislav Volkov, flight engineer.



Soviet "linkup" — artist's conception shows Soyuz-11 (left) ready to dock with the Soviet Space Laboratory Salute in outer space.

Sovfoto

their way. It is reported that surviving cosmonauts are urging the government to press forward with spaceflight exploration in spite of the tragedy.

Despite the tragic end of the Soyuz 11 flight, the Soviet space program can add the world's first space station to its long list of space firsts. Among other "firsts" are the first satellite in earth orbit, the first man in space, the first space walk, the first satellite to send back photographs of the dark side of the moon.

#### Russia: "First in Space" Permanently?

While this latest Soviet space achievement has been labelled purely scientific, the military advantages of a more or less permanent manned orbital space station are not to be ignored. At the present time, according to former cosmonaut Konstantine P. Feoktistov, the station is "... an experimental test flight. Its basic aim is to check the normal functioning of the station and complex machines which Soviet specialists learned to develop."

The Soviets state that the main purpose of the station is to amalgamate a large quantity of scientific, economic, technical and medicobiological research. But they have not elaborated as to what specific types of information they are seeking. Feoktistov described the test station as a manned space laboratory, containing telescopes, spectrometers, electrophotometers and vision devices.

Military equipment as such has been banned in previous space treaties. However, the possible use of a space station for certain strategical reasons is not out of the question. And while it would be premature to accuse anyone of utilizing this latest achievement militarily, it should be noted that previous space treaties have *not* stopped all military activity in space, by either the United States or the Soviet Union. "Spy" satellites have continued to be launched. Communications and weather satellites can still be used militarily "if necessary."

Meanwhile, excitement about the space program has waned. Once American astronaut Neil Armstrong set foot

on the moon in 1969, the space race was over in the eyes of most Americans. Also, many government leaders felt a stop should be put to spending additional money on costly space exploration. Consequently the 1971 space budget was slashed to only slightly more than half what it was in 1966.

In fact, most Americans had questioned the necessity of putting a man on the moon in the first place. In a Louis Harris Poll conducted in January of 1966, 49% of those polled opposed an American manned landing on the moon while 39% favored such a project. And when asked if they wanted the space project to continue at a cost of 4 billion dollars per year, 55% were against it.

The poll also listed the five main criticisms of the space program.

- 1) "We could better use the money for problems here at home."
- 2) "We can use the money better to help mankind."
- 3) "There is no reason to explore the moon or the planets."
- 4) "God never intended us to go into space."
- 5) "It's just a waste of money; there will be nothing there of value when we get there."

## Why Spend Billions on the Space Race?

In view of the American public's attitude toward the space program, why did America spend 24 billion dollars to put a man on the moon? A large part of the decision was based on military considerations. After the Russians put the first satellite in earth orbit in 1957, Dwight Eisenhower, who was then U. S. President, announced that new steps would have to be taken to keep the United States from falling behind Russia in the *scientific aspects of defense*.

Later, in 1961 President Kennedy reflected the same attitude when he asked Congress for approval of his program to put a man on the moon by 1970.

Since the impressive series of successful United States manned moon missions, funding for the space race has diminished along with national interest. America still hopes to place a test lab in orbit sometime next year in preparation for a future permanent manned major space station. During the 70's are also projected the last efforts in the Apollo series of moonshots, to be terminated sometime in 1974.

One of the most highly applauded space proposals, the "Grand Tour of the Planets," will very likely have to be ignominiously cancelled due to lack of financing. It was to have taken place during the late 70's — lasting on into the 80's — when the planets will all be in advantageous positions for an unmanned exploration. NASA's yearly budget amounts to only \$683 million, however, as opposed to a Space Science Board estimate requiring an annual budget of at least \$1 billion a year for the preparation of such a large-scale space adventure.

The U. S. plans to concentrate during the 70's on "smaller" missions designed to bring back scientific data rather than more world acclaim. Because of this, some are predicting that the space spectacles of the next decade may well belong to the Soviet Union by default.

### "Astropolitics"

The space race, however, is not merely a Columbus-type adventure on the part of mankind to search the un-

known, but rather a desire on the part of one nation to keep its military advantage over another.

Space travel has given a new dimension to the old theories of geopolitics. Thirty years ago many geopoliticians believed that those who could control the Eurasian land mass would control the world. Other geopolitical concepts were also based on control of certain land masses. Today, those concepts have a new dimension — whoever controls outer space could conceivably control the world. Consequently, with the space race comes a new concept of world power — what we might call the theory of *Astropolitics*.

### Space Treaties: Will They Work?

Today, as before World War II, treaties are being drafted to insure that no one power can gain control of outer space. In 1967, partly out of fear that the Russians might be first to land a man on the moon, the United States proposed a treaty banning all weapons of war from outer space and the moon. The treaty also proposed that no nation could lay territorial claim to any of the planets. The treaty was signed by both of the superpowers.

Immediately following the latest Russian space feat, the Kremlin proposed a pact *reaffirming* the part of the 1967 treaty that dealt with national claims to the moon and the establishment of military bases on or under its surface. The new treaty was understandably silent about near space around the earth.

The Soviet draft of the treaty repeats most of the major provisions of the 1967 treaty, which declared the moon to be international territory and banned all military activity from it. New elements included a pledge for cooperation among the space nations both on a multilateral and a bilateral basis. Other new provisions stipulated that signatory countries can conduct their exploratory activities at any place on the surface of the moon, inside the moon or in a near-lunar space, and that their personnel and apparatus can move freely anywhere on or near the moon.

The new draft notes "the successes achieved by states in the exploration of the moon" and asserts that the moon, as

the only natural satellite of the earth, "plays an important role in the exploration of outer space." The treaty also forbids orbital nuclear weapons around the moon, weapons on or under its surface, lunar pollution, moon military bases, and weapons testing.

It is obvious that the Russians wanted to remind the United States of its promise concerning the moon. The reason for this diplomatic reminder is clear. The Russians have not as yet put a man on the moon, while the United States is able to send men to the moon as an almost routine operation, and could more readily put strategic weapons on its surface.

Unfortunately these treaties, like all treaties, are usually kept only as long as they remain convenient to all parties.

### America on the Losing End

But fear of Russia breaking a space treaty is not the immediate danger. Russia's latest space first could have some dire effects on America's present position as the world's most powerful nation. An unpleasant choice may have to be made.

If the United States doesn't speed up its space program in order to stay at least even with Russians, it will lose face in the eyes of the world. Also, it may well lose out in the military developments inherent in the space race, shaking the confidence of Western allies. But should America again succumb to the god of war and decide to spend large sums of money on what the public believes to be a useless project? The decision could cause more of the internal strife that continues to tear at the vitals of the United States. Either way, it seems, America loses.

Yet, the paranoia of military competition is a compelling force. For both the United States and the Soviet Union — as have all superpowers throughout recorded history — have chosen to jockey for the supreme position of power. We may well expect to see additional billions of dollars literally go up in puffs of smoke into outer space. Meanwhile, the critical problems of famine, poverty, crime, mis-education and war, which continue to ravage our home planet, remain largely unsolved. □



# “SERVICE” WITH A SNEER

*What's happening to the “service professions”? Take a look at big city hotels, restaurants, cleaning establishments, cab lines, custodial businesses and bus lines — a subtle new pattern becomes obvious. Surly, disgruntled waiters; irritated, short-tempered clerks; careless, impersonal people struggle with jobs that have become totally boring, tiresomely monotonous. It's symptomatic of what's happening to us — we're learning not to care.*

by Garner Ted Armstrong

**T**HE THIRD CAB squished soddenly by, its windshield wipers brushing ineffectually at the splattering rain, the driver barely visible, peering through rain-streaked windows to see if I had any baggage.

Standing outside a large domestic airline terminal at New York's Kennedy Airport, I was trying to catch my connecting flight overseas. The flight departed from another terminal, about a half-mile across the sprawling parking lots, winding cloverleaves, and double-level concrete. There wasn't time to wait for one of the packed, slowly-moving airport buses, which made stops at each of the dozen or so terminals between the one at which I stood, and the so-near-yet-so-far departure point.

I braved the puddles, splashed into the street, and, gesturing that I wanted to talk, succeeded in talking through a partially lowered window to the next cabbie.

“I've got to get to Pan Am in a hurry — can you take me?”

The answer was a sick look, a barely perceptible nod in the negative, and a hastily re-closed window.

Inspiration came with the next cab — I waved a crumpled fiver in the rain. Duck calls don't work any better in driving sleet to homesick mallards.

The cab sloshed to my curbside stance, the window was lowered, and the driver peered half-interestedly at the five.

“Can you take me to Pan Am for a five?” I asked, hopefully.

His jerk of the thumb indicated I was invited to try the sagging rear door. I sat down on dank, smelly vinyl, planted my feet on gritty, ash-covered floor, and sat gingerly back into the thick smoke, sticky humidity, mixed aroma of stale cigar fumes, damp clothes (I contributed that part), and body odor (he contributed that part).

It was a silent ride.

The driver pulled up before Pan Am's terminal. I handed him the bill. Then I opened the door, and got out.

But I understood.

It wasn't fair to ask the poor man to do it for any less, even though taxicabs can become as scarce as smiling elevator operators when it's raining in New York. The cabbie had probably delivered

some airline passengers to a nearby terminal from a downtown hotel, netting somewhere in the vicinity of 10 to 15 dollars (depending on their foreign accents, clothing, the hotel they came from, or whether the cabbie was working for "flat rate" or meter), and was hopefully awaiting other arriving passengers for a return trip to downtown Manhattan for a similar charge.

### Don't Misunderstand

Each time I mention on *The WORLD TOMORROW* broadcast, experiences with people in the serving professions, a smattering of "hate mail" arrives, roundly decrying the cussedness of "poor, poor ole Garner Ted" who used radio time to complain about waiting for room service, failing to induce passengers in hotel elevators to smile, or trying to talk cab drivers into extinguishing cigars of doubtful age and origin.

My comments are not complaints. They're intended to *educate* more of us about more of us, to show, from the personal, everyday point of view, the changing attitude of life — the approach to one's job, home, family, and one's own self — that has become so symptomatic of our deeper moral and spiritual illnesses.

Who, *nre?* *Complain?* What, pray tell, about? I've been to Bombay — and a few other equally "choice" places on this sick, sick earth. Waiting an hour for coffee in a New York hotel hardly compares with a Pakistani shrieking for rice under an air rescue helicopter in East Pakistan, or searching the garbage dumps of Rio's shanty towns for survival, or carrying "honey buckets" into the terraced paddies of China.

I don't *complain*, then — I know better.

But I do *comment*, I *observe* — I compare. I do so in the hopes change can be effected; that peoples' lives can become richer, fuller, more rewarding. Perhaps it's equally symptomatic of our sick age of discarded values that so many fail to understand motive, and are so quick to assign wrong motives to well-intentioned commentary.

Facts do not constitute "attacks" on professions as a whole, any more than noting the growing incidence of drug

abuse among American soldiers discredits all the rest.

Facts are facts — they speak for themselves.

What I relate here really happens, happens continually to practically everyone who travels much — spiced with those wonderful exceptions when servants serve, waiters wait, drivers drive, elevator operators smile, and busboys don't need hair nets to avoid contaminating your tossed green salad.

### The Explosion of SERVICES

About two thirds of United States workers (and a similar percentage in most other industrialized countries) are now employed in performing services for others. Today, only one worker in three produces durable "hard" goods (cars, steel, minerals, etc.) or non-durable "soft" goods (food, clothing, paper, etc.). In 1900, the percentages were reversed.

Nearly half (44%) of consumer spending is now spent for services, not including the taxed income which goes *mainly* for services. (All state and local government expenditures, for instance, are services. They produce no real goods.)

Services represent the major job market for the future. Even today, automation and the de-emphasis on technology have placed many "overqualified" production employees into the ranks of servants. Meanwhile, our whole education system has trained people for intense specialization, while ignoring the simple training of human relations, or HOW TO SERVE.

### WHO Serves?

Ever notice *who* does the "serving" in many major hotels?

Very few are Americans, Britons, or any other English-language group.

As a matter of fact, it's getting rather difficult for Americans — visiting, say, New York — to communicate readily with floor maids, waiters from room service, valets, and coffee shop cashiers. There is a literal language barrier.

In Europe, and in Britain, a very large number of serving-class laborers are Italians, Spaniards, Greeks, and, rarely, French. Few seem to be British, and fewer still seem happy.

Like the time in the former Carlton Towers hotel grille room in London.

Six of us were seated in the well-known Prime Rib Room by a nattily attired Maitre d'hotel at a gaily-colored table with polished stainless steel plates and silverware. Approximately one dozen Italian waiters, bus boys, water boys, wine stewards, and conceivably passersby, studied us with an intent, level, unabashed stare.

It was like being on stage at the Metropolitan.

We were the greatest act since Barnum and Bailey.

One sneered; two leered; a couple grinned; and one dourly observed. Three others advanced to whisk away the steel plates. (We discovered they were only for decoration, and were promptly removed when they had accomplished their purpose of luring us into the black, red, and sparkling silver environment.)

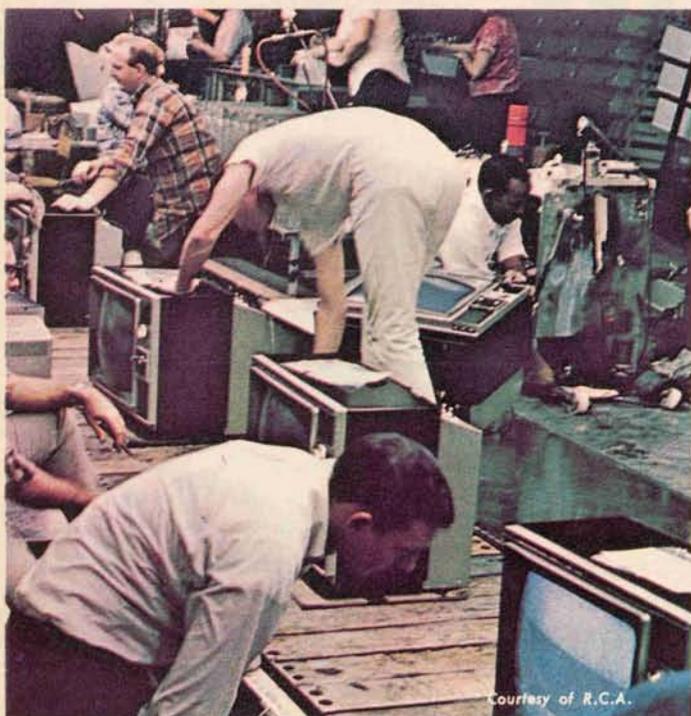
There were six of us — three couples. We ordered Prime Rib. That's all they had, but it was fine Prime Rib — I'll say that. Trouble was, when the waiters retreated, it was only to watch. I haven't felt so spectacular since the time I walked on stage in the first-grade play dressed as Samson and my lion skin fell to the floor.

The man who was serving water (I don't dare say "water boy," obviously, since he was full-grown — but apparently it was his singular occupation in life) had a really serious problem. His salary didn't allow the luxury of soap. Or cleaning bills.

It would seem superfluous to wonder whether managers of restaurants lecture their help on bathing at least once every day or so and changing clothes now and then. It has been my experience that they either do not, or that their well-intentioned instructions are ignored. It is not just "sour grapes" to say the rank, musky, obnoxious odor of stale sweat does not mix well with yorkshire pudding and cranberry sauce. Or with horseradish, either.

Is it a spoiled, unreasonable attitude to expect that food handlers should not smell like warmed-over death, or that cab drivers and others who are continually coming into contact with the gen-

(Continued on page 44)



# Affluence for Everyone

## *An Impossible Dream?*

What would happen if every country on earth suddenly achieved the American standard of living? Is such a goal possible — or even desirable?

by Eugene M. Walter



Ambassador College Photos



**A**MERICA has more of just about everything that men and machines can make.

From computers to can openers and from fertilizer to furniture, America leads the world in the production and consumption of goods that make for what is called by many "the American way of life."

Straining to catch up to the American standard are the nations of Western Europe, Canada, Japan, Australia, South Africa and a few other islands of affluence in a sea of scarcity and want.

But is affluence only for a select 20 percent of the earth's inhabitants? What about the other 80 percent? Can this massive group hope to someday share a similar affluence? Is there any hope that the entire world can attain the level of American affluence? Will the Peruvians some day survey the Andes from their split-level ranch-style homes filled with all the goods and gadgets of our technological society? Will the Pygmies one day drive their Pontiacs (or at least their Volkswagens) to and from work? Does the earth have sufficient resources to make it possible?

The U. S. has less than six percent of the world's people. But it spends about

forty percent of the world's resources on itself.

#### Affluent America

This includes well over a third of the world's tin, over a fourth of its steel, phosphate, potash and nitrogenous fertilizer, about a fifth of its cotton, and about half of its newsprint and synthetic rubber.

The U. S. yearly steel consumption amounts to 1400 lbs. per person, that of Western Europe 712 lbs., Japan 697, India 26, Africa 23. U. S. per-person steel consumption is 667 times that of Indonesia and 133 times that of Pakistan.

When it comes to copper, the U. S. annual per capita consumption is over 20 lbs., Western Europe 14, Japan 10, and Africa and India five ounces. The story is similar for all other metals.

The average American uses more electricity than 55 Asians or Africans, and he consumes about eight times as much oil per capita as some others in the free world — about 900 gallons per person annually.

On a worldwide average, a single person in developed nations uses about as many resources as 25 persons in underdeveloped countries. And, if only

15 percent of the world's total population — about 500 million people — were living on the American standard, they would consume ALL current worldwide production of goods and materials. Meanwhile, the remaining masses — 3.1 billion people — would be left without anything!

If everyone living today were to have a supply of materials equal to the U. S. per capita level, the overall world production would have to be multiplied 7.2 times.

By the year 2000, using a conservative estimate, the world's population will stand at 5 billion. Then *ten times* today's total production would be needed for everyone to live at the current American level. This would require about 75 times as much iron and zinc as is now annually extracted, 100 times as much copper, 200 times as much lead, and 250 times as much tin.

#### Our Finite Earth

America today is so busy covering two acres per minute with houses, factories, stores and roads that little thought is given to the fact that sooner or later there will be a shortage of raw materials.

In the hustle and bustle, America

continues to devour resources at an alarming rate without ever stopping to consider where the material comes from.

We in the "have" nations are all too prone to forget that we live on a finite earth whose resources are limited — far more limited than one might imagine.

Less than one percent of the earth's mineral crust contains deposits of the approximately 100 minerals which are of economic importance. Further, less than ten percent of these deposits are of sufficient grade and accessibility to make mining them feasible. And, unlike plant and animal resources, minerals and fuels are not naturally renewable.

Yet, today we are depleting these resources faster than ever.

### Affluent Nations Mineral Poor

It is an ironic paradox that the world's affluent nations are resource-poor when compared to undeveloped countries. No industrialized nation, with the possible exception of the Soviet Union, is self-sufficient in mineral resources.

And among those developed nations dependent on imports, the U. S. is among the most vulnerable. Though America was once mineral-rich, today it is mineral-poor.

More than 60 of 72 strategic commodities must be imported in quantity — some 40 of these from politically unstable or unfriendly areas.

Chrome, for example, is a steel-alloying material essential for the jet engines, gas turbines, guns, and armor-piercing projectiles of modern warfare. Yet since the sanctions against Rhodesia, the U. S. now depends on the Soviet Union for well over half of her annual supply.

Nickel is another vital mineral we have never produced in any real quantity domestically.

Biologist Preston Cloud states of the U. S. mineral position: "Among many other mineral commodities, it [the United States] imports most of its manganese, chrome, cobalt, tin and bauxite. It extensively supplements its lead, zinc and tungsten from foreign sources. Its dependence on foreign petroleum, iron ore [now nearly half of our annual production is imported] and copper grows annually."

Yet little thought whatsoever is being given to slowing down or curtailing the demands for these products. Instead, we are driving per capita consumption levels ever higher in both developed and undeveloped countries alike. While world population increases at some two percent annually, consumption of goods is growing at more than four percent.

For the immediate future this growth rate can be expected to continue — and even accelerate. But by the end of the century it will be a different story.

### The Forecast for 2000 A.D.

Many experts see America in a desperate crisis by the year 2000, searching for diminishing supplies with which to keep production lines rolling. Other industrialized nations will face a similar problem.

A leading Canadian geophysicist, F. S. Grant, feels that world consumption of copper, lead, nickel and zinc is rising so rapidly that known reserves are likely to be exhausted within 20 years.

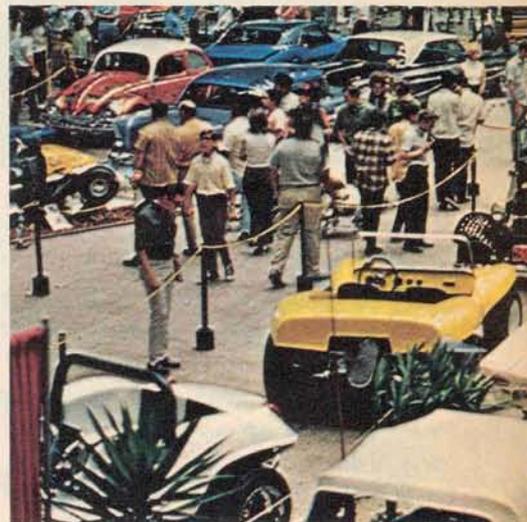
Dr. Charles F. Park, author of *Affluence in Jeopardy*, observes that the world is already beginning to run short of some important materials such as mercury, tin, silver and cobalt. He foresees the big drain coming, however, about the turn of the century, when population may have doubled and the undeveloped countries will have achieved a certain level of industrialization.

Tantalum, tungsten, beryllium, bismuth, vanadium, cadmium, and other metals are likely to be in short supply or depleted 30 years from now. Some of these are required only in minute amounts, but they are indispensable to industrial processes.

### "Growth-mania"

In spite of our dwindling resources, the whole world is afflicted with what has been called the "Chamber of Commerce" syndrome. It is the philosophy that continuing growth is good.

John Kenneth Galbraith has well said: "No other social goal is more strongly avowed . . . no other test of social success has such nearly unanimous acceptance as the annual increase in gross national product. And this is true



of all countries, developed or undeveloped, communist, socialist, or capitalist."

When will we wake up to realize that the Gross National Product can't continue to rise indefinitely? Granted, an economy based on continued growth can work temporarily in an underpopulated nation with excess resources.

But as Wayne H. Davis of the University of Kentucky explains, "It could continue to work only if the Earth and its resources were *expanding* at an annual rate of 4 to 5 percent. Yet neither the number of cars, the economy, the human population, nor anything else can expand indefinitely... in a finite world. We must face this fact *now*. The crisis is here."

But, are we facing this fact? It surely wouldn't seem so.

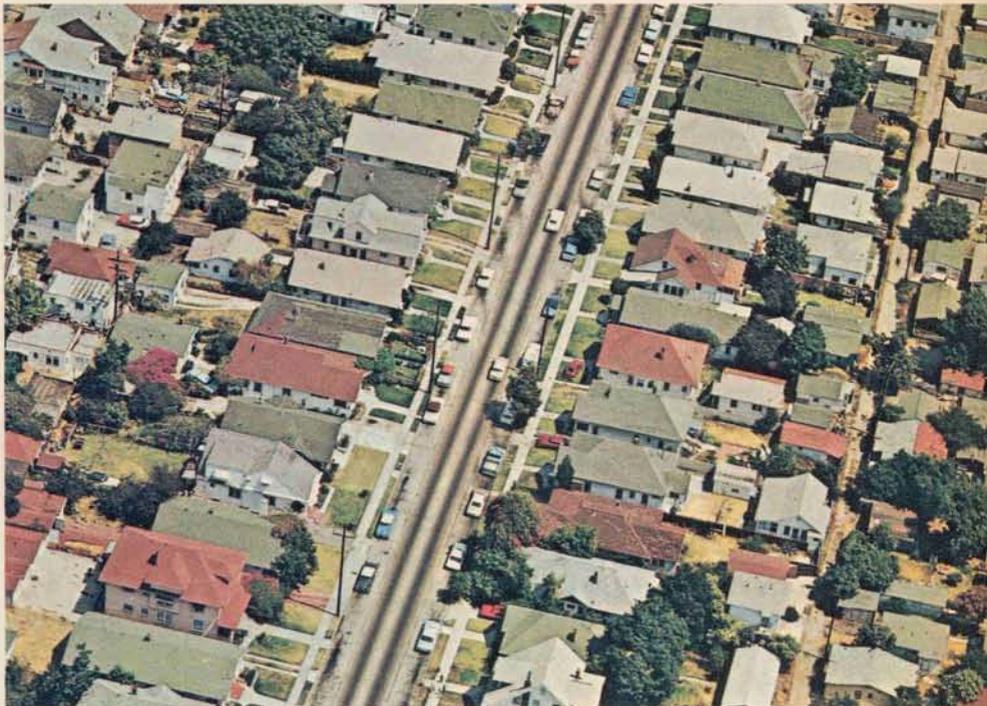
We continue to build automobiles of needless bulk and with engines of 450 horsepower, although less than 10 percent of that horsepower is used most of the time. We continue to design aircraft to cut in half the travel time between distant points without questioning whether anyone really needs to arrive that much sooner. We continue to expend electrical energy to transmit television and radio programs devoid of information or value.

We continue to make and buy ever more energy slaves until now the average American has some 500 of these mechanical gadgets within his grasp. These 100 billion machines consume air and food (fuel), dissipate body heat, and excrete wastes just as surely as if they were human slaves. They're

energy? Is it time to completely reorient industry toward total dependence upon renewable or recycled resources, establish a system that might be shared with the "have not" countries to raise their standards of living? Can it be done?

Or has our technological society leaped from the track of sanity — shunned a harmonious relationship with nature and actually based its present and *future* economy on the MISUSE of the very earth that sustains us? If this is true — and there is every indication that it is — can we be so careless and not expect to pay the price?

Shouldn't we be willing now to cut back on our appetite for the "American way of life," rid ourselves of the desire for more conveniences, gadgets and commodities that deplete our re-



convenient, but are they necessary?

Faced with these facts, we need to ask ourselves some penetrating questions about the Western way of life. Is it, after all, the *best* way of life? Should we cling to this way despite the fact that our wealth is running out until we one day "achieve" universal abject poverty?

#### Which Way to Turn?

Or are the facts only warning signs that we need to somewhat alter our approach and simply develop new materials and new sources of fuel and

sources and pollute our environment? Isn't it time we sorted out our real priorities while there is still *time*?

We are, after all, on a collision course. Somewhere along the line the consumers, producers and the politicians will have to make a unanimous choice. The earth simply does not have enough resources for the whole world to achieve the present level of Western affluence. And even for the developed nations, affluence as we have it today — including the much-envied and emulated "American way of life" — is a temporary and passing phenomenon. □

*Japan is determined to be "ichiban" — Number One — by the turn of the century. Her economic progress since World War II has been phenomenal. But already economic and strategic problems are becoming evident. What must Japan do to continue her economic growth?*

by Arthur Docken

**F**OR TWENTY-SIX YEARS Japan has driven herself to become one of the world's industrial giants. From defeat in war to victory in business, Japan's economic impact is felt around the world.

Despite a paucity of raw materials, Japan has become rich. Only the United States and the U.S.S.R. lead her in Gross National Product!

But tensions are building up. Future economic, political and military problems loom on the horizon. Japan must, in her national interest, face them and find solutions soon.

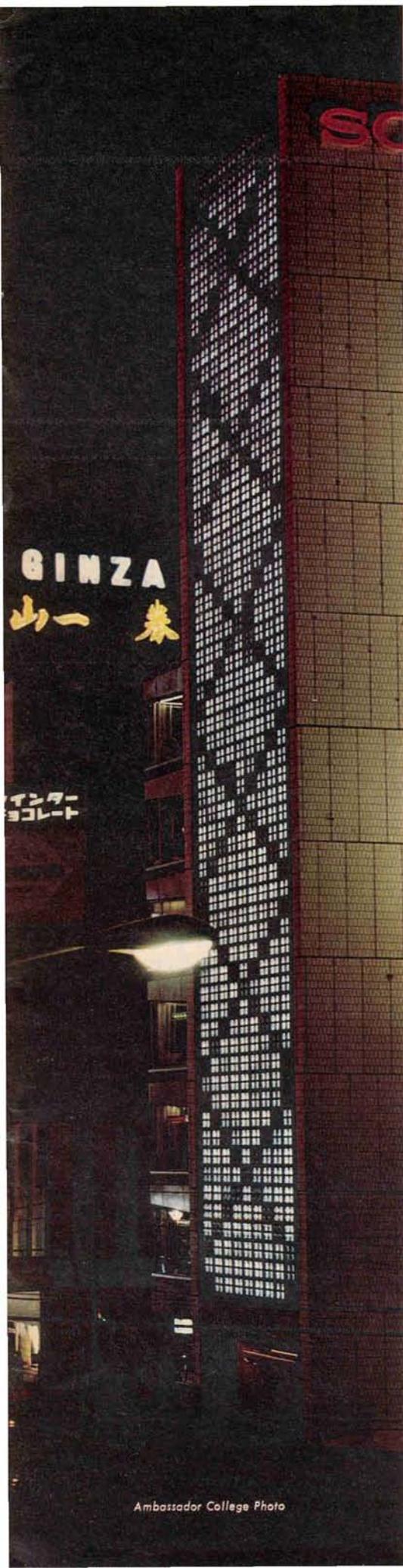
#### Import or Perish

Ever since the United States, through Commodore Perry, opened the ports of Japan to international trade, Japanese entrepreneurs have worked feverishly to adopt Western methods of manufacture and production. It wasn't until after World War I, however, that Japan was able to make her influence really felt to any great extent in Western markets. And since World War II, her trade expansion has been simply astounding.

With extremely limited raw materials, Japan has had to import to survive. Geopolitically, Japan's wars in the 1930's and 40's were fought pri-

# Decisions Ahead for... JAPAN





marily to gain or protect sources of raw materials rather than to acquire living space for her growing population. (Japan has today a population of close to 105 million compared to only 70 million in 1936 — and she is still able to absorb them all.)

However, with only limited land area, she must import food to feed her hungry millions. Even with spectacular increases in rice production in the past twenty years she still falls short of her needs.

Japan has reasonable amounts of coal, but must still import about 40% of her total requirements and 58% of the critical coking coal. Crude petroleum is a crucial power source — Japan must import over 99% of her needs, most of it coming from the Persian Gulf area. Tankers shipping petroleum from the Middle East to Japanese ports represent a veritable ocean pipeline.

Japan is critically short of other raw materials vital to modern industry. She must import 98% of her iron ore needs and 86% of her copper. She is *totally* dependent on other nations for *all* of her bauxite (aluminum ore) and crude rubber as well as cotton and wool for her huge textile industry!

Whereas other industrial powers have had tremendous sources of raw materials within easy access, Japan has had to range far and wide to supply the ever-growing demands of her industry. But she is willing to do so. Her aggressive businessmen travel throughout the world to find new sources of raw materials. They sign long-term, exclusive contracts for exploitation of those reserves. Then engineers and technicians move in to start things moving.

Japanese ships of gargantuan size haul ores, oil, other products to her ports and other ships transport finished products to nearly every nation on earth. Because of her efficient shipping, manufacturing and financing, as well as low-cost labor, Japan is able to meet competition in almost every field she has entered. She can even undersell American steel producers right in the U. S.

While American labor is pricing American products out of world mar-

kets, Japanese workers and employers cooperate to build up their foreign trade. As a result, Japan is stepping in and taking over many foreign markets once traditionally held by the U. S.

But there are other reasons for Japan's remarkable growth.

#### From Defeat to Power

Just after World War II, the victorious Allies stripped Japan of much of her industrial capacity and shipped whole manufacturing plants to south-east Asian nations. Japan was left with only a fraction of her war-time industrial capacity. Miraculously this turned to her advantage. When Japan began to rebuild her industry, it was with new equipment and techniques — processes and machines ten to twenty years ahead of many Western competitors.

Another boon to Japan's industry was the Korean War. The U. S. purchased between two and three billion dollars' worth of war-related materiel from Japan. Much of this was new, highly refined electronics gear. After the Korean conflict cooled off, Japan easily shifted to the mass production of consumer goods using the technology learned in war production. She quickly became expert in transistorized circuits.

Added to the war revenue, Japan received about \$4 billion in foreign aid from the United States. And, shielded by Washington's "nuclear umbrella," Japanese governments have spent only a fraction of each annual budget on national defense. Instead, government revenues have been funneled into economic development. These tremendous advantages have given Japan the boost she needed to step into the choice club of industrial nations.

Two other boons to Japan's rapid industrialization were the efficient system of mass technical education, and the liberal government encouragement of industries. Near-monopoly trusts were not restricted, but foreign investments were restricted.

Today Japan is actually number one in many fields: shipbuilding, pianos, cameras, transistorized television sets. She is the world's second largest manufacturer of trucks and automobiles,

third largest producer of steel and machine tools. The list is lengthy.

Some economists predict that Japan will enjoy the world's highest Gross National Product by the turn of the century — just 29 years hence! And yet Japan faces several major problems that threaten to disrupt her economy unless the proper solutions can be found.

### Japan Versus the U. S.?

Japanese products flooding American markets have resulted in some tension between these two nations. Japanese automobiles, television, stereos, and especially textiles have hit American manufacturers very hard. American textile manufacturers claim that if imports of certain synthetic materials made in Japan are not curtailed, many thousands of American textile workers will lose their jobs.

As of July 1, Japan voluntarily restricted textile exports to the U. S. However, the textile problem is far from resolved.

The solution to this seeming economic impasse is not an easy one to find. These facets of the problem must be considered.

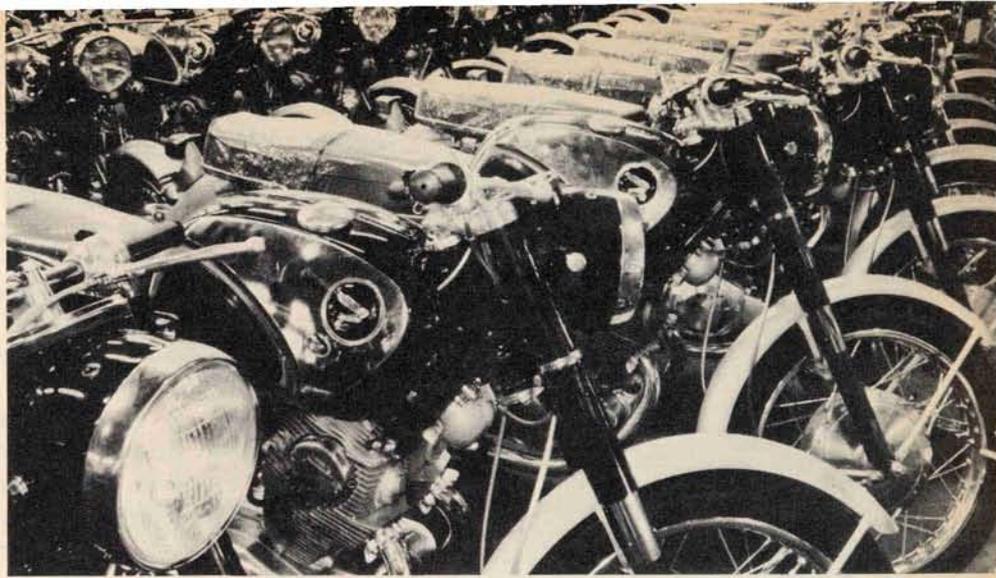
The United States is Japan's best single customer. One third of all Japanese exports (over \$5 billion annually) go to the U. S. On the other hand, Japan purchases vast quantities of raw materials from the U. S. American coal supplies half of Japan's requirements. Alaska has become a virtual Japanese economic tributary. Japanese industry is deeply involved in Alaskan lumber, pulp mills, fertilizer manufacturing and oil development. A remarkable 65% of all Alaskan exports go to Japan!

Still, Japan sells about one billion dollars MORE in goods to the U. S. than she buys. She would prefer to keep the American market strong as well as be able to purchase American raw materials and fuels. Should a trade war break out, Japan would also come out a loser.

### The Need to Diversify

To offset the possibility of curtailed trade with the U. S., Japan must diversify her markets.

Trade with the nations once included in the concept of the Greater East Asia Co-Prosperity Sphere of pre-World War



Top left and below — Wide World;  
Top right — Sun Telephoto

### "JAPAN, INCORPORATED"

— The huge American market is Japan's biggest export customer. Honda motorcycles (above), Nikon cameras (below) and Datsun automobiles are only three of the many Japanese products rapidly gaining popularity in the United States.



II days represents a great market potential — IF it can be developed.

Total exports to all Oriental nations are almost as great as those to the U. S. But Mainland China, with her 750 million people, is still a largely untapped market for Japanese industry.

Like China, the smaller nations of Asia are poor. To improve the Asian market will require extensive investments in the area.

But even with her immense wealth, Japan is limited as to how much she can invest in foreign enterprises of doubtful value.

Many of the "have-not" nations have not because they are filled with corrupt politicians and businessmen, are short on educated and skilled technicians and lack national unity and cohesiveness.

Right now many free Asian nations are a good market for Japanese goods because of foreign aid, war reparations from Japan and a certain amount of prosperity brought on by the Indo-China war. They have raw materials and fuels but most of these have been developed by foreigners. Further development of these reserves awaits more foreign investment.

When — or if — the Indo-China war ends, any income from that conflict will disappear. The ability of people in

these nations to buy Japanese products will therefore diminish.

Realistic observers of Southeast Asia can see a time when the Malayan crescent — Indo-China, Indonesia, the Philippines — will have little to offer in the way of exports other than limited foodstuffs and minerals. When that time comes, these countries will not be able to purchase Japanese products in return.

### What About Europe?

If she were to lose the U. S. as a prime customer and the small Asian nations failed to grow, could Japan expect Europe to absorb her immense and growing output? Today Europe purchases about 15% of Japan's total exports — less than half of that of the U. S.

Europe is an important buyer of Japanese goods, but there is no substantial indication that she will ever fill the roll of the U. S. as Japan's major market. In fact, there are certain indications that Europe will import an even



lower percentage of Japan's output in the future. The Common Market countries and Japan both have formidable barriers and restrictions against each other's exports.

Presently Africa and South America have little to offer in the way of an export market. They have raw materials which Japan badly needs — but are too poor to purchase enough finished products in return.

Both Canada and Australia sell much more to Japan than they purchase from her. It will be some time before either of these nations will become more than just a good supplier of raw materials.

### Japan and the Communist World

The last frontier for Japanese businessmen to invade is the *Communist nations*. Presently they account for less than 4% of Japan's sales abroad. However, mainland China was historically one of Japan's best customers. Only since the Communist takeover has there been depressed trade between the two. It would seem only natural for these two powerful countries to patch up their quarrels and take up where they left off before the war.

Trade between the two increased rather remarkably last year, and Japan is now supplying China with more products than any other nation. It was estimated that trade between the two could total \$825 million in 1970 — and this trade may well increase in the near future. Within a few years, the China market could conceivably be worth \$7,000,000,000 or more annually. With a possible thaw in relations since the "ping pong diplomacy," Japan may become much freer *politically* to trade with Communist China.

This is especially true in light of President Nixon's plan to undertake a momentous trip to mainland China. Hopefully, it will ease the open hostility between the two powers and pave the way for substantial trade between them. Japan may profit trade-wise from this political thaw. However, President Nixon has made it clear that the United States will stand by its security treaty with Taiwan and oppose expulsion of Nationalist China. Therefore, Japan must still walk the tightrope in her dealings with Peking and the Nationalist regime of Chiang Kai-Shek.

Also, it will still be some time before Red China could become a really important customer for products made in Japan. Red China is still too economically depressed to come anywhere near being the large-volume customer the U. S. is right now.

Certainly Japan's officials must use utmost diplomacy and wisdom in dealing with the two feuding Chinese governments.

### Siberian Wealth to Japan?

Japan's trade with the Russian Communist bloc of nations has increased in the past decade. Still, the total volume of trade is slight. Japanese imports from the Soviet Union far exceed exports, and as a result, Tokyo's balance of payments with the U.S.S.R. shows a billion-dollar *deficit* over the past decade.

But Russia has something Japan needs — raw materials.

Huge reservoirs of natural gas, coking coal, nickel and lumber are locked in the vast Siberian wilderness and permafrost. Negotiations are in progress now to allow Japan to develop this mineral wealth. The resources are

actually closer to Tokyo than they are to Moscow, and Japan is anxious to tap this important supply.

Whether greater trade with the Communist bloc will eventually expand cannot yet be determined. It would seem, however, that Japan must begin to make greater efforts to develop friendship and trade with the Communists — European, Soviet and Chinese.

### Military Buildup

Another major consideration faced by Japanese planners is the future military security of the nation. The United States has informed Japanese leaders that they must take up a greater share of the defense burden of Asia when American forces pull out of Southeast Asia.

Japan's air, naval and land "Self-Defense Forces" are somewhat limited but do have tremendous firepower compared to World War II armed units. Japan's post-war constitution forbids wars of aggression, but the components of the Self-Defense Force can be expanded as large as necessary for the nation's security. The Air Self-Defense Force already possesses some of the most powerful military aircraft known. Mainstay of the ASDF, and sporting the Rising Sun emblem, is the American Lockheed F-104J fighter built under license in Japan by her own resurging aircraft industry. And coming soon will be the ultra-sophisticated F-4 Phantom jets — also built in Japan.

Japan's military machine right now is the *sixth largest* in the world and growing heftier all the time. She now produces her own medium tanks, is enlarging her navy, and plans to spend \$15 billion in the next five years on her military machine.

Japan has already developed rocket potential and rumors persist that defensive and strategic nuclear weapons could be developed very quickly should the need arise. Nuclear reactors for peacetime use in power generation have been around for some time in Japan.

Some Japanese leaders claim the nation needs greater power to protect her worldwide interests, similar to Britain in her days of empire building. Certainly Japan has as much right to protect her interests in these far-flung

economic battle lines as does the West. On the other hand, memories of Japan's part in World War II and a realization that "it could happen again" give many Asian leaders uneasy and mixed emotions concerning their wealthy big brother.

The fact that she is wealthy presents other problems to the leaders of Japan.

### Japanese Foreign Aid

The "have-not" nations of Asia ask and sometimes demand financial assistance. Japan is now distributing about one percent of her Gross National Product in foreign aid payments — mostly to Asian countries. Such aid is sometimes gobbled up by corrupt politicians and businessmen in receiving nations.

American aid since the war has done little more than turn these nations against her. Every nation the U. S. has helped eventually utters cries of "Yankee Go Home" — sometimes without a word of thanks. Japan is beginning to receive the same treatment in some areas. She is beginning to question the advisability of helping countries that don't know how to use such help.

While foreign governments are crying out to Japan for money and aid, Japan's own citizens are demanding more in the way of housing, roads, transportation and social improvements. There has been much publicity given to pollution of Japan's environment.

Burgeoning industry demands more labor — and the labor supply is running low. The elderly, once not considered for employment, are now being hired in increasing numbers. But there will come a time, if present trends continue, when Japan will have to import employees from other countries to fill her needs. This she has always hesitated to do. It is either import labor or build her plants in foreign countries. Achieving the right balance between foreign investment and domestic production is a difficult job — but it must be faced.

### Will Domestic Tranquility Continue?

There has traditionally been harmonious cooperation between business, labor and government in Japan. There are some doubts, however, about how long this cooperation will continue if

the labor force becomes too thin. Will labor demand higher wages, shorter working hours, fringe benefits — and upset the fine competitive edge of low cost goods that Japan now enjoys? It has happened in all industrialized nations. Will it happen in Japan?

This is a very real problem Japanese planners are facing. In other words, Japan is facing the same serious economic problems that all successful nations ultimately experience.

Just what can and must Japan do to protect her future economic interests?

Relations with the United States could continue to deteriorate. Japan's natural market is Asia, and she is supplanting the U. S. as the area's leading trading partner. If the U. S. continues to lose ground in that area and attempts to restrict domestic imports from Japan, both nations could face strained relations analogous to those faced in the late 1930's which led up to and ended in the terror of World War II.

Japan has enjoyed almost continuous prosperity for 25 years. Her people with their recent prosperity have been buying much of Japan's output. But now there is coming a period of slowdown as the domestic market becomes saturated.

Her real state of economic growth, though still awesome percentage-wise, has been gradually declining since 1968 and her industries are beginning to feel the pinch. Some companies have had to cut back on production this year because of the decrease in domestic sales and sales resistance in the U. S. Certainly Japan will not meekly continue to cut back her production. Japan is a surging force and will aggressively continue to expand as much as she possibly can.

### Accord With Soviets Critical

Japan must consider the real presence of the Soviet Union. This factor becomes increasingly critical as U. S. and British power in Asia diminishes. To defend her interests abroad, Japan will have to establish some relationships with Russia — the power which has gained naval preeminence in the Indian Ocean. Complete freedom for Japan's huge tanker fleet sailing the Indian Ocean, transporting Middle Eastern oil, is an absolute must for Japanese industry.

If Russia wanted, she could some day cut off this vitally critical fuel life-line at certain "choke points" such as the Strait of Orning between the Persian Gulf and the Arabian Sea. Japan would then have to rapidly expand her naval Self-Defense Force to meet the challenge, or forge some agreement with Moscow.

Considering such factors, don't rule out possible future economic ties between Russia and Japan and even China.

In any case, some Japanese officials are already spelling out the politics of a new type of Co-prosperity Sphere. Recently, Japan's Vice-Minister for Foreign Affairs, Haruki Mori, made clear that Japan is at a turning point in her foreign policy.

Said one correspondent: "A recent interview with . . . Mr. Haruki Mori has attracted some interest here as having for the first time spelled out the concept of Japan as the focal power within an emerging Pacific bloc of Nations."

Japan envisions a Pacific Common Market — a sort of United States of the Pacific with obvious overtones of Asia for the Asians. But even without the Soviet Union or China, an Asian Co-prosperity Sphere — perhaps including India and Indonesia — would have tremendous economic and military power.

### What Does the Future Hold?

With the complex interrelated factors which determine political alignment continually altering, it is difficult to know what specific events may occur.

But in general we can know that Japan will play a leading role in the future of Asia. Much depends on the United States. If America can put her economic and moral house in order she can continue to be a major stabilizing force in Asia. But if relations continue to deteriorate between Japan and the U. S. — and if the U. S. disappears from the political and military scene of Asia — a precarious vacuum will occur in the Pacific.

Japan, as Asia's leading economic power — and possibly military as well — will be forced to take action. This action by necessity will focus on keeping the Pacific area stable economically and politically. □

# advance news

---

## *in the wake of today's* **WORLD EVENTS**

---

### ● **New Elements in Middle East Crisis**

In a historic move Egypt has concluded a 15-year "Friendship and Co-operation Treaty" with the Soviet Union. The pact came somewhat surprisingly, in the wake of a purge of pro-Soviet politicians in Cairo.

The document seems to extend the "Brezhnev doctrine," allowing the Soviet Union to intervene militarily whenever a socialist state is threatened. The doctrine was applied in Czechoslovakia in 1969.

Now the Kremlin has a more sure hand in Middle East affairs. The Russians pledged to continue their military and economic aid to President Anwar Sadat's regime, and also to pursue the recovery of "all Arab territories occupied by Israel."

The new pact came close on the heels of a disclosure by former U. S. President Johnson of how deeply the U. S. and Soviet Union were involved when war between Israel and neighboring Arab states broke out in June 1967.

Mr. Johnson said that Soviet Premier Kosygin called him on the Moscow-Washington "hot line" teletype and told him the Soviet Union would take necessary actions, "including military," unless Israel halted operations within the next few hours.

Mr. Johnson responded by ordering the 6th Fleet closer to the Syrian coast to demonstrate that "the United States of America and its government were prepared."

These two events have not been lost on the nations of Western Europe. Since 1967 West Europeans have been reassessing their junior role in the Mediterranean and Middle East. A recent issue of the Common Market's official monthly journal, *European Community*, highlighted this growing concern.

"The European Community [Common Market] has a vital interest in the maintenance of peace in the Mediterranean," an article reported. In fact, the Community and the other Mediterranean countries, it emphasized, should have "primary responsibility" for peace-keeping in that part of the world.

There are two immediate threats to Free Europe's position in the Mediterranean region: the continuing Middle East conflict and the growing presence of the Soviet navy, including the installation of bases for the Soviet fleet in certain Mediterranean countries. "If the Community had been

a political power early enough," this official journal reported, "it might have been able to prevent the establishment of enemy positions by the two superpowers in the Mediterranean with its attendant danger of provoking a world conflict."

One European "peace plan," called the Schumann Plan, advocates presence of UN troops on both sides of Arab-Israeli borders and international control of Jerusalem's old city. An Italian suggestion for drawing up a common Mediterranean policy deals with the increasing presence of Soviet power in the area.

The Common Market countries are expected to draw up newer, more concrete policies toward the Middle East. It was less than a year ago that foreign ministers of "The Six" started regular meetings on developing common foreign policy.

Former Common Market president Jean Rey recently noted with satisfaction that Common Market members now are making efforts to harmonize their foreign policies. But he said he is "ashamed" that Western Europe has not spoken out with a *single voice* on the crisis in the Middle East, which so deeply directs European interests.

### ● **America's Battle for Economic Survival**

"The simple fact is that in many areas others are out-producing us, out-thinking us, outworking us and outrading us," said an alarmed U. S. Secretary of the Treasury, John Connally.

The foreign challenge is causing an abrupt change of thinking by many high Administration officials behind the scenes.

U. S. labor costs are a major source of the problem — two to three or more times greater than foreign labor. The situation is worsened by the inflationary spiral and disruptive labor strikes.

Look at one remarkable example of the labor cost gap. Lockheed Electronics Corporation is planning to assemble memory cores for *U. S. missiles* at a subsidiary plant in Hong Kong where the wage rate is \$2 a day instead of \$40 a day at a California plant.

Increasingly the foreign inflow of products is fed fuel not only because of price popularity but quality. Foreigners are widening the "technology gap" by outthinking Americans in almost every important field and coming up with superior products at less cost. As a result, more and more U. S.

industrial firms are being forced to look abroad for survival. The bellwether U. S. auto giants are seemingly rather unable to meet small-car import competition. Foreign-made autos now total 15% of all cars sold in the United States. Some fear it will soon be 20%. Already the figure is 33% in California and over 40% in the six-county area around Los Angeles.

Henry Ford II said, "We've got to get more competitive, but I don't know whether we can do it." To meet the challenge, high Administration thinkers have suggested proposals generally reserved for war-time emergencies.

One proposal would allow only one or two companies in some industries to economize production to meet the foreign threat. Also being discussed are attempts to eliminate ancient, union-imposed work rules which impede gains in productivity. Funneling billions of dollars into research and development in key areas is another idea.

Such legislation, if approved even in part, would take time and it still might be too late. In reality, there would be so much opposition to some of the proposals that the only quick solution is likely to be a stiff dose of protectionism.

On this ugly alternative — which can only mean trade war — Mr. Ford remarked: "The consequences of protectionism could be *disastrous*."

## ● U. S. Withdraws, Japan Rearms

In a little-reported move, Japan has quietly taken over all air defenses of the Japanese Islands. Remaining United States Air Force combat units have withdrawn to Okinawa and South Korea.

The United States will continue to keep about 27,000 military men in Japan. Most of these, however, are assigned to supply and logistic duties. The U. S. move takes place while Japan is in the process of a modest but very tangible rearmament program.

"The major incentive behind Japan's rearmament," reports a United Press International dispatch, "is the advent of the Nixon Doctrine and the subsequent lowering of the American profile in Asia."

Under these circumstances, Japan feels she must look seriously at her own defensive posture and make concrete plans to upgrade the Self Defense Forces, the name of the nation's army, air force and navy. The SDF now totals about 240,000 volunteers.

A new five-year defense buildup plan, covering the years 1972-76, was announced this spring. The total cost of the plan is expected to be about 5.7 trillion yen (\$15.7 billion). This sum represents an increase of 250 percent over the former Self-Defense buildup plan.

Japan's strengthened forces will not, as presently foreseen, include nuclear weapons.

Last October, the cabinet approved the first Japanese defense "White Paper" since World War II. In the 89-page document the Self-Defense agency pledged the nation's armed forces would be built up only as a defense tool, and it added:

"As for defensive nuclear weapons, it is considered that Japan may have them in theory, without contradicting the Constitution but in view of the danger of inviting adverse foreign reactions and large-scale war, Japan will follow the policy of not acquiring any nuclear weapons at present."

The language of the paper, therefore, left open the possibility that at some future date the Government might decide to develop defensive nuclear weapons.

On the security treaty with the United States, which provides for an American "nuclear umbrella" to protect Japan in case of an enemy attack, the paper said: "Since we possess neither nuclear nor offensive weapons, *unless a great change occurs in the international situation*, we consider that the Japanese-American security treaty system is necessary for the security of Japan."

Postwar Japan, under military occupation, adopted an American-drafted Constitution renouncing "forever war as a sovereign right of the nation and the threat or use of force as a means of settling international disputes." The Constitution also pledged never to maintain "land, sea or air forces, as well as other war potential."

Japan has had "self-defense forces" since 1950, and successive governments have interpreted the Constitution as not prohibiting the "inalienable right of self-defense," which also "in theory" could even provide for defensive nuclear weapons.

Clearly, broad-scale relations with the United States on matters ranging from trade to mutual defense will determine how far Japan will go in her cautious rearmament.

## ● Rumors out of Rome

The Roman Catholic Church's proposed new constitution makes it clear Pope Paul VI can retire whenever he wishes without consulting anyone.

Since he is the highest authority within the church, the Pope would not even have to wait for someone to accept or reject his decision before leaving his position.

Only one Pontiff, Celestine V, has taken the step of voluntarily abdicating, and that was in the 13th century. But some Vatican observers speculate that Pope Paul also may be considering such a move. Close confidants of the Pope claim the Pope has already decided to retire in the fall of 1972. They state the Pontiff's declining health as the reason.

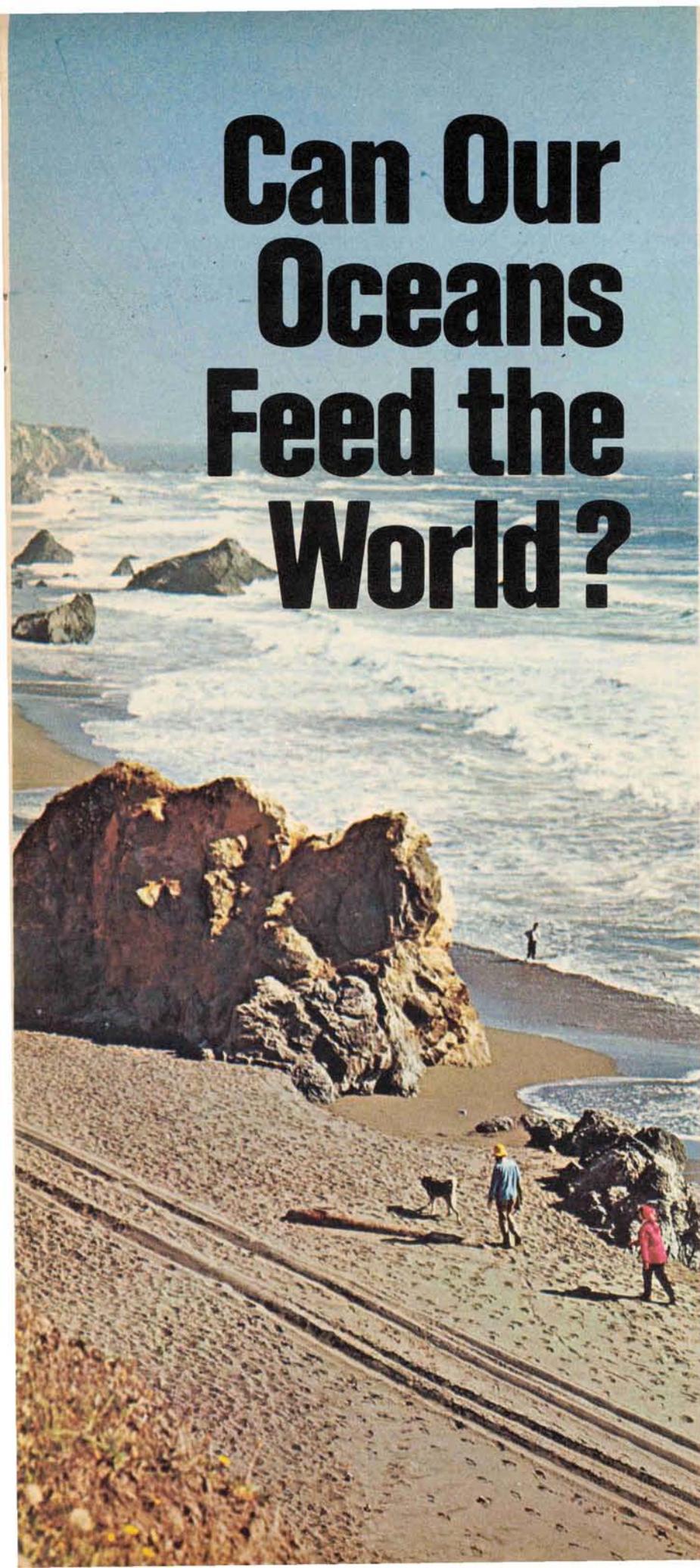
In 1966, Pope Paul visited Celestine's tomb without giving any explanation. Speculation that he might resign has run rampant ever since.

In that year also, the Pope requested residential bishops to hand in their resignations at 75. The Pope will reach that age in September, 1972.

France's Jean Cardinal Villot, present Vatican Secretary of State, is rumored as a favorite successor to Pope Paul. Two other French prelates are also listed as possibilities.

Reports Britain's "Evening Standard" in a recent dispatch from Paris:

"French diplomacy is taking very seriously the possibility that the next Pope will be French. It has every reason for doing so and every reason for feeling exhilarated at the prospect."



# Can Our Oceans Feed the World?

**Man is now looking to the oceans to provide additional food for hungry millions. Will the plan work? Or will it threaten earth's "last resource"?**

by Jerry W. Webb

**B**Y THE YEAR 2000, sea farmers in diving vessels assisted by remote-control harvesters are to reap plants in ocean-bottom seaweed forests, some authorities tell us.

Man-made islands resting on "sea-legs," they tell us, will dot the oceans of the world to harvest the riches of the seas. The islands will provide stable harbors from which men will herd fish like cattle.

People will sit in their submarine homes and gaze through picture windows at underwater meadows of algae on which herds of "sea cows" graze.

Deep-sea ranchers using underwater tractors and submarines will reap harvests of giant seaweed beds and ride herd on grazing fish. Air bubbles rising from compressed-air hoses would corral the fattened fish. Suction pipes would draw the fish to ships above, where they would be "irradiated" (preserved) by radiation doses, and packaged.

Robot harvesting machines would gather up migratory schools of fish and whizz them to processing vessels. Underwater research centers would dot the ocean floor — pioneering for future millions who may well build entire ocean-bottom communities below the crowded, polluted surface of the earth!

This is not just science fiction! All these ideas have been proposed by scientists in search of new food sources for the world's ever-growing population.

But how realistic is that hope? And, where are we today in terms of ef-

Ambassador College Photo

ficiently tapping the ocean food resource?

### The Origin of the Dream

The food-from-the-sea dream promulgated a few years back was based on theoretical estimates that the ocean's fish harvest could be increased to many times its current yield.

The total biological production of the ocean is said to be about 400 billion tons of organic material per year. This includes the growth of the plankton that feed the ocean's food chains. Since man is presently taking only about 60 to 70 million tons of seafood a year (only a small portion of the sea's organic production), many assume the ocean harvest could be greatly increased.

Some marine biologists have estimated that 150 to 200 million tons of seafood are directly at our fingertips.

Such estimates have spurred man's efforts into the "inner space" of oceans to close the ever-widening food and protein gap.

Already scientists of nations such as Japan have been developing new and improved methods of extracting fish from the ocean. Their efforts have brought new "space-age" advances to the fishing industry.

But, this increasing exploitation of commercial fishes is causing alarm among many biologists. Rather than having an inexhaustible supply of fish, the ocean is showing signs that man is dangerously near overfishing certain species. Though these space-age advances have greatly increased fish catches, they have also led to *overexploitation*.

### Ocean NOT "Unlimited"

Reports once claimed that the wide ocean was a vast storehouse of food. "All we must do," went the proposals, "is farm this ready-made meat-on-the-fin, and we will solve the food shortage crisis."

But a closer look at this dream of "ocean plenty" presents a less optimistic picture.

About 90 percent of the ocean and nearly three fourths of the earth's surface is essentially a *biological desert*. It produces a tiny fraction of the world's present fish catch and has little or no

potential for yielding more in the future.

Most of the ocean is too deep for light to penetrate deep enough to support much life. The great fishing grounds of the world are close to shore where powerful upwelling currents bring nutrients to the surface. Here thrive the plankton, the many plants and the small sea creatures that provide food for larger fishes caught by man. These nutrient-rich continental shelves are being fished somewhere near a maximum efficiency now.

A recent analysis of fish availability in the ocean put the maximum *sustainable* commercial fish yield at around 100 million metric tons — somewhat less than twice the 1967 yield of 60 million. Estimates of a higher yield would require moving down the food chain from the big fish normally caught to the plunderous harvesting of such food sources as plankton.

### Plankton Farming

Plankton — the microscopic plants and animals that swarm ocean waters — have been called the "nutritious soup of the sea." In the rich, cold Antarctic waters, a baby blue whale strains enough plankton to put on 80 pounds a day, and to grow to 65 feet in length by its second birthday.

Some scientists have envisioned atomic-powered "whales" gulping down shiploads of plankton and regurgitating them into the larders of the world.

"By 1984," a scientist once predicted, "krill may be making the greatest addition to man's food supply of the century. . . ."

The abundance of plankton in the oceans once led many to believe that someday it might be the answer to the population-food crisis. "Find a way to reap this highly-nutritious, floating protein at the doorsteps of undernourished nations," some scientists reasoned, "and we will be able to feed our hungry, over-populated world."

But the days of plankton steaks and planktonburgers are not as sure as at first hoped. Besides the problem of reaping the right type of plankton adrift (some species are poisonous), these krill concentrations vary from

place to place, season to season, and even day to day.

In rich areas like the Gulf of Maine or the North Sea, 5000 tons of water would have to be strained to get 10 pounds of plankton.

The most important question is, what would happen to fish higher on the food chain if man began heavily exploiting plankton — the *foundation* of the food chain in the sea? The whole ecology of the ocean could be upset. It would be like starving all the beef cattle in order to have the pleasure of eating the pasture grass they live on.

### Fish Protein Concentrate

Scientists at Scripps Institute of Oceanography in San Diego are also worrying about the overfishing of certain species. Although convinced that the ocean harvest could be increased, they know that commercial fish sources could be "overkilled," resulting in their total depletion.

For example, Scripps studies of the anchovy off Peru revealed that fishing there had reached its maximum. A major increase in exploitation would hurt and eventually devastate the fish stocks.

It is obvious that any great increase in the world's fish harvest would mean going after fish not now being exploited. But even this would not be a breakthrough for the world's hungry. There would still be problems of storage and transportation — distribution, rapid spoilage, processing costs, and the eating habits of the consumers.

The need for a ready-made substance that will not become rancid over long periods of storage has caused the development of fish protein concentrate (FPC). It would be a sort of protein food supplement. Scientists estimate that this concentrate would be produced in almost unlimited quantities. This is because *any kind* of fish can be used.

The whole animal — head, viscera, scales and all — is ground up, dried and run through a chemical and electrical processor.

But the FPC is not without its problems. The final product is a tasteless, odorless, bacteria-free white powder. And, the idea of eating fish flour made from just any type of whole fish,

heads, entrails and all — even diseased, contaminated fish — is repulsive to many people. As far as the developers are concerned, the FPC concentrate is not harmful. But they realize its acceptance as a food item in the developed nations may be a long time in coming.

Even in undernourished countries there is a problem of consumer acceptance — especially where seafood is regarded as a religious taboo — to the extent people would rather starve than eat it.

Another problem is economic feasi-

bility. Gordon C. Broadhead, president of Living Marine Resources, Inc. in San Diego, told us: "Companies have gone broke on 'in-the-sea' programs with FPC. There simply is no market for it. After all, who in the United States wants to eat food made from a concentrate of fish parts? Especially when steak is available on supermarket shelves." If FPC is to be distributed widely abroad, someone must undertake the cost of producing it. Surely the poverty-stricken hungry who need food cannot afford it. And why have to exist on the protein from FPC? Steaks taste a whole lot better.

Besides, the problem of fish availability still remains! After all, FPC depends on a fish supply. Would the ocean be able continually to supply more and more fish for the continued production of FPC in unlimited quantities in order to feed a *continually growing* world population?

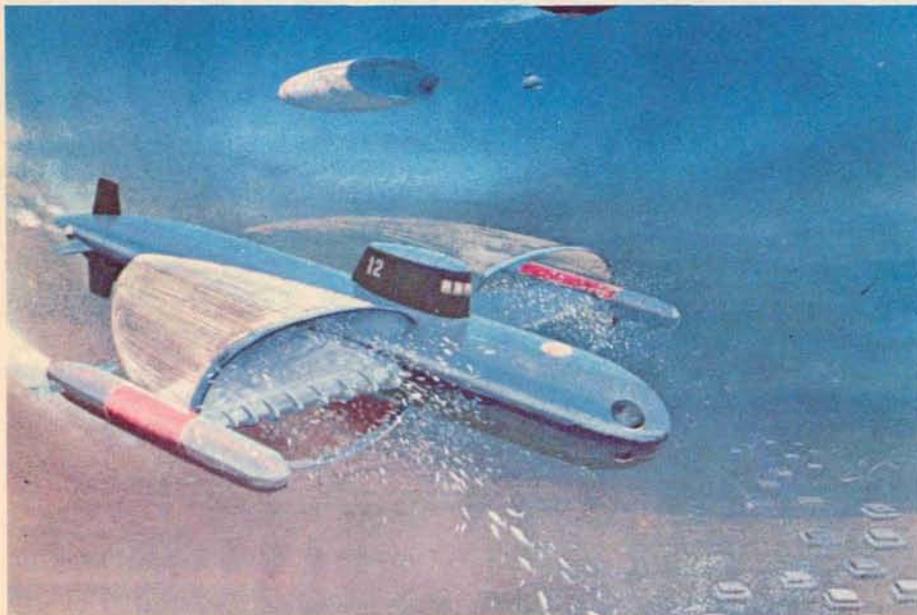
#### Other Would-Be Schemes

There are yet other proposals to increase fish production. Some ideas involve stimulating the natural food chain processes in the sea.

This would mean increasing the ocean's fertile areas. The analogy of spreading unnatural fertilizers on farm lands is seen in this concept. It would mean "forcing" the seas as man has forced his farmlands.

It has been speculated that man could stimulate sea plant and animal growth by "fertilizing" the sea. However, John D. H. Strickland, a biologist of the Institute of Marine Resources, University of California, La Jolla, explained that even if all the nitrogen fertilizer in the world were dumped into the ocean, it would improve the fertility of plant and animal life in an area no bigger than the North Sea.

That small area could not possibly produce enough fish to justify such a great expenditure on fertilizer. It merely underscores what experts at an international conference at Moscow pointed out: Even with the advances of science and technology today, food resources of the ocean still appear to be strictly *limited*. But, even the ocean food resources available now are at the mercy of over-fishing practices AND — to the great



**EXPLORING THE OCEANS** — above, artist's conception of a deep-diving submarine designed to gather large quantities of fish from the ocean's lower levels.

Below, Sea-Lab 111, important undersea research vessel, is shown as it appeared recently for experimental dives off southern California.

Top — Seaoatics, Below — Ambassador College Photo



alarm of oceanographers — the *new threat* of increasing POLLUTION.

### A Threat to Estuaries

It is the estuaries along the coasts of the world that are hardest hit by pollution. And, it is the estuaries that provide spawning grounds, nursing grounds, feeding grounds, and a place to live for most of our commercial fish-

eries. Take a look at what is happening to our fish resources as a result of pollution.

Lead from auto exhausts rains into the North Pacific and North Atlantic Oceans. According to Dr. Clair Patterson of the California Institute of Technology, this lead fallout could ultimately subvert the ocean's mineral balance and foster lead poisoning.

Increasing *oil pollution* is threatening life not only at sea but also along our coasts, and is killing fish and waterfowl.

DDT residues have been found in the fat and liver of penguins and seals as far away as the Antarctic! The continuous recycling and concentrating of pesticides in the ocean's food chains is posing a serious danger to our commercial fish stocks.

Technological developments on land have accelerated the flow of metallic pollutants such as mercury into our waters. Mercury contamination has been described as a "very serious, potentially catastrophic threat" to the environment.

Now, the dumping of radioactive materials into rivers and seas is creating a potential hazard for the future.

### Can Our Oceans Feed the World?

Instead of nearing a breakthrough in food extraction from the ocean, man is increasingly polluting, tampering with, and threatening to destroy the very life that exists in it!

Despite all the proposals once made to use the ocean's food resources to save mankind, many marine biologists are not too optimistic of the chances. When we interviewed scientists and biologists in leading oceanographic institutions of Southern California, they all admitted that food from the oceans would *never* be the final answer to the hungry cries of starving millions.

It is high time we quit overexploiting both the oceans and our farmlands to make up for other problems man has not solved. Overexploitation, for example, will not solve the burgeoning population problem. Only people can solve that problem.

Overexploitation of our resources will not solve the congestion of our population in sick, overcrowded cities. Only a change in the physical structure of our society will do that.

Overexploitation of *ocean* food supplies will not solve the problem of depleted, wrecked, sick *soil*. Only a new type of agriculture that gives careful attention to building up the land for sustained high-quality abundance will supply the food humanity needs. □

## HOW your PLAIN TRUTH subscription has been paid

Many ask, "WHY can't I pay for my own subscription? HOW can you publish such a quality magazine without advertising revenue?"

This organization operates in a way none ever did before. These entire worldwide enterprises started very small. The Editor had given a series of lectures in Eugene, Oregon in 1933, on the laws of success in life. Individual failures and collective world troubles have resulted from wrong principles which motivate human society.

This world's approach to life operates on the philosophy of self-centeredness — of getting, acquiring, and of envy, jealousy and hatred. The lectures reversed the approach, showing that the way to *real success* — peace, happiness and abundant well-being — is *the way* of outgoing concern for others equal to that for self — actually the *giving*, serving, cooperating way.

Response was surprising and enthusiastic. A number of lives about-faced. 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, by starting it as a mimeographed "magazine" the way had opened.

The first week in January 1934, *The WORLD TOMORROW* program started on the air. On February 1, that year, *The PLAIN*

TRUTH made its most humble bow. Response was gratifying. It was something *different* — something *right* — something vitally *needed* — something containing vitality and life!

There was no request for contributions. It proclaimed the *giving* way, and had to practice what it advocated. A few small contributors joined in the cause *voluntarily*. Little by little, gradually, listeners and readers became *voluntary* Co-Workers. They *wanted* to have a part in expanding this unique and *needed* Work.

Growth seemed slow. But it was steady and continuous, at the rate of approximately 30% a year. That rate of growth has continued for 36 years. We were advocating *THE WAY* of *GIVING*, not getting. To put a price on our magazine or other literature would have seemed inconsistent. So we never have.

Although you cannot pay for your own subscription, we do gratefully accept contributions, voluntarily given, though we never solicit the public for financial support.

We *believe* in what we are doing, and *THE WAY* it is being done. Our ever-growing family of volunteer Co-Workers believe in it, and gladly *give* of their incomes that we, with them, may *GIVE* these precious success secrets to an ever-widening number of readers, listeners, viewers. These operations today are having a dynamic impact on 150 million people, worldwide.

Our happy Co-Workers join in a sincere THANK YOU for allowing us the pleasure of serving you. It gives us lasting pleasure.

**Europe and Japan are tied to oil from the Middle East — an area fraught with tension. What might occur if Middle East nations or the Soviet Union prevent precious oil from reaching either Europe or Japan?**

by Paul Kroll

**O**IL MAKES the world go round. And since oil makes the world go round, a few not-so-powerful nations could literally stop the world. How? By shutting down oil wells, blowing up pipelines, stopping tankers from delivering their oil-filled hulks to customers.

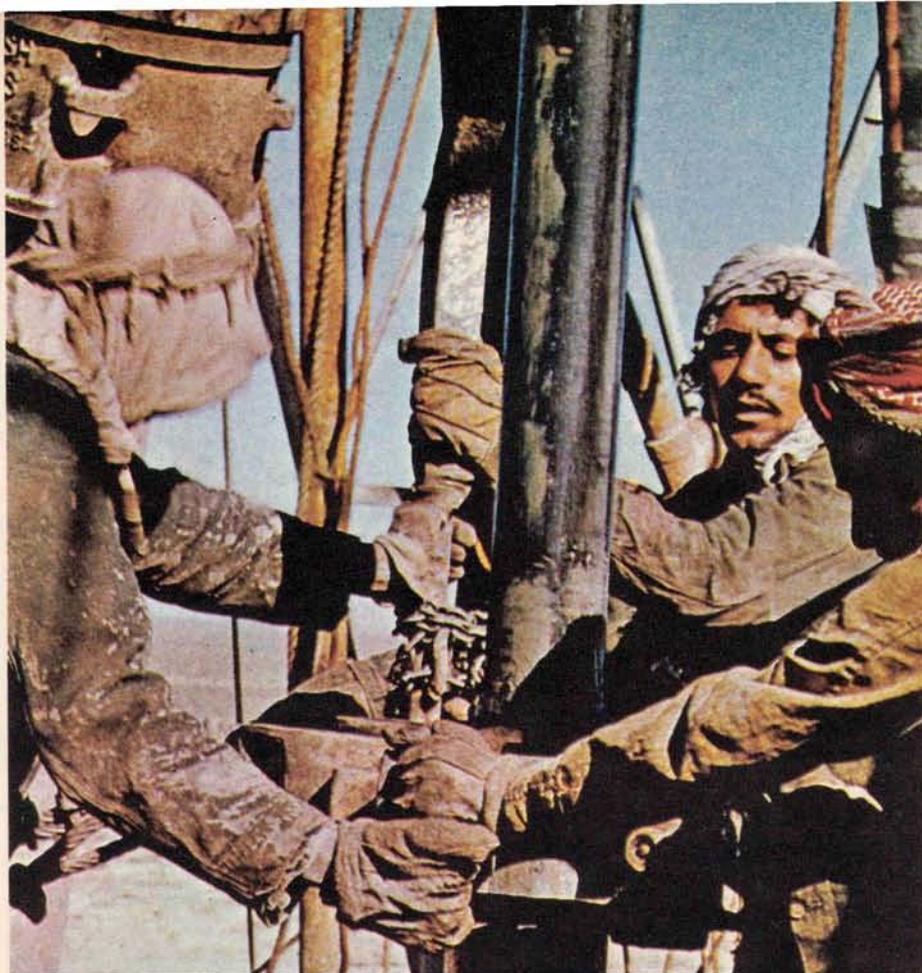
The nations in this stop-the-world drama are, in alphabetical order: Abu Dhabi, Algeria, Egypt, Iran, Iraq, Kuwait, Libya, Saudi Arabia, Syria and a few desert sheikdoms. Some of these nations perch atop multiple billions of barrels of oil or sit astride the access routes to the oil-glutted countries.

#### Vital Middle East Oil

Although the Middle East is important to the United States because of massive U. S. overseas oil holdings, it is not a matter of industrial life or death. Only three or four percent of America's oil requirements come from that area. The massive U. S. industrial machine can override any oil blackmail or blockage.

This, with other factors, could lead to American disinterest in the Middle East — *an attitude which could result in fatal consequences for the area.*

Taconis-Magnum Photo



# MIDDLE EAST OIL- "BLACK GOLD" FOR EUROPE



But friends and allies — Europeans and Japanese — cannot take the situation so lightly. To Europe and Japan, the thought of a Middle East oil stoppage brings a thousand and one Arabian nightmares.

Middle East oil literally turns the wheels of European and Japanese industry. Japan imports 90 percent of its oil from the Middle East; Britain relies on the Middle East and North Africa for 70 percent of its oil needs; France 80 percent; West Germany close to 90 percent; Italy almost 95 percent.

As a whole, 85 percent of Western Europe's oil is extracted from beneath the desert floors of the Middle East and North Africa. Libya supplies about one third of Western Europe's oil needs. She is Britain's most important supplier. Algerian oil supplies are earmarked for France.

The impact of these statistics is obvious. Western Europe's prospects for industrial growth are *directly linked* to a continuing and unimpeded access to Middle East oil. If another outbreak of fighting, or some other political factor stimulates Arab oil producers or transit nations to new embargoes, the very future of the Common Market could stand in jeopardy.

You can be sure Europeans will not take such a dangerous situation with a shrug of the shoulders.

### Economy Tied to Oil

Like it or not, Europeans are hooked on oil. Nuclear energy production has fallen way behind schedule. While natural gas is entering the field, coal production is running down. Coal's share of the energy market has fallen from 56 to 27 percent in ten years. Oil's share has doubled from 32 to 60 percent.

In spite of new oil discoveries such as the one-million-barrel-per-day production of Nigeria and Indonesia, oil *consumption* is rising out of sight. European and Japanese customers are as dependent on the Middle East oil as they ever were. There can be no cutting of the umbilical cord between the two. Middle East and North African oil, the industrial lifeblood of Europe and Japan, must continue to flow.

Western Europe, with a population of 354 million people, is guzzling oil

and the full range of oil products — gasoline, jet fuels, fuel oils, lubricants — at the voracious rate of 12 million barrels each day.

This is three times their consumption of ten years ago. Predictions, notoriously shortsighted, say that the need for oil will double by 1980.

Japan is also a prisoner of oil. Even in 1958, Japan was the world's seventh largest oil consumer. She has gradually but steadily climbed the list since then. Besides, Japan has no present promise of large natural gas supplies which Europe hopes to count on. Japan's existing nuclear power industry is still too fledgling to make any appreciable dents in her energy needs.

Japan must be nurtured on oil if she is to grow 15 percent annually in her GNP and become *Dai Ichi* — "Number One" by 2000 A.D. Japan already burns 3.4 million barrels of oil per day, and is forecast to consume over 10 million in 1980. After that, it's anyone's guess.

Yet, oil-poor Japan must presently rely on the Middle East for anywhere from 85 to 93 percent of her oil — depending on who is doing the counting.

Clearly, oil requirements put Japan in a very vulnerable economic and military position.

### What of the Future?

In the light of Japan's and Europe's oil vulnerability, the particularly annoying questions are: Will Middle East and North African oil flow unimpeded in the 1970's and 1980's? If oil flow is slowed or blocked simultaneously by a consortium of nations, what will be the reaction of both Europe and Japan? Would either Japan or Europe (or both) forcibly intervene militarily in the affairs of the obstructing nations to uncork the flow?

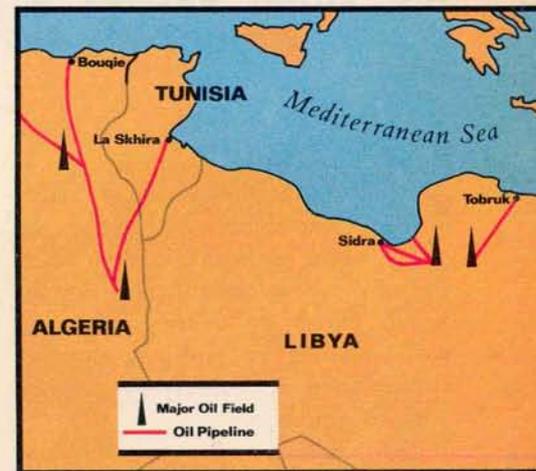
Is the growing influence of the Soviet Union in the Middle East a threat to industrial development and stability of Western nations? Could a world war result over restricted oil supply?

Some of these questions may seem farfetched to those unacquainted with the importance of oil. But these are real dilemmas faced by European and Japanese statesmen who must deal with the

realities of Middle Eastern, North African and Soviet politics.

Oil is a massive industry. It is the single most important item in world trade. Yet, the greatest possibilities for growth in the industry still lie in the future. A few simple statistics show why. By 1950 twice as much crude oil was produced as in 1945. Ten years later production again doubled to 1,000 million tons. By 1968, the amount produced had again doubled. The prospect (almost always too conservative) is for oil production to double once again by 1980.

Therefore, an oil crisis *alone* could lead to war in the Middle East. Today, the United States alone is providing a *peace-keeping* balance of power in the area. But suppose the United States



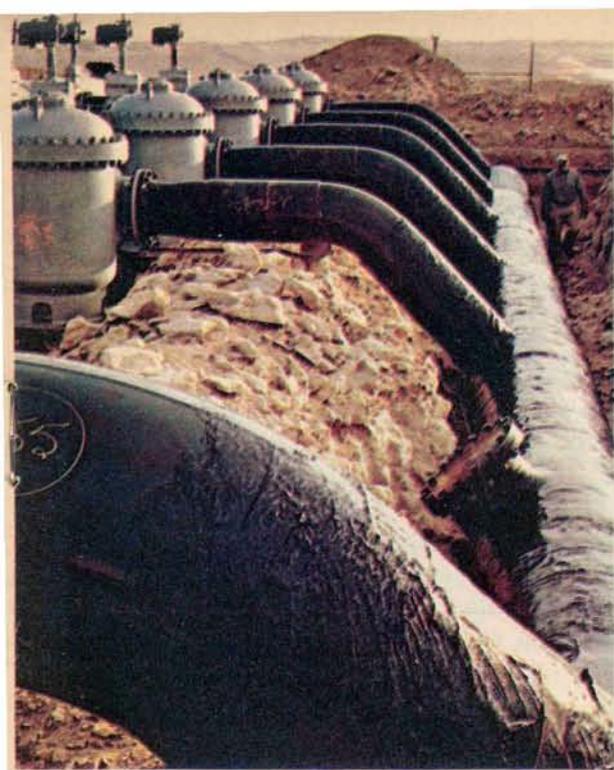
should make the gross political blunder of eliminating itself from the Middle East arena? An Armageddon could result.

### Oil Sparks a World War?

In order to portray graphically how political events surrounding an oil stoppage could lead to a war involving many powerful nations, consider the following fictitious, but wholly possible scenario of the future:

It is November, 1977. Winter is coming on and Europe has increased fuel needs.

A federation of Middle East nations called the United Arab Union has been involved in months of stormy haggling over oil prices. They now decide to put the squeeze on the foreign-owned oil companies and their paying customers,

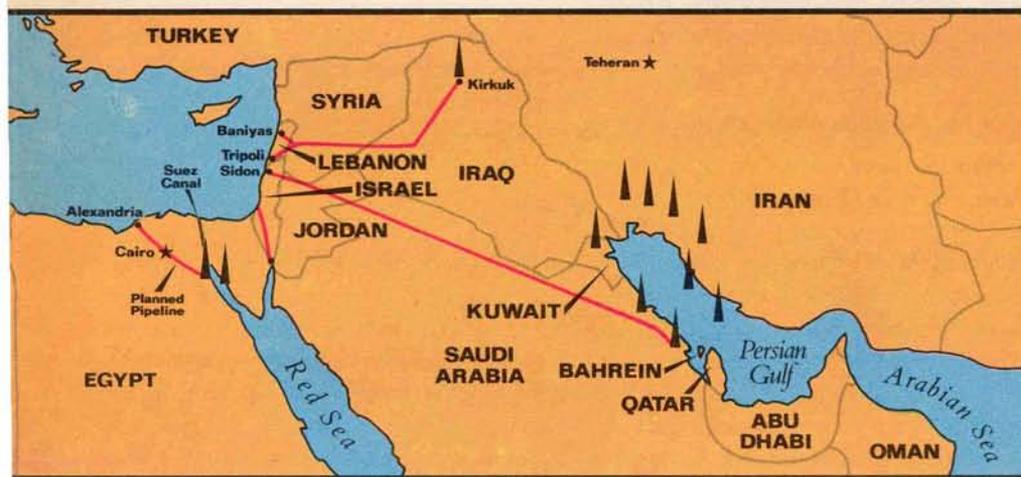


LEFT — pipeline for Continental Oil Company crosses miles of barren Middle East desert.

BELOW — crude oil from desert pipelines is loaded directly into the storage holds of a tanker off the coast of Libya.

BOTTOM — Oil installation in the Middle East.

Left — Marc Ribond, Magnum; Below — Harrison Forman; Bottom — Tor Eigeland, Black Star.



hoping to increase revenues. The nations in the federation are Egypt, Libya, Syria, Sudan, Algeria and South Yemen.

Syria takes the first step. Army personnel blow up the Tapline and other pipelines carrying oil from Saudi Arabian and Iraqi oil fields. Simultaneously, Egypt closes its supertanker pipeline from the Red Sea to the Mediterranean. Libya and Algeria, supplying a good share of the oil needs of Germany and France, shut down their wells. Oil flowing to Europe from west of the Suez Canal has been effectively halted.

More importantly the Soviet Union, seeing a resurgent Europe on its Western border and a mighty Chinese-Japanese combine on its Eastern flank, makes its now-or-never move.

The Soviet Union, secretly backing the United Arab Union oil embargo, uses its bases on both sides of the Strait of Hormuz to blockade any oil leaving Iraq, Iran and other sheikdoms. It moves troops into South Yemen at the request of the Arab states. From its Socotra base in the Indian Ocean, Saudi Arabia and the east end of the Red Sea are blockaded. All this is done in defiance to political handslapping by the U. S. As a result of Soviet actions, no oil can leave the area.

# Middle East Oil Production

<b>SAUDI ARABIA</b>	1.17 billion barrels annually	<b>IRAN</b>	1.23 billion barrels annually
<b>ABU DHABI</b>	215 million barrels annually	<b>IRAQ</b>	552 million barrels annually
<b>BAHREIN</b>	28 million barrels annually	<b>LIBYA</b>	1.13 billion barrels annually
<b>ALGERIA</b>	346 million barrels annually	<b>OMAN</b>	131 million barrels annually
<b>KUWAIT</b>	940 million barrels annually	<b>QATAR</b>	130 million barrels annually
<b>TUNISIA</b>	29 million barrels annually	<b>EGYPT</b>	89 million barrels annually



## Europe's Panicky Reaction

Europe and Japan are in turmoil. Worried leaders quickly assemble to

assess the options open to them.

Industrial leaders pressure their governments to get oil flowing immediately. "Unless it does," they say, "reserves will soon run out, wrecking Europe's industries." The public is up in arms. Soon there will be fuel rationing and higher prices. In time, as fuel runs out, transportation will grind to a halt. The job market will be catastrophically affected.

But diplomatic talks are having no effect. The United Nations, as usual, is powerless to act. The Soviet Union has just vetoed consideration of the problem in the Security Council. Public, industrial and economic pressure increases to the breaking point.

In secret, the ten Common Market nations agree that the only road to survival is an invasion of the Middle East and the seizure of oil sources and transit points.

As a result, European troops — part of the military arm of the Common Market — make three simultaneous invasions. From friendly Israel, European troops smash across the delta region of Egypt. Objectives? Open the Suez Canal and the Alexandria pipeline, then roll across Egypt and invade Libya. From the west, European troops land in Tunisia. Their object is to conquer Algeria and link up with troops fighting west across Libya and to reopen these vital oil sources.

At the same time, the European Navy is furiously making its way through the Suez Canal to reopen the Red Sea shipping lanes and break the Soviet Union's Indian Ocean blockade.

They also hope to link up with Japanese naval vessels attempting to smash their way through the Straits of Malacca into the Indian Ocean from the East.

To support this action, troops strike south through Egypt, the Sudan and Ethiopia.

### Action In the North

In the North, European troops have struck Lebanon and Syria to reopen those vital pipelines. Next object is a twofold drive across Jordan/Iraq and into Turkey to capture the Dardanelles and blockade Russian naval forces in the Black Sea.

But the Soviet Union has already

moved troops into Turkey, Iran and eastern Iraq. Massive concentrations of Soviet troops and military equipment are poised on the Euphrates river.

They spearhead across Iraq and Jordan bringing European and Russian troops face to face along the Jordan River.

Russia — fearful of an attack into her European heartland to the north — remembering the days of Frederick the Great, Napoleon, and Hitler — strikes first, showering Western Europe's industrial centers with missiles carrying nuclear warheads. In the Far East, along the Amur River border between China and the Soviet Union, a mini-nuclear war is already in progress. World War III is on in full fury.

An impossible scenario? We shouldn't be too sure. The stakes are high. Middle East and North African oil is presently the lifeblood of Europe and Japan. Neither can exist without it.

### A Possible Arab Reaction

Neither should we assume that the Arab nations will necessarily act in their best economic interest. It is true that oil provides Middle Eastern governments with an overwhelming amount of their revenues. About 95 percent of Kuwait's, 79 percent of Libya's, 77 percent of Saudi Arabia's, 56 percent of Iraq's and 50 percent of Iran's revenues come from oil.

But these nations do not always act rationally from a business point of view. Iran, Moslem but not Arab, shut down its oil installations to its own detriment in 1951.

Two decades later, during January 1971, painful negotiations were in process in Teheran, Iran between a score of oil companies and the ten OPEC (Organization of Petroleum Exporting Companies) nations.

During a press conference in late January, the Shah of Iran, normally a *moderate*, urged all ten OPEC members to take concerted action and halt oil exports should the companies fail to come to reasonable terms.

"If that happens," said an executive of a U. S. oil giant, "there would be complete and utter chaos in Europe and Japan." Fortunately, the oil companies came to terms.

The oil producer nations are not the

only ones having a dangerous leverage. The transit countries can also wield a blackmail stick. And they have less to lose.

Egypt, for example, is basically a transit country. Its "pipeline" — the Suez Canal — has been shut down since the Six-Day War in 1967. Consider what has been the consequence.

By the end of 1970, oil freight rates from the Persian Gulf to Europe were more than SIX TIMES what they were in early 1967.

With this calamity, plus a closed Trans-Arabian pipeline (severed "accidentally" by a Syrian farm tractor May 3, 1969), and an inadequate tanker fleet, both the prosperity and national security of Western Europe were threatened.

There has been, as a result, a gradual but detectable shift in European policy on the Arab-Israel confrontation. Europe has been mustering a mounting determination to get some kind of settlement in the area to free the flow of oil through Suez.

### A New Oil Tactic

Meanwhile, Egypt has come up with a new ploy. Its idea is to have Middle East and North African oil producers simply refuse to *expand present output*. This would maintain a high level of income for oil producing nations but would create an acute oil shortage in a Western Europe geared to an ever-increasing rate of consumption.

With a European rate of increase at one million barrels per day — or a 12 percent increase yearly — Europe cannot put up with the kind of nonsense advocated by the Egyptians.

But at the present time "Egypt" is not simply the political boundary we know as the nation of Egypt. It is a federation of several nations. Recently, the presidents of Egypt, Libya, and Syria formed a "Union of Arab Republics," binding their countries into a federal union with one president and a common military policy. The new state will be established after national referendums on September 1, 1971. It will be open to other Arab countries. Sudan will probably join later. Everyone, of course, realizes that Arabs are prone to fall out with each other. The signing of

the confederation in Benghazi, Libya came on the eighth anniversary of a similar pact signed by Egypt, Syria and Iraq. It was dissolved a month later.

### The Power of a Federation

In 1958, Egypt and Syria federated as the United Arab Republic with a common flag. Yemen joined later. It was dissolved in 1961. Three years later Iraq, Egypt, Kuwait, Jordan and Syria announced the formation of an Arab Common Market. It never came to pass.

Nevertheless, this is no assurance that the present union will also break up. And consider what the Union of Arab Republics could do to oil shipments if it wanted to.

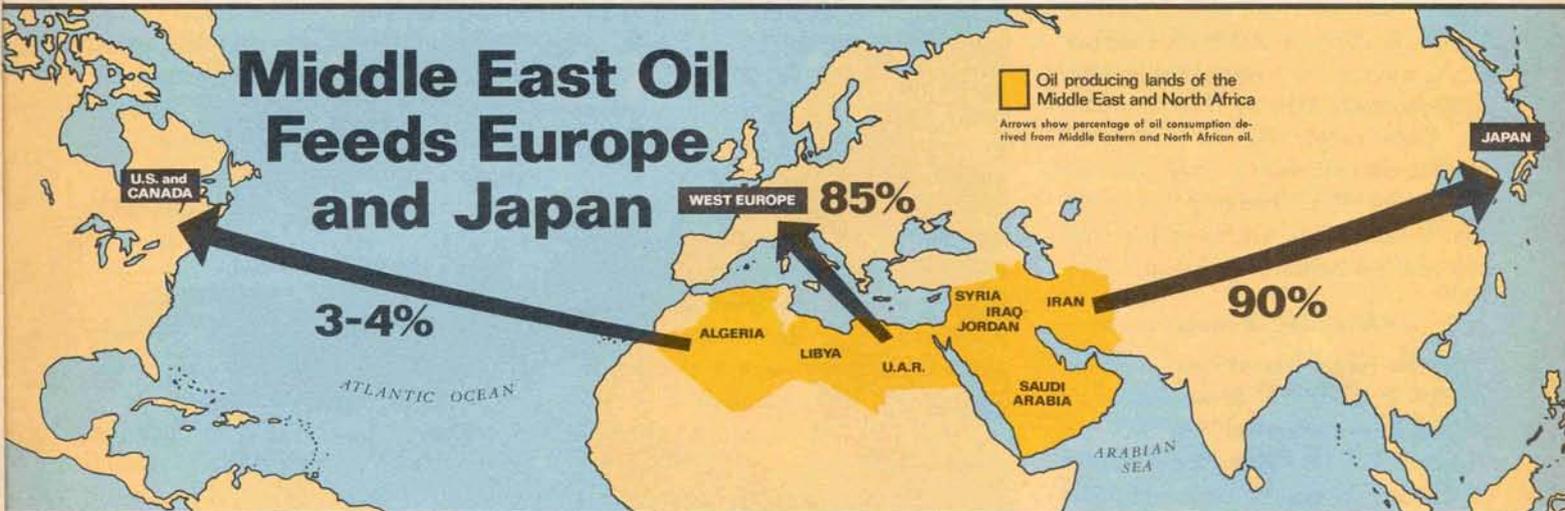
Libya produces 3.4 million barrels of oil today. As mentioned, it is a major



LEFT — The mammoth Tokyo Maru, one of new breed of super-tankers built to carry oil from the Middle East to Japan.

BOTTOM — The Japanese-built 312,000 ton tanker Universe Ireland plies the ocean. Six more tankers of the same size have been ordered by the Gulf Oil Company to shuttle between Kuwait and Bantry Bay, Ireland.

BELOW — Keystone Press Photo  
LEFT — Ishikawajima Harima.



supplier of oil. Libya could also put pressure on Algeria to impede oil flow. Meanwhile, the Suez Canal is closed. Also, a new pipeline is being constructed from the Red Sea to the Mediterranean. It will accommodate supertankers at both ends.

At the same time Syria sits astride pipelines carrying Saudi Arabian and Iraqi oil to the Mediterranean.

By simultaneous agreement, oil-producing countries could put the squeeze on oil to Europe. The real situation does not fall far short of the possibilities mentioned in the scenario earlier.

It is little wonder that the United States has recognized the Middle East to be of prime strategic importance from its oil deposits alone. The landing of



American troops in Lebanon in 1958 and the British troop landings in Kuwait in 1961 both had the smell of oil about them.

The American sponsored CENTO (Central Treaty Organization) has had as its objective the protection of U. S.-dominated oil producing areas of the Middle East.

Basically the pact has been a fizzle. Only Iran joined, of the oil producers. The pact also bound Turkey and Pakistan. (Previously it was called the Baghdad Pact but in 1958 Iraq dropped out.)

In the light of oil's strategic importance, some planners feel United States support for Israel is the most tension-producing element in Middle East politics. It makes American oil interests a tempting target for the Arabs should major hostilities with Israel resume. Europeans also have a difficult time balancing support for Israel and their utter dependence on Arab oil. For their part, the Arabs simply do not understand why the oil companies seem to have no influence on U. S. foreign policy in the area. Because, after all, oil is big business and it is basically American.

### Oil Is Big Business

Of the major international oil companies — called the Seven Sisters — five are American owned. The largest is Standard Oil of New Jersey which trades through most of the world under its "tiger in the tank" Esso name. As one oil expert pointed out, ironically in the U. S., the national trading subsidiary is called *Humble* oil — a most amusing name in the light of its strength and size!

The two remaining majors are British Petroleum and Shell. Shell is Dutch-British owned. Its operational and commercial headquarters are in London. The U. S. Shell Enterprise contributes one third to the total worldwide Shell group's revenues and one third of its profits. Technically and organizationally Shell is American oriented.

As a result, the U.S.A. is the world's largest producer, refiner and consumer of oil. Assets of some 5,000 million pounds are invested in oil abroad, by U. S. companies, accounting for one third of total U. S. foreign investments.

U. S. companies produce 100 percent of Saudi Arabian oil, 75 percent of Libyan oil, 59 percent of Kuwait's oil, 40 percent of Iran's and 25 percent of Iraq's.

A sagging U. S. balance of payments is bolstered by more than one billion dollars in profits remitted annually by oil companies from operations in the region.

With the *economic* importance of oil to the United States and the *strategic* importance of oil to Britain and Western Europe, the spreading influence of the Soviet Union in Egypt and the Middle East, Persian Gulf and Indian Ocean is traumatic.

In the light of the advances being made by the Soviet Union today it is quite possible that the Russian bear will someday also be able to carry out its part of the scenario depicted at the beginning of this article.

The Soviet Union is the dominant power in the Arab nations that border the Mediterranean. A new 15-year pact with Egypt puts the Soviet Union squarely in the driver's seat in that crucial nation. Also, the Russian Navy already has a string of bases—some still unconfirmed — throughout the Indian Ocean area. Controlled from the Indian Ocean is the access route to the Persian Gulf. From that area ships carry the incredible oil output of ten Persian Gulf states — they include Iran (3.3 million barrels per day), Saudi Arabia (2.9 million barrels per day), Kuwait (2.5 million barrels per day), Iraq (1.5 million barrels per day).

Whoever controls the Indian Ocean and sits astride the Strait of Hormuz "chokepoint" controls the Persian Gulf. The Kremlin is out for that control.

Consider also that the Soviet Union has gotten into the Middle East oil business.

### Soviet Union in the Oil Business

An agreement signed in Moscow, July 4, 1969 between Iraq and the Soviet Union obliges the latter to "prepare and put into operation" the oil fields of North Rumaila. The immediate production will be 100,000 barrels of oil daily. This is to increase to 365,000 barrels daily.

The North Rumaila field is to be ready for operating by the first quarter of 1972. "The Soviet-Iraqi agreement," according to oil expert George Stocking, "constitutes the most significant development in the recent history of the Middle East oil industry... *It marks Russia's first foothold in an important Middle East oil-producing country*" (*Middle East Oil*, Vanderbilt University Press, 1970, p. 315).

Interestingly enough on June 25, 1961 Iraqi Prime Minister Abdul Karim el-Kassem announced that his nation had a claim to Kuwait. Could future Russian backing impel Iraq to make good on such a claim?

Also, Iraq and Iran are still conducting a virulent propaganda war with each other. Iranians fear that Iraq may be pushed into a more extremist attitude by Russia.

Skipping across the Middle East to the other chokepoint — Egypt and the Suez Canal — we find the Russians have also had a long and sustained interest in this area. They are also, as mentioned, well ensconced there today.

### Europe's New Interest

Europe is waking up to the fact that the Soviets are out for control in the Middle East. Although its presence is still limited, Europe will no doubt be forced to take the bull by the horns and make itself felt economically and in other ways, if necessary.

One method involves economic assistance. Egypt is planning a large 42-inch pipeline from Suez to Alexandria capable of transporting 50 million tons of oil per year. This will increase to 75 million tons. There will be facilities for loading and unloading the largest tankers now anticipated.

Mannesmann AG, Europe's biggest pipe producer has been given Bonn's blessing to participate in the Egyptian pipeline project.

Bonn officials argue that Western involvement in Egypt's economic development is necessary to prevent a repetition of the Aswan Dam "mistake." The West's refusal to participate resulted in the subsequent entrenchment of the Soviet Union in Egypt.

Germany will join a consortium of

nations, including Great Britain, France, Italy, and Spain which will build the pipeline. European money will be partially responsible for development of the 207-mile pipeline.

Since 1967 West Europeans have been reassessing their junior role in the Mediterranean and Middle East. As reported in the "Advance News" section of this

danger of provoking a world conflict."

Our report in this month's "Advance News" section continued with these observations:

"The Common Market countries are expected to draw up newer, more concrete policies toward the Middle East. It was less than a year ago that foreign ministers of 'The Six' started regular

Arab states — the holders and transmitters of vital oil.

### Japan in the Middle East

Japan is also in the move, having committed herself to large exploration expenditures by successful competitive bids for onshore and offshore acreage in the very promising oil-bearing zone of Abu Dhabi. These concessions were won by a group of Japanese companies in the face of international competition from established oil producers.

There is bound to be increased competition between Russians, Japanese and Europeans for Middle East oil. At present, the situation is only mildly threatening. Overall, there is often remarkable cooperation.

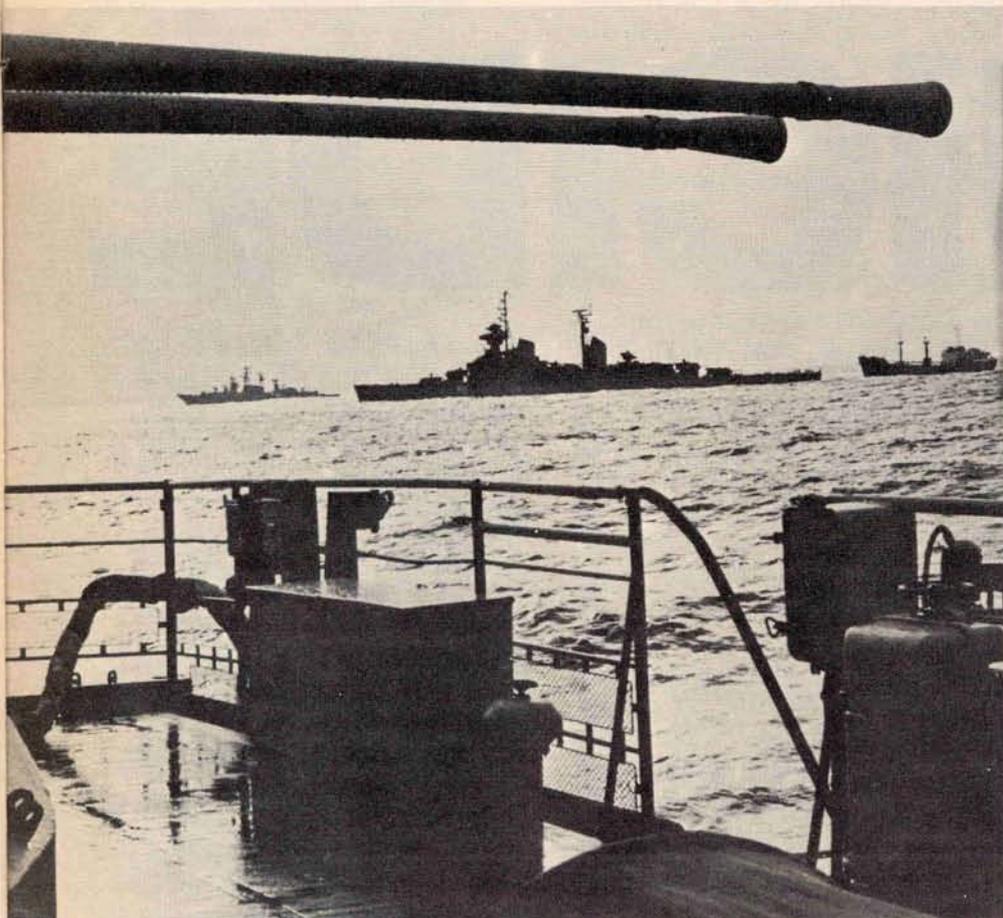
For example, Japan and Russia — traditional rivals — have agreed to build a pipeline from Siberian oil fields to the USSR Pacific coast to supply Japanese oil needs.

But cooperation has gone further than this. A short-term problem of transporting Soviet oil to Japan arose from the closure of the Suez Canal. The dilemma was solved in a most happy manner. Iraq and British Petroleum joined Japan and the USSR in solving it. Soviet oil to Japan was replaced by British Petroleum oil from Iraq. In turn, British Petroleum took an equivalent amount of Soviet Crude oil out of Black Sea ports for use in its Western European markets, whose normal supply from east of Suez had been disrupted.

Everybody profited from the cooperation and a problem was solved in the highest form of international statesmanship and business.

It is hoped that all peoples involved — Europeans, Soviets, Arabs, Japanese, oil companies, others — will continually cooperate 100 percent to solve their disputes and problems.

The record of history is, however, not reassuring. Nations are bound together only as their national interests coincide. The fear is that Soviet, Arab, European and Japanese national interests will end up in great conflict — with the real possibility that the struggle for oil, the political mineral, could spark a Mideast war dwarfing the current Jew-Arab conflict. □



Tass from Sovfoto

### BIG RED MACHINE — Soviet naval units on maneuvers in Mediterranean Sea.

issue (see page 17) the Common Market's official monthly journal, *European Community*, expressed concern over the Middle East crisis.

"The European Community [Common Market] has a vital interest in the maintenance of peace in the Mediterranean . . ." the *European Community* article stated.

"If the Community had been a political power early enough," this official magazine continued, "it might have been able to prevent the establishment of enemy positions by the two superpowers in the Mediterranean with its attendant

meetings on developing common foreign policy.

"Former Common Market president Jean Rey recently noted with satisfaction that Common Market members now are making efforts to harmonize their foreign policies. But he was 'ashamed' that Europe has not spoken out with a *single voice* on the crisis in the Middle East, which so deeply affects European interests."

In accepting the proposals of one French-sponsored peace treaty, the Europeans clearly have given priority to keeping and making friends among

# WHY PEOPLE COMMIT

*The most futile cause of death is suicide. A veritable curse, it takes thousands of lives yearly. Yet, suicide never need, nor should, happen.*

by Richard Gipe

# SUICIDE



Wide World Photo

JOHN WAS 23 years old, a bright college student at a leading university. All he had worked for and dreamed of — graduation and a promising career — was now within reach. But John never reached his goals. He slashed his wrists — a suicide victim — one week shy of graduation.

Mary was a 35-year-old London housewife. She lived in a comfortable upper-class home and seemingly possessed everything necessary for a happy life. She enjoyed status, a fine home, two children and a successful husband. Mary jettisoned all this by swallowing a bottle of pills.

## A Problem of First Magnitude

No one knows how many people around the world, like John or Mary, end their lives by committing suicide. As a conservative estimate, experts feel at least 1000 people daily take their own lives. That amounts to several hundred thousand suicide deaths a year.

What makes life so detestable? What causes hundreds of thousands every year to override the greatest drive known to mankind — the desire for self-preservation — and snuff out their own lives in a tragic suicide?

Suicide tragedy is causing some concern. Over 200 suicide prevention centers have sprung up across the United States in the past few years! An entirely new profession, that of "suicidology," has been added to the world as a result of this alarming trend.

In America the problem of suicide has reached staggering proportions. Recorded suicides average somewhere between twenty-two and twenty-five thousand annually — or one suicide every 26 minutes!

Many authorities, one of the leading of which is Dr. E. S. Shneidman, believes these figures, if added to the *unreported* and *misreported* suicides, could be doubled or even tripled. Dr. Michael Peck, Ph.D. on the staff of the Los Angeles Suicide Prevention Center, in an interview with the author said it is generally believed at least 15,000 suicides fall into this category. This would raise the total to some 40,000 suicides in the United States yearly.

The suicide roll is not limited to the United States. In England and Wales, 40,000 attempt suicide and 5000 succeed in taking their own lives yearly. Australians in the same span of time are killing themselves to the tune of some 1500, while in Canada another 1800 annually end their lives prematurely.

In America suicide is a major killer — now among the **TEN LEADING CAUSES OF ADULT DEATH**.

Among college or university students, it ranks *number three*, and in some areas *number two*, following only automobile accidents.

But, no matter how it ranks as cause of death, *it is, was and will remain — the NUMBER ONE cause of futile death.*

The World Health Organization

reports (only a horrible estimate at best, but shocking nonetheless) in addition to the hundreds of thousands who actually commit suicide, some *three million attempt suicide annually*.

And, in addition, there are additional millions who have the desire to attempt suicide but do not follow through.

### Why SELF Destruction?

The logical question is WHY? For every problem there has to be a cause. There is a cause for suicide. There is a reason *why* so many people end their lives in admitted failure.

It's time the cause of suicide be carefully examined and understood. Those who have studied the field list the following as common reasons for suicide: loneliness, interpersonal difficulties, guilt, sudden shock and revenge.

There is one factor apparent in every case. That factor is a feeling of *failure* in one way or another. *The inability to cope with personal failure is the root cause of suicide!*

Loneliness, for example, is failure — failure to have friends, failure to love and be loved.

The elderly often find themselves in an apartment complex housing hundreds, with a neighbor whose name they do not know, living not more than six inches away behind a common wall. Experts recognize loneliness, alienation or isolation — whatever term might be applied — to be one of the strongest immediate motives for suicide.

Another reason for suicide is what experts term "interpersonal difficulties," or problems arising between two or more individuals. These difficulties are also a result of failure, failure to have a harmonious and happy marital, community or work relationship.

Dr. Peck stated that the SPC (Suicide Prevention Center) *never has to deal with anyone who has a satisfying marital relationship!* A great many whom the SPC deal with have marital difficulties or are participating in a sexual perversion. These people are failures in a very important part of life and they often express their failure by committing suicide.

### Guilt and Suicide

Guilt is another effect of failure — the failure to do what one knows to be right.

Causes of guilt may range from cheating on tests to stealing, or to any compromising of the standards parents and society have taught to be right. Experts say the inability to live up to the image one has of himself is often a prime reason for suicide. Guilt suicides

once again point out a terrible weakness and lack of mental and emotional stability.

### Sudden Shock and Revenge

A sudden shock resulting from the loss of a loved one, devastating financial loss, losing a treasured job, being drafted, or even coming into a huge sum of money have been known to precipitate a suicide.

Many people who suddenly lost their

***The following is a profile sketch of a suicide, from characteristics which most often are prevalent in suicidals.***

**ELDERLY:** Suicide rates generally go up with age and are higher with elderly than with any other age group. College-age students are an exception, being also high on the list.

**MALE:** Two men commit suicide for every one woman. Many more women threaten suicide, but more men actually commit it.

**CAUCASIAN:** In the United States, Caucasians have a higher suicide rate than any other race.

**PROTESTANT:** Of all the religions, Protestants have the highest suicide rates of any. Catholics are second and Jews third.

**DIVORCEE:** Married people have a lower rate than single, widowed, or divorced persons. Often a divorcee lives alone; this, too, raises the rates.

**PROFESSIONAL:** Although there are many exceptions, suicide rates are highest in the most and least prestigious occupations. The professional/managerial categories have the highest rates overall.

**FINANCIAL STATUS:** Makes no difference at all. Suicide is neither the curse of the poor nor the illness of the rich. It cuts across all lifelines into every monetary stratum.

**HEALTH:** Constant chronic pains or acute illnesses are often cited as reasons for suicide.

**VICES:** Alcoholism, sexual vices, drug abuse, gambling or other addictions are characteristics found among suicidals. Mental weakness, lack of emotional control, lack of self-discipline and lack of strong character make people more prone to commit suicide.

fortunes in the 1929 Depression committed suicide. They simply gave up — agreed to accept failure — instead of fighting back.

Inability to cope with sudden changes is a dangerous characteristic. Many are not resilient enough to adjust to a sudden turn of events. Even local disasters such as severe storms, typhoons, hurricanes and earthquakes have caused some to take their own lives.

Revenge is cited as another cause of suicide. Revenge is another effect of failure, this time the failure to grow up emotionally. A teen-ager wants to "get even" with his parents and reasons the way to do so would be to hurt or kill himself. A teen-age girl with much of life yet to be lived will jettison it to "get back at" a boy who has jilted her. A wife and mother will strike out at her husband and/or children, hoping to hurt them by hurting herself.

#### Lifelong String of Failures

It should be understood that a single, individual failure seldom drives one to suicide. Generally a lifelong string of failures — and especially an *attitude* of failure — precipitates suicide. For some people failure becomes a way of life. Many have never made, and have never been taught to make, decisions. Some have never been given responsibilities, and as a result are incapable of handling crises. A sudden shock or personal difficulty becomes "just too much."

#### The Mind of a Suicidal

Dr. Michael Peck of the Los Angeles Suicide Prevention Center was asked to comment on the "frame of mind" of persons contemplating suicide. He explained that they are people who from infancy *have never learned to make decisions*. They become trapped in a helpless, hopeless mentality. They can't seem to change their course from failure to success no matter what they do. They are emotionally immature, usually moody, and have never learned to control their emotions.

Dr. Paul Popenoe, President of the American Institute of Family Relations, explained that many people can't cope with problems because they are kept in a state of over-dependence even into

their college days. It is only after they leave home and school that they reach some degree of independence. Then they find they do not know how to make crucial decisions.

Learning to control our minds and emotions should start early in childhood. But it is never too late to learn. Maturity, whether it be physical, mental or emotional, can be learned. The lack of it, particularly that of emotional maturity, is a root cause of many social problems.

Take the problem of loneliness — often a motive for suicide. One who is emotionally mature, who has learned how to be successful, handles it this way. Rather than giving up, childishly

---

**"In America suicide is a major killer — now among the TEN LEADING CAUSES OF ADULT DEATH."**

---

muttering, "nobody loves me" and committing suicide, that person resolves to do something about it. He goes to work on his personality to make it more pleasing. He makes himself more likeable and enjoyable as a person. He decides to be a better friend. He learns to build friendships. A person who is motivated in this way will normally be able to dispel loneliness.

Likewise, a husband and wife with marital difficulties can resolve them. They can begin to live by the laws that guarantee a happy marriage. They can sit down together and talk it over, communicate, analyze the problem — then mutually work to correct it. Rather than giving up, childishly seeking revenge, striking out to hurt — a successful person will *change himself*, make himself a better mate.

Problems — almost any problem in marriage or out — can be solved. But it requires emotionally mature people with resilience to tackle and solve interpersonal difficulties. The same procedure applies to the other previously mentioned motives which often precipitate a suicide.

Sudden shock will not defeat an emotionally stable person. One who has a sound mental attitude can cope with failure and turn it into success. A person who has learned to be emotionally stable will handle guilt in the same mature manner. He will realize he did something wrong, be sorry for it and determine not to repeat the same mistake.

#### Emotional Stability

We all need to understand one guiding principle. The basic problem with people who are suffering neuroses, mental stress and those who ultimately commit suicide is that they are too preoccupied with themselves. They are self-conscious, self-seeking, or fearful that the self will fail in some way.

It is natural to want to succeed, to be happy, to be loved, to preserve the self. These needs and desires are not wrong. It is also natural to have fears. Without normal, helpful fears none of us would be alive today. Proper fear is merely the drive for self-protection. Without this fear we wouldn't exercise proper caution against injury or failure.

But when emotions are not properly controlled, the natural desire for self-protection in whatever form creates unnatural neuroses, phobias and dependencies. The mind becomes distraught to the point of utter despair, and utter despair can lead to suicide.

An individual must learn to exercise proper control over his emotions. It must be exercised daily — in all the various situations that constitute daily life. It must become a HABIT! This requires an objective evaluation of personal weaknesses and inadequacies, and the character to discipline the self. It isn't always easy — or immediately enjoyable, but the long range rewards are well worth the effort.

For those who would like further helpful principles, our free booklet titled *The Seven Laws of Success* discusses how an individual can be successful in every area in life. It explains that no person ever need be a failure. Anyone can learn to be truly happy, emotionally stable and able to turn defeat into success by *applying* the principles discussed in this booklet. □

# what you can do...

## TIMELY Tips and Helpful Suggestions for YOU and YOUR FAMILY

### ● Budget Your Money

In a detailed study of family finances, it was found that less than one half of the nation's families had \$500 or more squirreled away in some kind of savings. Approximately 40% had none at all.

Why are so few people able to save money? In many cases, families are not sure HOW MUCH they are spending or the amount they owe. They have no spending guide — no budget.

One survey revealed that only one in fourteen people used a budget. Some people even thought they didn't need one. But the fact is, everyone needs some kind of budget. How complex it is, its overall structure, its details will vary according to the family.

A budget is a cash forecast — a list of upcoming monthly and yearly expenditures. It won't, of course, solve all financial problems. Some families compile a budget but still come up with a poor financial record at the year's end. A budget merely charts your course. You must discipline yourself to follow it.

In general, a budget is very simple. All you need to know is your income and your outgo. The hardest part will be estimating your outgo. Some expenses are obvious, such as rent, house payments or car payment. Other expenses — telephone, utilities, clothing, recreation, education — may take some figuring to come up with a correct monthly figure. Food can be a weekly budget consideration. Other expenses are yearly.

Determine how much you spent last year in each category, and this will give you an idea of what kind of expenses to budget for the coming year. Difficulty recalling where last year's money went may be the very reason for financial trouble now and proof why you need a budget.

An expense which usually overtakes the family without a budget may appear to be an "emergency" without really being a bona fide emergency at all.

For example, automobile insurance hits a family, say in January. Suddenly there is perhaps a \$168 insurance bill — and no money. One simple solution is to budget \$14 per month. Or set up a fund of \$3.25 per week. A budget forecasts your yearly expenditures *ahead of time*. You can then *plan* your payments and have the money saved in advance.

Every family has its unique situations and obligations. That's why setting up one "model budget" for everyone can be dangerous. There is no "average" family situation. General overall principles apply in each case, but the details of a budget should be worked out by each family for itself.

If you would like more information on budgeting and

managing your personal finances in general, then be sure to write for our free booklet, *Managing Your Personal Finances*.

### ● If a Tornado Strikes . . .

The powerful winds of a tornado have enough force to destroy and rip apart buildings and objects in their path, and even drive straws into trees. Inside the tornado, air pressure drops so low that houses and barns caught in their path literally explode.

These destructive forces, sometimes called cyclones or twisters, are commonly found in the United States along the eastern edge of the Great Plains and extending from Iowa to Northeastern Texas.

What should you do if you are in the path of an approaching tornado?

The safest refuge is an underground cellar or basement, preferably equipped with a pick and shovel. And in general,



Topeka Newspaper Photo

the corner closest to the oncoming tornado offers the best protection.

If you are in a city or town, seek refuge in the closest strongly built building. Stay away from windows and outside doors. Avoid auditoriums and gymnasiums with large poorly supported roofs.

If at home and your house doesn't have a basement or cellar, your best protection will be to get under a heavy piece of furniture preferably against the wall.

If you are caught in a car, it's possible to outrun a tornado if you are able to drive at right angles to its path or ahead of it if the road ahead is clear. Otherwise, if you can't find appropriate shelter, get out of your car and lie down flat in the nearest depression or ditch.

### ● Inexpensive Family Entertainment

Most people think of entertainment in terms of spending money on sporting events, dinners out, movies, or for a

host of other expensive activities. Besides being expensive, these usual entertainment activities can often be enervating and frustrating.

For a change of pace and a more relaxed evening or afternoon's entertainment, try these inexpensive family entertainment suggestions:

Recapture *family get-togethers*. Invite another family over for an inexpensive pot luck dinner — each family contributing part of the meal. Invest in a hand-cranked ice cream maker. Everybody can take a turn cranking it — children too. The entire occasion can center around the evening meal, coupled with conversation in a relaxed family atmosphere. Family games can be extra fun.

For inexpensive outside family entertainment ideas contact or visit your local convention and visitor's bureau, tourist information center or chamber of commerce.

These nonprofit agencies have a wealth of information about events, points of interest, historical sites, factory tours and you name it, that are generally free — interesting things to see and do.

Don't forget about trips to the zoo, family hiking, bicycling, picnicking and other relaxing, family entertainment activities we sometimes overlook in today's fast-paced world of modern entertainment.

## ● Prevent Auto Accidents

Over 200,000 people worldwide are killed and millions injured every year in motor vehicle accidents. In the United States, three times as many Americans were killed in motor vehicle accidents from 1900 to 1969 as were killed in battle in all American-fought wars from the American Revolutionary War of 1776 to the present Vietnam conflict!

Driving a motor vehicle is a responsibility which should not be taken lightly or carelessly. Failure to observe the following driving tips is the cause for the majority of motor vehicle accidents:

1. *Invest in your car's upkeep.* Defective brakes, worn tires or other mechanical defects are a hazard to you and the other driver on the road. It's unwise to cut financial corners with your car's upkeep.

2. *Maintain a safe speed.* In the United States, driving too fast or too fast for road conditions was responsible for one third of all fatal motor vehicle accidents. Compensate for adverse weather conditions and night driving by reducing your speed — 30 miles per hour may be too fast under certain road conditions even though the posted speed limit reads 65 miles per hour.

3. *Avoid drinking and driving.* One out of every 50 drivers is driving under the influence of alcohol or narcotics. Alcohol is indicated as a factor in at least half of all fatal motor vehicle accidents in the United States. According to the National Safety Council, it takes a person at least one hour per average drink to regain the muscular coordination, visual acuity, and good judgment needed to operate a motor vehicle.

4. *Keep a safe distance.* Allow at least one car length's distance for every ten miles per hour between you and the car in front — more during adverse weather conditions. Drop

back to the proper distance even when irresponsible drivers cut in between you and the car in front.

5. *Be alert and attentive.* Keep aware of what is going on behind you and to your sides as well as what is going on in front of you. Don't overdrive to the point you're not alert. On long trips take a break every two hours.

6. *Fasten your safety belts.* This is a proven life saver and preventor of serious injury.

## ● Tips for Women Motorists

Law enforcement officials recommend that women motorists observe the following security precautions.

*Keep your car in sound condition.* Don't take a chance on getting a flat because of a worn tire or becoming stalled due to mechanical troubles.

*Always check the gas gauge before starting off* — even if it's only for a short drive to the store and back.

If you run out of gas, have a flat or develop engine trouble on a lonely stretch of road, do the following:

Pull over to the side of the road as far as possible. If it's dark, put on your emergency flashers or parking lights as well as the inside cab lights. Get out of the car and *raise the hood* (bonnet in Britain). Tie a handkerchief or something similar, if you have it, to the radio antenna or some other obvious spot. Get back into the car, *lock the doors and roll up the windows*. The raised hood and handkerchief will signal that you need help because of car trouble.

Wait for a police car to come by. *Don't take chances* by opening your locked car door to strangers. Simply roll the window down far enough to be able to talk to him. If the stranger honestly wants to help, he'll understand your desire to stay in your locked car while he goes for help, fixes your flat tire or puts some gas in your car's gas tank.

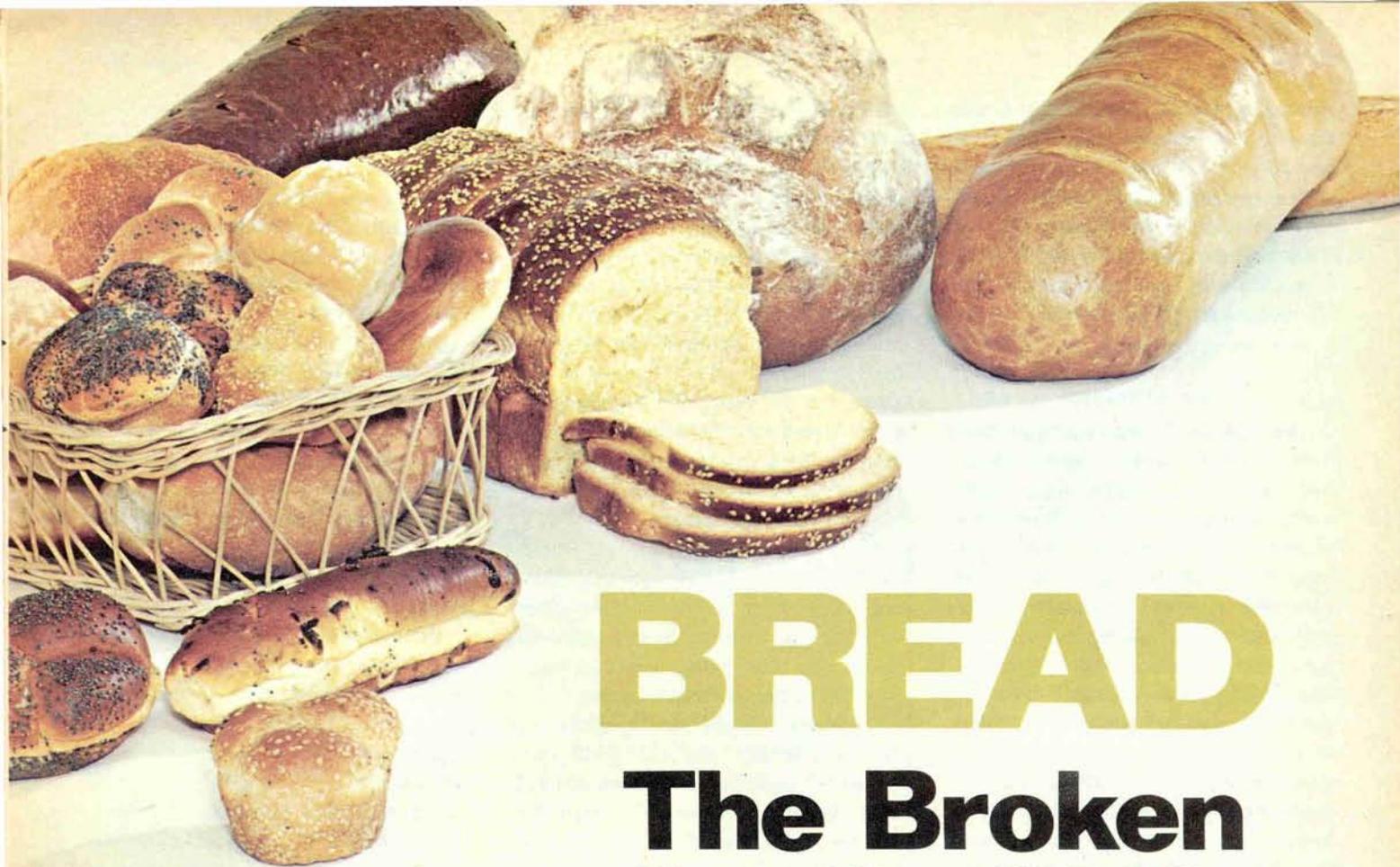
Of course, if you have automobile troubles in town or close to a gas station these precautions may not be necessary. In that case you can simply walk to the nearest store, gas station, business or phone booth to phone for help.

## ● Nutritional Baby Food at Lower Cost

When it is time to start feeding your baby solids, it's not necessary to buy the expensive canned baby foods in the store. Canned baby food is highly processed. As a result, much of the nutritional value in the food is lost. In addition, many baby foods have too high a level of sodium (salt), proven to be detrimental to a baby's health. Also, harmful preservatives and flavoring or coloring agents are added to some baby foods.

You can actually blend or strain your own table foods for baby with about as little fuss or bother as it takes to use the "convenient" canned baby foods. You could save an estimated 300 dollars per year and actually be giving your baby more nutritious food.

A good food blender can be obtained for as little as 25 dollars. But even better, you can buy a Foley or Comet food mill for about four to five dollars that will do the job just as well. Some mothers simply mash their regular table vegetables, meat and fruit for the baby with a fork. □



# BREAD

## The Broken Staff of Life

**As the "have" nations grow richer, their national state of health grows poorer. Persons in less developed areas with a simpler life often experience comparatively better health — even with inferior medical facilities. The difference is often diet. Read in this article the disastrous result of one of modern man's attempts to "upgrade" his food supply — his tampering with bread, the traditional staff of life.**

by Charles F. Vinson

**"E**VER feel just plain *lousy*?" inquires the television commercial, sympathetically offering its product for temporary pain relief.

That question strikes a familiar chord in most people. Feeling "just plain lousy" seems to be a way of life. For many people, "good health" includes no more than a touch of sinus, bursitis, neuritis, indigestion, heartburn, gas, constipation, poor eyesight, dandruff, brittle fingernails, fatigue, frequent colds, corns, assorted allergies, decayed teeth, blotchy skin, obesity and/or occasional insomnia.

In America, the incidence of diabetes is increasing. More than seven million Americans have arthritis. One of ten supposedly "healthy" American males has a stomach ulcer. One of six is sterile.

And just about every American knows of someone who has recently died prematurely of cancer or heart failure.

In Britain, one in four suffers from chronic bronchitis. One in five develops

cancer. Britons suffer in general from obesity and wretched dental conditions. Shockingly early tooth decay is even forcing some British children under *six* years of age to be fitted with dentures!

Medical scientists have begun to piece together a new pattern of disease in Western Europe and America — in fact, in all the "have" nations from Canada to South Africa to Australia. Infectious diseases such as tuberculosis, plague, etc., *used* to be the main cause of lowered average life expectancies. Today's life-expectancy statistics are barely improved. Modern man is now being tortured by the *degenerative diseases*, which strike mainly in the second half of life.

Doctors refer now to the "twenty years abuse," meaning man can abuse his natural good health for that period of time before the effects begin to catch up with him.

Paradoxically, the Western nations have the most advanced medical science in the world — and the most disease. Yet in Africa — even with lower

medical standards — persons who continue to eat their traditional foods do not develop the “new” diseases. If they switch over to refined modern foods, they become ill from Western diseases. They begin to experience tooth decay, stomach ulcers, high blood pressure and all the other *civilized* diseases.

One primary culprit is *diet*.

### The Offenders

Ten years ago anyone who questioned the nutritional worth of our “civilized” diet was flatly labelled a food fanatic. Yet even then, travellers and traders in remote areas reported that certain peoples with simple diets were comparatively free of “civilized” diseases until they started eating “white man’s food,” at which time they started getting “white man’s diseases.” The situation has changed drastically of late. It has become painfully obvious that our declining state of nutrition is directly linked to our declining state of health.

So-called foodless foods have borne the brunt of the strong attack on the failing state of nutrition during the past year. Foodless foods of the obvious types — like candy bars and the much maligned diet soft drink — are, however, not wholly to be blamed.

The prime offender is the basic food we eat EACH and EVERY DAY — the food we consider to be healthy and nutritious! The food we consider *staple*.

Today, in the “overkill” discussion on pollution, everyone seems concerned with the foreign material we are putting into the air we breathe, the water we drink. Even when food is considered, the emphasis seems to be on the chemicals *inserted into foods*. But what about the “unfoods” — the natural foods which have had precious vitamins, minerals, and other essential nutrients taken OUT of them?

### The Wobbly Staff of Life

Take bread, for instance. Bread, we have been led to believe, is capable of fantastic feats, from building strong bodies umpteen ways to effecting miraculous special-diet weight losses. Bread is good for making sandwiches and for spreading butter on.

But is it good to *eat*?

Bread used to be called the staff of life.

Historically, bread was highly esteemed in Egypt, classical Greece and Rome, and in ancient Israel. The wheat was ground between millstones which crushed the grain, but did not remove any part of it. This rather “primitive” milling process produced flour of a very high extraction rate. (The extraction rate is the percentage of the whole grain actually used for flour after milling. For example, 85% extraction rate flour contains 85% of the whole grain — 15% having been discarded.)

Most people at that time ate wholemeal bread. A relatively low extraction-rate white flour was available — but only for the wealthy. It was produced by sieving the coarse flours through papyrus, rushes, horsehair, or flax.

Wholemeal bread was symbolic of the “simple life and the good countryside.” Tragically, it was also equated with downright poverty. Through the Middle Ages brown flour was relegated to the lower class. It was the only kind they could afford.

Things changed with the coming of the Industrial Revolution. White flour became much more common, produced easily by machines which could mechanically separate the different components of the grain. The cost of white flour was drastically reduced. By the beginning of the 19th century, relatively high-extraction WHITE flour products were the acceptable food of the poor, although some “old-fashioned” families continued to produce their own whole-grain flour for another century.

### Is Refined Flour Improved?

As the Western standard of living rose, so did a demand for more of what people considered to be “purity” in their food products. The idea of “purity” was being foisted off on a gullible public by mass advertising. This “purity” invariably consisted of separating, or isolating, one part of a natural product from the rest of it. One part was called “fit for human consumption,” the other discarded. As the standards of “purity” went up, the separation process became more involved, and the proportion of discarded parts became greater.

The first portion of the wheat grain to go was the *bran*. Some white bread proponents insist that bran is an irritant to the digestive system. (A few self-styled authorities have even proclaimed ALL wheat products to be irritants to the digestive system, and therefore, unfit for human consumption!)

Ironically, bran is often ADDED to breakfast cereals to enhance what is delicately referred to as “regularity.” In other words, it will prevent constipation — an affliction caused, to a surprising degree, by eating white flour products.

Hippocrates knew that white flour passed through the digestive system more slowly than whole. He even recommended it in cases of diarrhea.

Bran contains the first three layers of the grain. Directly beneath the bran is the *testa*. Then there is the *aleurone*, rich with protein matter, minerals and certain useful fatty substances. Another component of the grain is the *germ*, containing a high percentage of protein, natural sugars, a considerable quantity of wheat oil, and a large amount of vitamins and minerals.

These components of the wheat grain constitute only about 12% of its weight. But remove them and you also remove nearly ALL the valuable nutrients of the grain. We feed them to the animals and reserve the germ for health food stores.

No wonder Dr. Emanuel Cheraskin of Birmingham, Alabama, remarked that the American horse and other farm animals have a better general diet than the American people! The people are stuck with the remaining endosperm — mostly plain starch and poor quality protein.

### The Chemical Bath

Because of its depleted food value, white flour has a tremendous resistance to spoilage. Insects will not touch it — nor will microbes. They know better. Too bad people don’t. Modern production methods demand that flour be kept on shelves over very long periods of time, so *someone* had to figure out a way to keep those tons and tons of flour from ruining between the mill and the consumer. Modern chemical technology has provided the answer.

The unmilled grains are generously

dusted with methyl bromide to keep the wheat from spoiling in the bins. It is apparently retained within the grain to some degree. This chemical is in addition to any residue left from applications of insecticides. Hopefully they do not contaminate the flour after it has been milled. But is that hope just a blind assumption?

Then, once the flour has been ground, it is aged.

Several chemicals will induce arti-

bread batter. It has to be conditioned for easier machine production. Calcium stearyl-2-lactylate and sodium stearyl fumarate are widely used. The recipe also calls for a pinch of softeners and emulsifiers to maintain it even when the bread goes stale. Bakers can use lecithin, polyoxyethylene monostearate, stearyl tartrate, or partial glycerol esters.

However fresh the loaf may seem, it can still go stale. Bread often sits on the grocery store shelf for much longer peri-

Dr. Stig R. Erlander and Leatrice G. Erlander in the scientific journal *Die Starke*, vol. 21, pp. 305-315 (1969), the staling of bread occurs when there is a decrease in the amount of protein. By using good whole wheat flour of high protein content, the staling of bread can be essentially eliminated.

**Some Other Additions**

But we have not yet baked our bread. The recipe calls for still more chemicals. Even though microorganisms would have a hard time surviving in the stuff, commercial bread dough must have mold and "rope" inhibitors and preservatives to ward off that tell-tale black carpet which means the bread is not exactly oven-fresh. Calcium propionate and sodium propionate are the main ingredients. Other substances have also been used — mainly sodium diacetate, bromates, persulphates, acid calcium phosphate, ammonium chloride, fungal amylases, bacterial proteases, and a few others.

Once all the chemicals have been added, a modern bakery can produce multiple thousands of loaves which will look the same, taste the same, and stay the same!

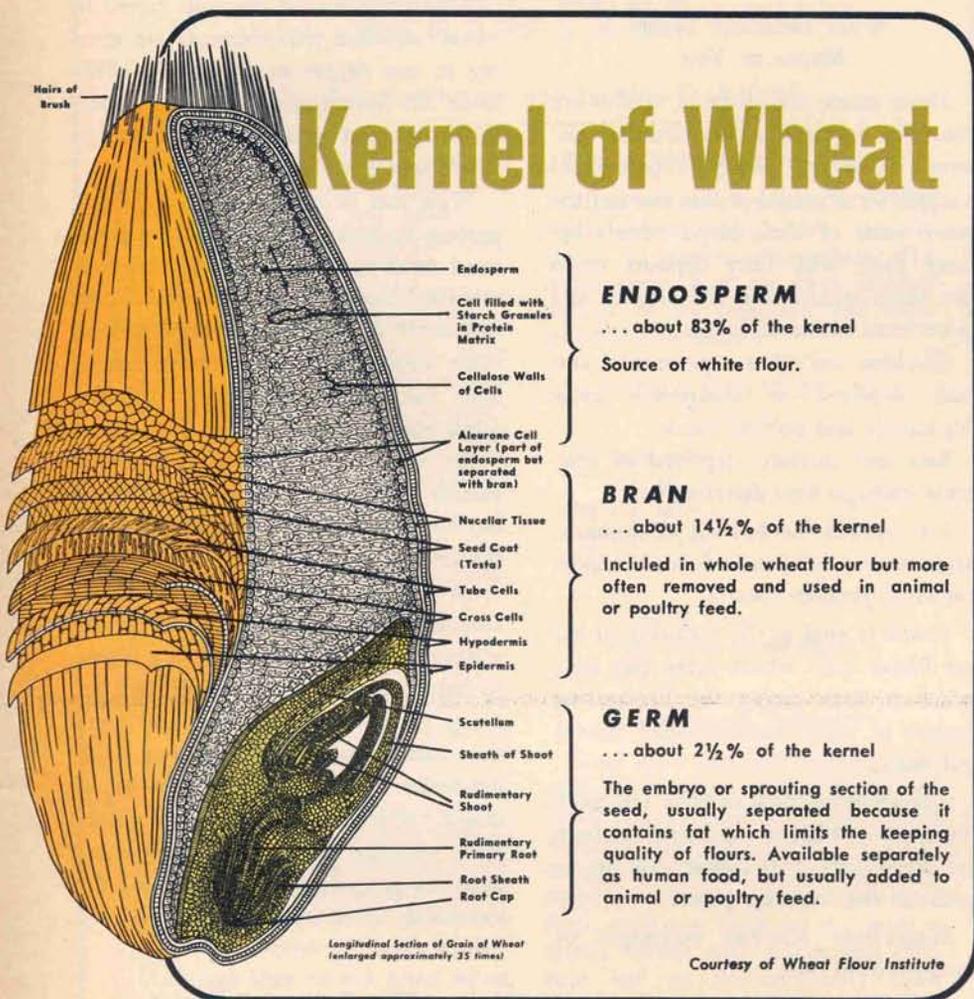
No one really knows how harmful the chemicals may be. You eat them with the bread. When Dr. Robert S. Harris of the Nutritional Biochemical Laboratory at Massachusetts Institute of Technology once fed a certain anti-staling agent (sorbitan mono laurate) to a group of rats, most of them died within ten days. But as yet, the chemicals used in commercial bread have not enjoyed the same infamy as cyclamates or saccharin.

Perhaps more important than the addition of chemicals, however, is the removal of certain NATURAL nutrients in wheat.

**Eccentrics?**

The shortcomings of bleached white flour have been warned against repeatedly by students of nutrition since the days when Sylvester Graham (originator of Graham flour) denounced the bread sold by certain Boston bakers.

At the time, those outraged merchants made an unsuccessful attempt to keep him quiet. For years persons such



ficial aging. Nitrogen trichloride, commonly called agene, was used widely until 1956, when its use was discontinued because it seemed to cause fits in dogs and had been traced to certain eye problems. Chlorine dioxide is used most commonly today. Chlorine dioxide bleaches, ages and preserves the flour in one operation. It also destroys the oils — such as linoleic acid, or vitamin F — and destroys methionine, an essential amino acid.

Once the flour is bleached, aged and sterilized, it is still not ready for the

ods of time than most shoppers would care to know. Production bakeries therefore must add chemical stale-inhibitors. These inhibitors — including mono- and diglycerides, di-acetyltartaric acid esters of mono- and diglycerides, and succinylated mono- and diglycerides — don't really keep the bread from spoiling. They just make it LOOK fresh. Paradoxically, it may well be due to the lack of protein in the bread — or a poor quality of protein which helps speed staleness.

According to a paper published by

as Graham were considered eccentrics who had gotten much too excited over something they couldn't prove. There was "no real scientific basis" for claiming that white flour was nutritionally inferior to wholemeal.

But the discovery of vitamins and trace minerals changed things. Two prominent nutritionists had this to say: "The superiority of wholemeal over white flour could be demonstrated in a variety of experiments on animals. Moreover it was shown that in man the nutritional disorder beriberi could arise as a direct consequence of a diet in which bread made from white flour predominated.

"... This demonstrable deficiency of thiamine and other vitamins in low-extraction flour, and the practical knowledge of the diseases that could arise therefrom... convinced most nutritionists between the two world wars of the advantage of high-extraction flour (*Human Nutrition and Dietetics*, by S. Davidson and R. Passmore, p. 254).

#### What About "Enrichment"?

In both Britain and the United States, bakers began to "enrich" bread. In the U. S., enrichment of white low-extraction flour began on a voluntary basis in 1941. It was made mandatory for all bakery white breads and rolls from 1943 to 1946. When this war measure was rescinded in October of 1946, more than half the states continued to require enrichment, and some processors and bakers continued to enrich their products on a voluntary basis. It is economically feasible to replace only what are called vitamins B<sub>1</sub>, B<sub>2</sub>, B<sub>3</sub>, and iron. The iron is generally in ferric form, which the body cannot absorb as well as ferrous iron. Recent tests have shown that the body absorbs greater amounts of iron from whole wheat flour than from enriched flour containing a like amount of iron.

The term enrichment is unfortunate.

In fact, it is almost *humorous* to call such bread enriched, when milling removes 40% of the chromium, 50% of the pantothenic acid, 30% of the choline, 86% of the manganese, 16% of the selenium, 78% of the zinc, 76%

of the iron, 89% of the cobalt, 60% of the calcium, 78% of the sodium, 77% of the potassium, 85% of the magnesium, 71% of the phosphorus, 77% of the vitamin B<sub>1</sub>, 67% of the folic acid, most of the vitamin A, 80% of the vitamin B<sub>2</sub>, 81% of the vitamin B<sub>3</sub>, 72% of the vitamin B<sub>6</sub>, most of the vitamin D and 86% of the vitamin E.

How important are these elements? Read the following and judge for yourself.

#### What Deficient Flour Means to You

Heart attack and diabetes victims are generally deficient in the chemical element *chromium*. When experimental animals are deprived of this element the inner walls of their blood vessels become thick with fatty deposits much like those which clog the arteries and cause heart attacks in humans.

Chickens and other experimental animals deprived of *manganese* grow improperly and become sterile.

Rats and chickens deprived of *selenium* undergo liver deterioration.

*Zinc* speeds the healing of wounds. And a severe deficiency of zinc has been known to produce dwarfs.

*Cobalt* is vital to the maturing of the red blood cells which carry the iron, which in turn carries the life-bearing oxygen in every warm-blooded animal and man.

*Calcium* is essential in bone and tooth formation. Without sufficient *sodium* the body cells will either dry up or swell to the bursting point.

*Magnesium* activates exchanges of energy within cells.

*Phosphorus* mediates all the energy exchanges throughout the body, enabling us to move and think.

Normal manufacture of DNA and RNA, the chemicals which pass along the genetic code from one generation to the next, depends a great deal on an adequate supply of vitamin B<sub>1</sub>, vitamin B<sub>12</sub>, and folic acid. Steroid hormones cannot be produced in the human body without pantothenic acid, nor can sound cell walls be built without choline. Vitamin A is essential in the maintenance of good vision and unblemished skin.

Vitamin B<sub>2</sub> is important in the maintenance of mucous membranes of the eyes, mouth, and tongue. Vitamin B<sub>3</sub> is an important safeguard against pellagra. Vitamin B<sub>6</sub> is an important element in the metabolism of the amino acids from which are built the proteins that make up most of the body. Vitamin D is an important intermediary in utilizing calcium to strengthen the bones. Vitamin E is important in retaining the structural integrity of cell membranes.

All these are vital elements found in wheat; all these vital elements are *missing* to one degree or another in white flour. All these vital elements are found in the correct ratios and balance in whole wheat.

With this in mind, it is a little disgusting to hear the disciples of enrichment refer to white bread as a "modest miracle." Doesn't it seem a little odd to take most of the original organic food value away, put a few chemical substitutes back in, and joyfully call the result miraculous?

Dr. W. H. Sebrell of the U. S. Public Health Service was strong in his remark during the forties when the original controversy was on. "To me it does seem a little ridiculous," he said, "to take a natural foodstuff in which the vitamins and minerals have been placed by nature, submit this foodstuff to a refining process which removes them and then add them back to the refined product at an increased cost. If this is the object, why not follow the cheaper, more sensible, and nutritionally more desirable procedure of simply using the unrefined, or at most, slightly refined natural food?"

#### The Finished Product

White bread may look nice. It smells all right. It is very handily sliced into convenient uniform sections. It also bounces if you wad it up into a little ball.

Nutritionally, it is more or less worthless.

So far, it has not been controversially linked to cancer, although some of the nutrients removed from it help the body fight this disease. It won't kill you instantly — your death may be long and lingering.

President Nixon's French-born nutri-

# How to Bake WHOLE WHEAT BREAD

by Dr. Stig R. Erlander and Leatrice G. Erlander

WHOLE GRAIN WHEAT can be purchased in bulk form from local mills, stores which sell grains in bulk or even by mail from the mill. Most reputable health food stores could give information about the best places to purchase whole grains.

The best bread is made from "hard" wheat grown in such areas of the northern United States as Montana or North Dakota. This wheat has a 14% or higher protein content, which is not only nutritionally valuable, but aids in the prevention of bread staling.

It is best to grind your own flour.

## Using An Electric Grinder

Electric grinders are fairly expensive, costing around \$150. But consider the following: An average family may eat one or more loaves of bread per day. If sweet rolls, cakes and other bakery products are considered, this amount is even greater. For a one-pound loaf of good whole wheat bread (such bread is almost impossible to find in many areas) you will pay about 55¢.

Although they do not grind wheat as quickly and efficiently, hand operated grinders can be purchased for about ten to fifteen dollars. An electric grinder, even though expensive, is well worth the price. The best grinder on the U. S. market at the present time is the All-Grain two-stone electric grinder.

For home-made bread, using even more expensive ingredients, the cost of a one-pound loaf is about 24¢ (The following recipe yields two loaves which weigh about one pound each.) By making your own bread, you may save about 31¢ per loaf.

## Whole Wheat Bread Recipe\*

There are many recipes for baking whole wheat bread, some less involved or quicker than others. The recipe given here has been selected because of its reliability and time-tested overall quality.

### WHOLE WHEAT BREAD (2 loaves)

- 1 $\frac{3}{4}$  cups milk
- 2 tsp. salt
- $\frac{1}{3}$  cup olive oil
- $\frac{1}{2}$  cup water
- $\frac{1}{3}$  cup honey
- 2 eggs
- 2 cakes of yeast
- 6 cups whole wheat flour (approx.)

### Summary of Procedure

Scald milk and cool slightly. Add salt, oil, honey, water, eggs, and yeast. Mix well. Sift flour and add to mixture. Add enough flour to make dough the consistency of a cake. Let stand 15 minutes. Sift and add more flour until too thick to stir with a spoon. Work with hands and then turn out on floured pastry cloth (fold and push, add flour). Knead for about 10 to 20 minutes. Put back into bowl and let rise until double in size (takes approx. 45 minutes). Divide into two pieces and shape into loaves. Place in buttered loaf pans. Cover and let rise until double in size. Place in oven and set at 350 F. For better rising, do not preheat oven. Bake for 1 hour.

\* Any reader interested in receiving the details of the bread recipe can write for a FREE copy. See the staff box on the inside front cover for the address nearest you.

tion advisor, Dr. Jean Mayer, says America's white bleached dough products would not even be called bread in his native land. Its food value is negative. White flour is preferred by food industry executives because it keeps on the shelf longer than the more nutritious whole wheat bread and because insects avoid it — it doesn't have enough food value to keep them alive.

## Our Way of Devitalization

Wheat is not the only devitalized food on the market.

Rice is polished, refined and de-nutriented. So are nearly all the major grains — and then "enriched" with a few chemicals. Sugar is refined and is so "pure" that it will not support life.

According to the *Journal of the American Medical Association*, most Americans eat upwards of 100 pounds of the "white death" per year! Sugar is everywhere: soft drinks, ice cream, baby food, canned fruit. Brown and raw sugars contain a few trace elements, but still have been refined. Most experts, realizing the dangers of normal sugar consumption, advise the use of *unrefined* honey or unrefined molasses as a sweetener whenever possible.

Nearly all convenience foods — such as the popular instant frozen dinners — are preserved in a great deal of potentially harmful chemicals. Read the labels and find out! Highly processed foods, when compared to natural products, have far less nutritional value.

## Needed: A Change of System

The industrial societies have built for themselves an environment that will not ALLOW them to live a healthy life. To add to the gargantuan problems of overcrowding and overpopulation, overurbanization, pollution, drugs, crime, etc., etc. — men have knowingly added the further problem of "food pollution."

Because the basic tenets of this society involve profitmaking at a large volume, food production has been made to conform to industry — rather than industry conforming to the *quality* of food people should be eating.

Yet, eating nutritious food in the right amounts and of the right kind and of the best quality, is one of the basic laws of radiant health. Once we break

# TELEVISION LOG

*Garner Ted Armstrong*

## NEW STATIONS:

- CHCH-TV** — Hamilton, Ont. — Channel 11, 11:30 a.m. Sun.  
**WDSU-TV** — New Orleans, La. — Channel 6, 4 p.m. Sun.

## — U. S. STATIONS —

- KERO-TV** — Bakersfield, Calif. — Channel 23, 5:30 p.m. Sun.  
**KVOS-TV** — Bellingham, Wash. — Channel 12, 3:30 p.m. Sat.  
**WGR-TV** — Buffalo, N. Y. — Channel 2, 12 noon Sun.  
**WCCB-TV** — Charlotte, N. C. — Channel 18, 12:30 p.m. Sun.  
**KDIN-TV** — Des Moines, Ia. — Channel 11, 12 noon Mon.-Thur., 7:30 p.m. Fri.  
**KJEO** — Fresno, Calif. — Channel 47, 10:30 p.m. Sat.  
**KHBV** — Henderson, Nev. — Channel 5, 6:30 p.m. Sun.  
**KHAW-TV** — Hilo, Hawaii — Channel 11, 1:30 p.m. Sat.  
**KHON-TV** — Honolulu, Hawaii — Channel 2, 1:30 p.m. Sat.  
**KIIN-TV** — Iowa City — Channel 12, 12 noon Mon.-Thur., 7:30 p.m. Fri.  
**KTLA** — Los Angeles — Channel 5, 10:30 p.m. Sun.  
**KWHY-TV** — Los Angeles — Channel 22, 8:30 p.m. Sun.  
**WTCN-TV** — Minneapolis — Channel 11, 8:30 p.m. Sun.  
**WSIX-TV** — Nashville, Tenn. — Channel 8, 7:30 a.m. Sun.  
**KCND-TV** — Pembina, N. Dak. — Channel 12, 5 p.m. Sun.  
**WSRE** — Pensacola, Fla. — Channel 23, 6 p.m. Thurs.  
**KOIN-TV** — Portland, Ore. — Channel 6, 3:30 p.m. Sun.  
**WAVY-TV** — Portsmouth, Va. — Channel 10, 12:30 p.m. Sun.

- KSL-TV** — Salt Lake City — Channel 5, 1:30 p.m. Sat.  
**KHQ-TV** — Spokane, Wash. — Channel 6, 10 a.m. Sun.  
**KTNT-TV** — Tacoma, Wash. — Channel 11, 10:30 p.m. Sun.  
**KTAL-TV** — Texarkana-Shreveport — Channel 6, 12:30 p.m. Sat.  
**KGUN-TV** — Tucson, Ariz. — Channel 9, 12:30 p.m. Sun.  
**KLTV** — Tyler, Texas — Channel 7, 5 p.m. Mon., 10:30 p.m. Sun.  
**KAIL-TV** — Wailuku, Hawaii — Channel 7, 1:30 p.m. Sat.  
**KARD-TV** — Wichita, Kans. — Channel 3, 2 p.m. Sun.  
**WBRE-TV** — Wilkes-Barre, Pa. — Channel 28, 6:30 p.m. Sat.

## — CANADIAN STATIONS —

- KVOS-TV** — Bellingham, Wash. — Channel 12, 3:30 p.m. Sat.  
**WGR-TV** — Buffalo, N.Y. — Channel 2, 12 Noon Sun.  
**CJSS-TV** — Cornwall, Ont. — Channel 8, 9:30 a.m. Sun.  
**CKSO-TV** — Elliot Lake, Ont. — Channel 3, 1 p.m. Sat.  
**CKWS-TV** — Kingston, Ont. — Channel 11, 12 noon Sat.  
**CFCF-TV** — Montreal, Que. — Channel 12, 3 p.m. Sun.  
**CJOH-TV** — Ottawa, Ont. — Channel 13, 9:30 a.m. Sun.  
**CJTV-TV** — Port Renfrew, B. C. — Channel 11, 2 p.m. Sun.  
**KCND-TV** — Pembina, N. D. — Channel 12, 5 p.m. Sun.  
**CKMI-TV** — Quebec City, Que. — Channel 5, 7:30 p.m. Tues.  
**CKCK-TV** — Regina, Sask. — Channel 2, 12 noon Sun.  
**CKSO-TV** — Sudbury, Ont. — Channel 5, 1 p.m. Sat.  
**CKUP-TV** — Ucluelet, B.C. — Channel 6, 2 p.m. Sun.  
**CJAY-TV** — Winnipeg, Man. — Channel 7, 5:30 p.m. Sun.  
**CFQC-TV NETWORK** — 12 noon Sun.  
**Saskatoon, Sask.** — Channel 8.  
**Stranraer, Sask.** — Channel 3.  
**CFCN-TV NETWORK** — 3 p.m. Sun.  
**Calgary, Alta.** — Channel 4.  
**Drumheller/Hand Hills, Alta.** — Channel 12.  
**Banff, Alta.** — Channel 8.

- Brooks, Alta.** — Channel 9.  
**Lake Louise, Alta.** — Channel 6.  
**Lethbridge, Alta.** — Channel 13.  
**Drumheller, Alta.** — Channel 10.  
**Sundre, Alta.** — Channel 7.  
**Burmis, Alta.** — Channel 5.  
**Oyen, Alta.** — Channel 2.  
**Kimberley, B. C.** — Channel 3.  
**Columbia Valley, B. C.** — Channel 6.  
**Jubilee Mt., B. C.** — Channel 8.

- CFRN-TV NETWORK** — 11:30 a.m. Sun.  
**Edmonton, Alta.** — Channel 3.  
**Whitecourt, Alta.** — Channel 12.  
**Ashmont, Alta.** — Channel 12.  
**Lac la Biche, Alta.** — Channel 6.

- CHAN-TV NETWORK** — 2 p.m. Sun.  
**Bowen Island, B.C.** — Channel 3.  
**Brackendale, B.C.** — Channel 3.  
**Burnaby, B.C.** — Channel 8.  
**Chilliwack, B.C.** — Channel 11.  
**Courtenay, B.C.** — Channel 13.  
**Squamish, B.C.** — Channel 7.  
**Vancouver, B.C.** — Channel 8.

- CHEK-TV NETWORK** — 2 p.m. Sun.  
**Holberg, B.C.** — Channel 4.  
**Kokish, B.C.** — Channel 9.  
**Newcastle Ridge, B.C.** — Channel 7.  
**Nimkish, B.C.** — Channel 6.  
**Port Alice, B.C.** — Channel 2.  
**Port Hardy, B.C.** — Channel 3.  
**Sointula, B.C.** — Channel 5.  
**Victoria, B.C.** — Channel 6.  
**Woss, B.C.** — Channel 3.

- CHSJ-TV NETWORK** — 2:30 p.m. Sat.  
**Saint John, N.B.** — Channel 4.  
**Edmundston, N.B.** — Channel 6.  
**Moncton, N.B.** — Channel 7.

- CJCH-TV NETWORK** — 12 noon Sun.  
**Halifax, N.S.** — Channel 5.  
**Annapolis Valley, N.S.** — Channel 10.  
**Digby, N.S.** — Channel 6.

- CJON-TV NETWORK** — 1 p.m. Sun.  
**St. John's Nfl.** — Channel 6.  
**Argentia, Nfl.** — Channel 3.  
**Bona Vista, Nfl.** — Channel 10.  
**Central, Nfl.** — Channel 4.  
**St. Albans, Nfl.** — Channel 13.

- CKBI-TV NETWORK** — 4 p.m. Sat.  
**Prince Albert, Sask.** — Channel 5.  
**Alticane, Sask.** — Channel 10.  
**North Battleford, Sask.** — Channel 7.  
**Nipawin, Sask.** — Channel 2.  
**Greenwater, Sask.** — Channel 4.  
**Big River, Sask.** — Channel 9.

that law on a national and international basis, we will have to pay the penalty.

In a world busy leaping on the ecology bandwagon, it is easy to forget that environmental pollutions are no more dangerous than the changes in the composition of the food we eat — changes which, like environmental pollution, have come as a result of advancing technology coupled with an economic philosophy encouraging growth at all costs.

If we are to maintain the technology and the economy which allow the sought-after "good life" — and maintain it without increasingly sick and debilitated bodies — something will have to change. We must upgrade the quality of food, rejecting today's chemical-laden, foodless, "empty-calorie" foods, or we will continue inexorably on the same path of degeneration.

Individually, it is a relatively simple

matter to avoid refined sugar. And by taking a little time and expending a little effort, people can substitute whole grain products for devitalized ones. They are available — but not popular. It takes a while to establish a pattern of avoiding over-preserved and processed instant meals, but the results are well worth it.

There is a lot the individual can do if he tries. How much is good health worth? □

# RADIO LOG

## The WORLD TOMORROW

— heard daily on more than 300 stations worldwide. A thought-provoking broadcast bringing you the real meaning of today's world news — with advance news of the WORLD TOMORROW!

### U. S. STATIONS

#### — East —

##### MAJOR STATIONS

- WOR** — New York — 710 kc., 11:30 p.m. Sun.
- WHN** — New York — 1050 kc., 11:30 p.m. Sun.
- WHAM** — Rochester, N. Y. — 1180 kc., 11:30 p.m. Mon.-Fri., 10:30 a.m. Sun.
- WWVA** — Wheeling, W. Va. — 1170 kc., 98.7 FM, 5 a.m. and 8:30 p.m. Mon.-Fri., 10:30 a.m., 8:30 p.m. Sun.
- WRKO** — Boston — 680 kc., 6:30 a.m. Sun. (WROR 98.5 FM, 8:30 a.m. Sun.)
- WBAL** — Baltimore — 1090 kc., 8:30 a.m. Sun.
- WRVA** — Richmond, Va. — 1140 kc., 10 p.m. daily.
- WPTF** — Raleigh, N. C. — 680 kc., 1:30 & 10:30 p.m. Mon.-Sat., 9:30 a.m. Sun.
- WBT** — Charlotte, N. C. — 1110 kc., 11:05 p.m. Sun.

##### LOCAL-AREA STATIONS

- WOKO** — Albany, N. Y. — 1460 kc., 6:30 p.m. daily.
- WSAN** — Allentown, Pa. — 1470 kc., 6:05 p.m. Mon.-Fri., 7:05 p.m. Sat., 8:30 p.m. Sun.
- WGLI** — Babylon, N. Y. — 1290 kc., 6 p.m. daily.
- WBMD** — Baltimore — 750 kc., 12:30 p.m. daily.
- WLBZ** — Bangor, Me. — 620 kc., 6:30 p.m. Mon.-Sat., 7:30 p.m. Sun.
- WRYT** — Boston — 950 kc., 6 a.m. Mon.-Fri., 12:30 p.m. Mon.-Sat., 12 noon Sun.
- WZAP** — Bristol, Va. — 690 kc., 12:30 p.m. daily.
- WWOL** — Buffalo, N. Y. — 1120 kc., 4:05 p.m. Sat., 10 a.m. Sun.
- WCHS** — Charleston, W. Va. — 580 kc., 7:00 p.m. daily.
- WACE** — Chicopee, Mass. — 730 kc., 12 noon daily.

\*Asterisk indicates new station.

- WFNC** — Fayetteville, N. C. — 940 kc., 98.1 FM, 1 p.m. daily.
- WHP** — Harrisburg, Pa. — 580 kc., 7:30 p.m. daily.
- WMCS** — Machias, Maine — 1400 kc., 8 a.m. Sun.
- WFEA** — Manchester, N. H. — 1370 kc., 5:30 a.m. Mon.-Sat., 7 a.m. Sun.
- WPAQ** — Mount Airy, N. C. — 740 kc., 1:05 p.m. Mon.-Sat., 9:30 a.m. Sun.
- WVOX** — New Rochelle, N. Y. — 1460 kc., 93.5 FM, 6:30 a.m. Mon.-Sat., 8 a.m. Sun.
- WEVD** — New York — 1330 kc., 97.9 FM, 10 p.m. daily.
- WMCA** — New York — 570 kc., 1 a.m. Mon.-Sat.
- WBNX** — New York — 1380 kc., 9:15 a.m. Sun. (in Spanish).
- 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.
- WCSH** — Portland, Me. — 970 kc., 6:30 p.m. Mon.-Sat., 7:30 p.m. Sun.
- WJAR** — Providence, R. I. — 920 kc., 7:30 p.m. daily.
- WTVR** — Richmond, Va. — 1380 kc., 7 p.m. daily.
- WWNH** — Rochester, N. H. — 930 kc., 9 p.m. Mon.-Sat., 9 a.m. Sun.
- WSCR** — Scranton, Pa. — 1320 kc., 12:30 & 6:30 p.m. daily.
- WIBX** — Utica, N. Y. — 950 kc., 6:30 p.m. Mon.-Sat., 8:30 p.m. Sun.
- WDEV** — Waterbury, Vt. — 550 kc., 6:30 p.m. Mon.-Sat., 8 p.m. Sun.
- WBRE** — Wilkes-Barre, Pa. — 1340 kc., 98.5 FM, 12:30 p.m. daily.

#### — Central —

##### MAJOR STATIONS

- WCKY** — Cincinnati — 1530 kc., 5 a.m. Mon.-Fri., 5:30 a.m. Sat., 12 midnight Tues.-Sun., 7, 9:30 p.m. Sun.
- WLW** — Cincinnati — 700 kc., 7 a.m. and 11 p.m. Sun.
- WJJD** — Chicago — 1160 kc., 11 a.m. Sun.
- WISN** — Milwaukee, Wis. — 1130 kc., 10 p.m. Mon.-Fri., 9 a.m. & 10:30 p.m. Sun., 97.3 FM, 11 p.m. daily.
- KSTP** — Minneapolis-St. Paul — 1500 kc., 5 a.m. Mon.-Sat., 11:30 p.m. Sun.
- KXEL** — Waterloo — 1540 kc., 9:30 p.m. Mon.-Sat., 8 p.m. Sun., 105.7 FM, 11:30 a.m. Sun.
- KRVN** — Lexington, Nebr. — 880 kc., 2 p.m. Mon.-Fri., after game Sat., 10:30 a.m. Sun.
- KXEN** — St. Louis — 1010 kc., 7:15 a.m. & 12 noon Mon.-Sat., 10:30 a.m. & 4 p.m. Sun.

##### LOCAL-AREA STATIONS

- WSLR** — Akron, Ohio — 1350 kc., 8 p.m. daily.

- WBCK** — Battle Creek, Mich. — 930 kc., 7 p.m. Mon.-Fri., 12:30 p.m. Sat., Sun.
- WBCM** — Bay City, Mich. — 1440 kc., 6:30 p.m. daily.
- KFYR** — Bismarck, N. Dak. — 550 kc., 7 p.m. daily.
- KFVS** — Cape Girardeau, Mo. — 960 kc., 7 a.m. Mon.-Sat., 9:15 a.m. & 7:30 p.m. Sun.
- WMT** — Cedar Rapids — 600 kc., 11:30 a.m. Sun.
- WEAW** — Chicago — 1330 kc., 8 a.m. & 12:15 p.m. Mon.-Sat., 9:30 a.m. Sun. (105.1 FM, 7 a.m. Mon.-Sat., 8 p.m. Sun.)
- \*KCHI** — Chillicothe, Mo. — 1010 kc., 1:30 p.m. daily.
- 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., 103.7 FM, 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., 7 p.m. & 2:30 a.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., 7 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., 6:30 p.m. daily.
- 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., 8:30 a.m. & 11 p.m. Sun.
- KMBZ** — Kansas City, Mo. — 980 kc., 10:05 p.m. daily.
- WAKO** — Lawrenceville, Ill. — 103.1 FM, 9 p.m. Sun.
- WIBA** — Madison, Wis. — 1310 kc., 7:05 p.m. Mon.-Fri., 6:05 p.m. Sat., Sun.

(Continued on next page)

**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.  
**WYLO** — Milwaukee, Wis. — 540 kc., 8 a.m. Mon.-Sat., 10 a.m. Sun.  
**KQRS** — Minneapolis — 1440 kc., 8:30 p.m. daily.  
**KBEA** — Mission, Kans. — 1480 kc., 7 p.m. daily.  
**KLNG** — Omaha, Nebr. — 1490 kc., 7:30 p.m. daily.  
**WXCL** — Peoria, Ill. — 1350 kc., 7:05 p.m. daily.  
**KFEQ** — St. Joseph, Mo. — 680 kc., 7 p.m. daily.  
**KSOO** — Sioux Falls, S. Dak. — 1140 kc., 6:45 p.m. daily.  
**WSBT** — South Bend — 960 kc., 9:06 p.m. Mon.-Sat., 9 p.m. Sun.  
**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.  
**KCII** — Washington, Iowa — 1380 kc., 10 a.m. Sun.  
**WSAU** — Wausau, Wis. — 550 kc., 7 p.m. daily.  
**KFH** — Wichita, Kans. — 1330 kc., 7 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 —

## MAJOR STATIONS

**WLAC** — Nashville — 1510 kc., 5 a.m. Mon.-Sat., 7 p.m. daily, 6:30 a.m. Sun.  
**WSM** — Nashville — 650 kc., 9 p.m. Sun.  
**KRLD** — Dallas — 1080 kc., 5 a.m. daily, 9:40 p.m. Mon.-Fri., 9:30 p.m. Sat.-Sun.  
**KTRH** — Houston — 740 kc., 7:30 p.m. Sun.-Fri.  
**WOAI** — San Antonio — 1200 kc., 5 a.m. Mon.-Sat., 10:05 p.m. Sun.  
**KWKH** — Shreveport — 1130 kc., 1 p.m. & 9:30 p.m. Mon.-Fri., 11:30 a.m. & 11:30 p.m. Sat., 10:30 a.m. & 9:30 p.m. Sun.  
**WNOE** — New Orleans — 1060 kc., 9:30 a.m. Sun.  
**WWL** — New Orleans — 870 kc., 10:30 p.m. Mon.-Sat.  
**KAAY** — Little Rock — 1090 kc., 5:15 a.m., 7:30 p.m. Mon.-Sat., 9:30 a.m., 7:30 p.m. Sun.  
**WGUN** — Atlanta — 1010 kc., 11 a.m. Mon.-Sat., 4 p.m. Sun.  
**WAPI** — Birmingham — 1070 kc., 10 a.m. Sun.  
**WMOO** — Mobile — 1550 kc., 7 a.m. Mon.-Sat., 10:30 a.m. Sun.  
**WINQ** — Tampa — 1010 kc., 7 a.m. daily.  
**KRMG** — Tulsa — 740 kc., 10 a.m. Sun.  
**XEG** — Monterrey, México — 1050 kc., 8:30 p.m. daily (CST)  
**XESM** — México, D. F. — 1470 kc., 9 a.m. Sun.

## LOCAL-AREA STATIONS

**KNIT** — Abilene, Tex. — 1280 kc., 8:15 a.m. Mon.-Sat., 8 a.m. Sun.  
**KGNC** — Amarillo — 710 kc., 7 p.m. daily.  
**KTBC** — Austin — 590 kc., 5:30 a.m. Mon.-Sat., 9:30 a.m. Sun.  
**KLVI** — Beaumont, Tex. — 560 kc., 6:30 p.m. daily.  
**WBRC** — Birmingham — 960 kc., 7:30 p.m. daily.  
**WFWL** — Camden, Tenn. — 1220 kc., 2 p.m. Sun.  
**KMIL** — Cameron, Tex. — 1330 kc., 12:30 p.m. Mon.-Sat., 8:45 a.m. Sun.  
**WCSC** — Charleston, S. C. — 1390 kc., 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.  
**KCTA** — Corpus Christi, Tex. — 1030 kc., 12:30 p.m. Mon.-Fri., 4:30 p.m. Sat., 2 p.m. Sun.  
**WFAA** — Dallas — 570 kc., 11:30 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., 96.7 FM, 6:30 p.m. daily.  
**WBIX** — Jacksonville, Fla. — 1010 kc., 12:30 p.m. daily.  
**WKSC** — Kershaw, S. C. — 1300 kc., 1:15 p.m. Sun.  
**WFIV** — Kissimmee, Fla. — 1080 kc., 7:30 a.m. Mon.-Sat., 12:30 p.m. Sun.  
**WKXV** — Knoxville — 900 kc., 12 noon daily.  
**WLAP** — Lexington, Ky. — 630 kc., 7 p.m. Mon.-Sat., 10:30 a.m. Sun.  
**KFYO** — Lubbock, Tex. — 790 kc., 11:30 a.m. Mon.-Sat., 4:30 p.m. Sun.  
**KWAM** — Memphis — 990 kc., 11 a.m. Mon.-Sat., 10 a.m. Sun.  
**WMQM** — Memphis — 1480 kc., 12:30 p.m. Mon.-Sat., 1 p.m. Sun.  
**WHBQ** — Memphis — 560 kc., 9 a.m. Sun.  
**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.  
**WVOG** — New Orleans, La. — 600 kc., 12:15 p.m. Mon.-Fri., 12 noon Sat., 1:30 p.m. Sun.  
**KBYE** — Oklahoma City — 890 kc., 12:30 p.m. Mon.-Sat., 10:30 a.m. Sun.  
**WKYX** — Paducah, Ky. — 570 kc., 12:30 p.m. daily.  
**KTLU** — Rusk, Tex. — 1580 kc., 1 p.m. Sun.  
**KMAC** — San Antonio — 630 kc., 7:15 a.m. Mon.-Sat., 9 a.m. Sun.  
**WEAS** — Savannah, Ga. — 900 kc., 12 noon daily.  
**WMEN** — Tallahassee — 1330 kc., 8:30 a.m. Mon.-Sat., 10:30 a.m. Sun.  
**WFLA** — Tampa — 970 kc., 7 p.m. daily.  
**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 —

## MAJOR STATIONS

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

## LOCAL-AREA STATIONS

**KGGM** — Albuquerque — 610 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.  
**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. — 1100 kc., 8 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.  
**KASA** — Phoenix — 1540 kc., 12:30 p.m. daily.  
**KSEI** — Pocatello, Idaho — 930 kc., 8 p.m. daily.  
**KBET** — Reno — 1340 kc., 6:30 p.m. daily.  
**KMOR** — Salt Lake City — 1230 kc., 12:15 p.m. daily.  
**KTUC** — Tucson — 1400 kc., 8 p.m. daily.  
**KTFI** — Twin Falls, Idaho — 1270 kc., 7:05 p.m. daily.

## — West Coast —

## MAJOR STATIONS

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

## LOCAL-AREA STATIONS

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

(Continued on next page)

**KBIF** — Fresno — 900 kc., 7:30 a.m. Mon.-Fri., 4 p.m. Sat., 10 a.m. Sun.  
**CKGF** — Grand Forks, B. C. — 1340 kc., 7:30 p.m. daily.  
**KAGO** — Klamath Falls, Ore. — 1150 kc., 6:30 p.m. daily.  
**KKLM** — La Mesa, Calif. — 91.5 FM, 6 p.m., 10:30 p.m. daily.  
**KFOX** — Long Beach — 1280 kc., 9 p.m. Mon.-Sat., 9:30 p.m. Sun.  
**KLAC** — Los Angeles — 570 kc., 8:30 a.m. Sun.  
**KYJC** — Medford, Ore. — 1230 kc., 6:30 p.m. daily.  
**KONA** — Pasco, Wash. — 610 kc., 7 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., 8 p.m. Mon.-Sat., 10 p.m. Sun.  
**KGAY** — Salem, Ore. — 1430 kc., 6:30 a.m. Mon.-Sat., 9 a.m. Sun.  
**KTOM** — Salinas, Calif. — 1380 kc., 7 p.m. daily.  
**KACE** — San Bernardino-Riverside — 1570 kc., 9:30 a.m. Sun.  
**KCKC** — San Bernardino — 1350 kc., 9 p.m. daily.  
**KMEN** — San Bernardino — 1290 kc., 6 a.m. Sun.  
**KOGO** — San Diego — 600 kc., 8:30 p.m. Sun.  
**KKHI** — San Francisco — 1550 kc., 6 a.m. Mon.-Sat., 8 a.m. Sun.  
**KFRC** — San Francisco — 610 kc., 106.1 FM, 7 a.m. Sun.  
**KVEC** — San Luis Obispo, Calif. — 920 kc., 7 p.m. daily.  
**KBLE** — Seattle — 1050 kc., 12 noon daily.  
**KTW** — Seattle — 1250 kc., 102.5 FM, 7:15 a.m. Mon.-Sat., 10 a.m. Sun.  
**KVI** — Seattle — 570 kc., 8 a.m. Sun.  
**KHQ** — Spokane — 590 kc., 7:05 p.m. daily.  
**KMO** — Tacoma, Wash. — 1360 kc., 8:30 p.m. daily.  
**KGRB** — W. Covina, Calif. — 900 kc., 12 noon 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.  
**KORL** — Honolulu, Hawaii — 650 kc., 7 p.m. daily.

**CANADA**

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

**CKDM** — Dauphin, Man. — 730 kc., 6:30 p.m. daily.  
**CKNR** — Elliot Lake, Ont. — 1340 kc., 6:30 p.m. Mon.-Sat., 3:30 p.m. Sun.  
**\*CKGF** — Grand Forks, B. C. — 1340 kc., 7:30 p.m. daily.  
**CJCH** — Halifax, N. S. — 920 kc., 10:25 p.m. Mon.-Sat., 10 p.m. Sun.  
**CFJC** — Kamloops, B. C. — 910 kc., 10:30 p.m. Mon.-Fri., 7:30 p.m. Sat., Sun.  
**CKOV** — Kelowna, B. C. — 630 kc., 10:30 p.m. Mon.-Fri., 7:30 p.m. Sat., Sun.  
**CKWS** — Kingston, Ont. — 960 kc., 8:30 p.m. Mon.-Fri., 10:05 a.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.  
**CFMB** — Montreal, Que. — 1410 kc., 6:30 a.m. Mon.-Sat., 1:30 p.m. Sun.  
**CFCH** — North Bay, Ont. — 600 kc., 8:30 p.m. Mon.-Fri., 7 a.m. Sun.  
**CKOO** — Osoyoos, B. C. — 1240 kc., 7:30 p.m. daily.  
**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., 7:30 p.m. daily.  
**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., 98.9 FM, 8:30 p.m. daily.  
**VOCM** — St. John's, Nfld. — 590 kc., 6:30 p.m. daily.  
**CHLO** — St. Thomas, Ont. — 1570 kc., 6 a.m. Mon.-Sat., 3:30 p.m. Sun.  
**CFQC** — Saskatoon, Sask. — 600 kc., 8:30 p.m. daily.  
**CKCY** — Sault Ste. Marie, Ont. — 920 kc., 6:30 p.m. daily.  
**CJET** — Smiths Falls, Ont. — 630 kc., 7:30 p.m. Mon.-Thurs. & Sat., 8 p.m. Fri., 10:30 a.m. Sun.  
**CFTK** — Terrace, B. C. — 590 kc., 7:30 p.m. daily.  
**CJLX** — Thunder Bay, Ont. — 800 kc., 7:30 p.m. Mon.-Sat., 6:25 p.m. Sun.  
**CKFH** — Toronto, Ont. — 1430 kc., 6 a.m. Mon.-Sat., 10 a.m. Sun.  
**CJIB** — Vernon, B. C. — 940 kc., 10:30 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 Italian* —  
**CFMB** — Montreal — 1410 kc., 8:15 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 & 91 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 — 900 kc., 9:30 a.m. Mon.-Fri., 11 a.m. Sat. 10:30 a.m. Sun.  
**BARBADOS REDIFFUSION** — Bridgetown, Barbados — 10:20 a.m. Mon.-Fri., 9:30 a.m. Sat. & Sun.  
**ZFB 1** — RADIO BERMUDA — 960 kc., 1:30 p.m. daily.  
**GUYANA BROADCASTING SERVICE** — Georgetown — 560 kc., 1 p.m. Mon.-Sat., 1:30 p.m. Sun.  
**JAMAICA BROADCASTING** — Kingston — 560 kc., 12 midnight daily.  
**Mandeville** — 620 kc., 12 midnight daily.  
**Montego Bay** — 700 kc., 12 midnight daily.  
**Port Maria (Port Galina)** — 750 kc., 12 midnight daily.  
**RADIO 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 CARAIBES** — St. Lucia, W. I. — 840 kc., 6:30 a.m. Mon.-Fri.

For a complete worldwide Radio Log write the Editor.

# "SERVICE" WITH A SNEER

(Continued from page 7)

eral public bathe every day, and maintain clean, inviting taxicabs, instead of the incredibly filthy interiors that are becoming commonplace?

I think not. After all, the passenger is expected to pay — and, in the case of New York, about double what he is used to paying. Presumably, that hike in cab rates was predicated solely upon the assumption that cab drivers were underpaid for their present performance, and did not represent to the public that it was now able to expect better service, cleaner cabs, or more pleasant drivers.

## Service With a Smile — "Old-Fashioned"

It wasn't always this way. Back in the 1930's, for instance, a service job — ANY job for that matter — was a precious treasure to cling to. In *The Invisible Scar*, a study of the Great Depression, Caroline Bird described the services of the 1930's:

"Shopping was a pleasure... The salespeople knew the stock and enjoyed showing it... Barbers came to the house if desired... Mail and milk were delivered along with the newspaper in time for breakfast... Elevators were run by operators who said 'Good Morning,' reported the weather, and took in messages and parcels." What a contrast!

Of course, not very many people were able to afford such services during the Depression, but today even the *rich* can't buy a smile from an elevator operator, store clerk, taxi driver, hotel clerk, or telephone operator. Huge tips merely buy the minimum of service.

A vice president of A.T.&T. echoed the words of Caroline Bird. Thirty years ago, he said, a young girl "with high-school diploma clutched in her hand came to us eager to conform to our standards of service. But today it's different," he explained. "At the first sign of pressure from a superior, or a customer fireback, they quit." He said they don't subscribe any longer to the motto

"the customer is always right."

Even the connotation of "service" has dramatically changed. In the early 1900's, when production-line factory employees outnumbered servants two-to-one, it was deemed an honor to serve. Today the ratios are reversed, and the very term "service" is considered "old-fashioned" to many.

But I'll take the "old-fashioned" or "quaint" attitude of service any day. Regrettably, though, there is no choice available.

Take smoking.

## Smoking, Skunk Oil, and Other Sensual Habits

One time in Texarkana, a group of us wanted to be taken downtown from the airport. It was one of those cooler days, when a "Norther" has chilled the East Texas area, making it entirely out of the question to ride with all the cab windows rolled down.

As the cab pulled to a stop, I noticed the driver pull one of the new, "silly millimeter longer" types out of his shirt pocket pack, and snap his lighter.

I walked around to his side.

"I'm sorry, but my wife and I both are nauseated by cigarette smoke — could you please refrain from smoking for this one trip?"

There was no answer. He was struck dumb. It finally dawned on him that I was serious. He did a slow burn, carefully twisted the ember off the freshly lit extra-long cigarette, and placed it behind his ear.

We rode into town in silence.

I understood, though. For paying passengers to interfere with the sensual habits of cab drivers is just too much. How thankful we can all be that most cab drivers don't openly smoke hashish — or the spectacle of businessmen with briefcases reeling out of closed cabs with half-sick expressions, and then attempting to climb the nearest lamp post would be commonplace.

Personal gratification of lustful, sensual habits always takes precedence over everything else. You would think people would understand, then, if I were to haul out of my pocket a vial of animal scent, heavily laced with skunk oil, and inhale it with gusto. I've threatened to try it, just as a test

case of human nature in action.

Can you imagine the scene?

What if you were seated in a crowded airplane, alongside several people who were smoking, and you, the gagging non-smoker, pulled out a vial of skunk oil, and took a deep whiff.

As the terribly penetrating stink reached their noses, they would no doubt quickly register expressions of amazement, disbelief, anger, and nausea in that order.

They would, I am sure, demand that the vial be closed up and put away, and then begin making various and sundry remarks about the utter crassness of anyone who would dare stink up someone else's environment by indulging in such an incredibly obnoxious habit.

The reply could be a beautiful squelch: "Look, man, you've got your habit, I've got mine!"

## Two Kinds of Air Pollution

I have attended many scientific meetings on ecology and changing environment. It was with amazement that I sat, nearly gagging, in a densely smoke-filled, tightly packed room during the "Governor's Conference on California's Changing Environment" at the Ambassador Hotel in Los Angeles.

I was there to obtain information for the radio and television programs.

The conference room was labelled "Air." Simultaneously, there were meetings on "Water" and other areas of concern.

The sign didn't mean anything.

There we were, along with Governor Ronald Reagan, listening to serious discussions on the terrible smog problems of Los Angeles, and every other California city — and the majority of the concerned people in the room were dragging clouds of total pollution into their lungs with feverish intensity. They were decrying the factories, the automobiles, the forest fires and blowing dust that were contributing to the growing problem of air pollution in California.

It seemed somehow ironic.

And then there was the trip from the Americana hotel in Manhattan to the old Madison Square Garden for some finals in the national collegiate basketball tournament.

It was snowing.

There were four of us; we were in New York for the meetings of the American Association for the Advancement of Science. We ate at a restaurant on 53rd Street and went outside into the frigid air to hail a cab.

I went around to the right side, and entered the front. A little hesitation on who would enter where or sit in which seat momentarily occurred.

"Shut the &&&\*\*\*\$\$\*\*&\$ door!" the driver yelled.

"Shut your foul mouth!" I replied.

He simply scowled. I repeated my statement — even elaborated on it a little.

He said, "All right, all right, so I didn't say nothin'."

I suppose he worried that I might report his obscenities to the company —

though I can't imagine why, in a society where even leading politicians, entertainers, and, sometimes, clergymen, are so free with profanity and obscenity.

It was interesting from there on. He had heard the broadcast, and I found him to be a fairly decent human being. He even took us the long way around, at his own request, so he could have more time to ask questions and talk to me. We were a little late for the start of the ball game — but it was worth it.

Speaking of New York City, have you noticed the change in attitude of even "civil" servants lately. It's most obvious in New York, but evident everywhere you look.

#### America's Paramilitary "Civil" Servants

Last June, New York City lived through a week they would rather forget, and certainly not like to repeat — but chances are they will. On Monday, June 7, unionized bridgetenders blocked 27 of the city's 29 drawbridges, trapping hundreds of thousands of motorists in sweltering heat. One observer described this as "a pre-rush-hour *coup* executed with commando-like precision, stripping gears, blowing fuses and immobilizing drawbridge mechanisms like so many characters in an Alistair Maclean war movie."

Even the union leaders spoke of it as "hit and run" tactics, "anarchy" and "guerrilla warfare." "We'll have to study Mao — use hit-and-run tactics" said a Teamster lobbyist, as New York City suffered its worst traffic jam in history.

Meanwhile, Consolidated Edison ordered the first electrical brownout of the season.

The next day, the situation worsened — if that's conceivable. On Tuesday, June 8, the strike spread to all sewage-treatment plants, water-supply facilities, garbage disposal incinerators, park employees, and the food shipments to the schools. Over one *billion* gallons of raw sewage poured into the already contaminated rivers of New York.

Why the furor? Municipal *servants* wanted much higher salaries and more fringe benefits (so that they could live 50 miles out in the suburbs, like all the other rich commuters). The key demand



**THE IMPORTANCE OF "SERVICE PEOPLE"** — Photo above shows normally crowded airline ticket counters. Companion photo (below) shows virtually deserted ticket counters when machinist and mechanics struck five major airlines. The year was 1966 and it was the longest airline strike in history. A large part of air traffic was halted. The effect on the airlines was dramatic. The five struck airlines lost \$330 million in revenues. About 80 million passengers were forced to cancel their travel plans or make other arrangements. Businesses closely related to airlines lost about one billion dollars, according to one educated guess. All this occurred because "servicing" of planes was halted by a strike.

Top — Harold M. Lambert; Below — Wide World



was a pension plan amounting to one half the final year's pay after a mere 20 years of service — or, if you can imagine it, a 38-year-old sanitation worker demanding to be sent to pasture at public expense. For that, the workings of city commerce were virtually closed down for two days.

A compromise postponement of demands was reached on Wednesday, as Mayor Lindsay left for Albany to solicit money from the state budget. The re-

give you reasons why — guys like me who want to use the telephone, for instance.

To telephone the operator and ask for a number is an unforgivable act. The acidic bitterness fairly drips over the lines as the distraught, overworked, tired, harried operator listens resignedly to the request of one more addlehead who has the unmitigated gall to disturb her day by wanting to use the phone. This kind of telephone "assistance"

though service is one of the highest callings of man.

The roots of this attitude are somewhat easy to pin down. Overpopulation and crowding into urban areas builds up a certain nervous tension which is expressed by increased belligerence — snarling, and sneering at those who invade your little world.

Many are frustrated with their job; they really want to do something else entirely! Many employers claim they can only hire the mentally retarded and physically handicapped to do the "dirtiest" of service jobs — mopping up, emptying hospital bedpans, cleaning commodes. No one else will touch these jobs.

In a greater sense, surly service represents a total repudiation of the "American way of life," the so-called "Protestant work ethic," and the weaknesses of fellow human beings. Lost baggage and harsh words reflect the rebelliousness of our age. We're learning NOT to care.

I believe it was Elbert Hubbard who once said, "If I worked for a man, I would work for him. I would not work for him part of the time, and against him the rest of the time. I would either work for him all the time, or I would not work for him at all."

Perhaps that's good advice for distraught serving personnel, or those who labor in jobs they hate. I have no exact statistics which indicate the degree of satisfaction people have with their jobs — but, judging from the unhappy faces, I would imagine those who find their jobs truly rewarding, exciting, challenging, and fulfilling are in a tiny minority.

H. Wentworth Eldridge, the editor of a massive 1200-page volume entitled *Taming Megalopolis* wrote in his preface that "there are not going to be any new and shining cities without *new and shining people* in some as yet not entirely clear reciprocal relationship."

That's the key — *new and shining people*. The "new" is a change of attitude, and the "shine" comes from crushing out that last cigarette, taking a good long bath, donning clean clothes, and putting on a happy face.

Service with a smile.

Let's bring it back. □



Ambassador College Photo

**When Garbage Workers strike** — Cities become littered with garbage when strikers curtail such a vital service. Pictured above was typical street scene in Paris, France when workers quit collecting trash.

mainder of the week was spent in some quite bitter exchanges between the Governor and the Mayor over how to placate these "servants" (the payroll of servants is well over half of the New York City budget).

But America's un-civil civil servants aren't the main subject of this article. I'm primarily discussing the kind of people you meet every day — whether traveling, dining, or telecommunicating.

Ever place long-distance telephone calls overseas?

#### Placing Telephone Calls — An Ordeal

Big city hotel telephone operators are notoriously short-tempered, and seem to hate their jobs. Of course, they could

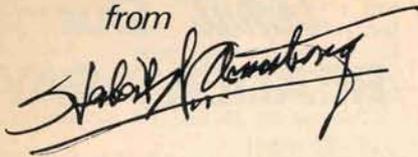
doesn't happen only once in a while, by the way, but with monotonous regularity. I suppose it must be the combination of big city living, frequent drunken brawls labelled "conventions," and, perhaps, the very nature of the job itself, working for hours on end as a substitute for a piece of machinery, plugging jacks into little winking holes, and trying to keep all the buzzers and lights satisfied.

#### What Happened to an "Attitude of Service?"

What's behind the change in attitude of our serving class? The very term "serving class" rankles the nerves of those who serve. To them, service connotes the lowest possible prestige, al-

# Personal

from



(Continued from page one)

participate in group parties — or orgies — where husbands swap wives — disrobed in bed. In the past three months many newspaper and magazine articles have appeared, describing this suddenly fast-growing phenomenon.

The *Sunday Times* (London), in illustrations five columns wide, showed front views of both men and women, completely nude. There was no retouching. Alongside was a picture of a man and woman in sexual intercourse, nude in bed. Under the pictures was this caption: "BBC scores big hit with children's sex film." And under it this subhead: "3,000 schools buy it; one teacher out of 100 says 'pornographic'."

Leading in the parade of public advocacy of promiscuous sex — nothing barred — are the psychoanalysts, psychologists, and even sociologists. These doctors are lending a professional aura of respectability to adultery, promiscuity and perversion, under the catchphrase: "*The New Morality*." It is neither new, nor morality. But it is becoming "accepted" more and more by society, and spreading like a prairie fire!

Dr. Robert A. Harper is a Washington psychologist. At sessions of the American Psychological Association, held in Washington D. C., he is reported to have told one group that parents should get together "to encourage, help and foster sexual play in their pre-adolescent children." He advocated play-pens for nursery-school children, in which "vigorous and joyful sex-play" should be encouraged.

I feel that many do not realize the extent to which modern psychologists are swaying the world into a collapse of healthy home and family life, leading toward total degeneration of the human race. One statement Dr. Harper is reported to have made is significant: His plan for sexual play pens is reported as but one part of a "revolutionary program to demolish certain cherished myths in our social morality."

He adds: "I think we need blockbuster intensive therapeutic efforts, financed by the Federal government and run independently of the schools." The plan would even go so far as taking away most persons' right to reproduce!

What's really back of this morals revolution, now sweeping the world? Few realize what has happened!

These misled "swingers" — these dupes going into "group sex" and "group therapy" — these co-eds following blindly the fast-growing trend toward premarital sex — these mixed-up deluded hippies — these homosexual perverts — all are merely the deceived victims. They are like dumb sheep going to the slaughter in a trail of filth. They are being led into character-pollution and degeneracy, started and fostered by the professional psychologists.

What actually has HAPPENED?

Few know. These professional "mind experts" do not even know what the human mind *is*, and what is the difference between animal brain and human mind! They themselves are criminally IGNORANT!

There is a *MISSING DIMENSION* in human knowledge!

And what one doesn't know, he DOESN'T KNOW THAT HE DOESN'T KNOW IT! And in their vanity of self-complacency, these "experts" suppose they know all that is to be known about the human mind!

What is RIGHT about sex — anything?

What is WRONG in the area of sex?

What is truly beneficial to participants — and what is harmful and destructive?

Do people know? Do the professional psychologists and sociologists know? Emphatically they DO NOT!

In all the published knowledge and instruction about sex and marriage, the most vitally needed dimension has been missing!

Let me tell you what has happened. And then I'll tell you WHY!

## Battering Down Traditions

Today revolt is in the air. Revolt is everywhere, against almost everything! Yet in no grievance is revolt so widespread as that against the repressive

moral codes of traditional Christianity.

What was the real origin of the traditional Christian morality?

The truth is, it came neither from Christ, nor the original apostles, nor from the Bible. But Christianity, after its first generation, absorbed the pagan dualism of Greece, and pasted the label "sinful" on sex. Through the centuries since — until the two world wars in this century — the prudish attitude of shame governed moral standards. And because sex was viewed as indecent, degrading, shameful — as sinful even in marriage, except for procreation — dissemination of knowledge about sex was forcibly withheld from the public.

But what were the fruits of that dualistic concept of virtue? Some 90% of marriages were rendered unhappy — many utterly miserable — frustrated and unbearable — due to false attitudes and sex ignorance.

The Founder of true Christianity *taught no such prudishness!* Jesus never represented sex as anything other than that which our Maker designed and created — and all that He had created God pronounced "very good." Jesus taught against *wrong uses of sex*. He forgave a repentant woman caught in the act of adultery, with the admonition, "Go, and sin no more." The original apostles never deviated from that teaching. The Biblical teaching throughout is the same.

Then finally came along Sigmund Freud, founder of psychoanalysis. About 1904 he reached a startling conclusion. Resulting from his clinical experiences, researches, and faulty human reason — ignorant of the vital *MISSING DIMENSION* in knowledge — Freud came to the conclusion that sexual repression, plus the attitude of shame and feelings of guilt, plus ignorance about sex, were the causes of neuroses and other mental disorders.

He and his followers in psychiatry leaped all the way to the opposite *EXTREME!* They urged knowledge dissemination, sex instruction, and complete sexual freedom — in or out of marriage, as the panacea.

## Moral Barriers Crumble

In the wake of World War I, this agitation plus after-effects of the war

toppled the legal barriers banning dissemination of instruction about sex. The moral barriers began crumbling also.

The first World War made many changes in behavior patterns. Women took jobs — and kept them after the war. Wives became financially independent of husbands. Family and home life began breaking down. Divorce rates rose. War conditions produced "victory girls" and a general relaxing of moral standards.

World War II shot morals into the gutter. Permissiveness became the current fad. The psychologists intensified their propaganda. The MORAL REVOLUTION was on! The world continued throwing off the restraints.

The world at last had emerged from the age of hush!

The devil appeared "as an angel of light." Immorality was given a cloak of respectability under the catch-phrase "The NEW MORALITY." Immorality became moral. Wrong became right.

And now, in just the past very few years, morals have taken a new and accelerating nose-dive into the cesspool.

The world has "progressed" past "topless" restaurants in cities — then past "bottomless" — and, to entertain certain small lust-gripped audiences, actual live sexual intercourse in the nude performed on stage! Today every form of sex and mental perversion is spreading at accelerated pace — homosexuality, swinging, group sex orgies, bestiality, sexual play-pens for pre-school children, lust-arousing pornography a giant industry, fast-growing drug addiction — fast-increasing numbers of humans literally DESTROYING THEMSELVES!

Can *this* be RIGHT?

Can *this* be best for the human individual?

Can *this* build a healthy, happy, prosperous nation or civilization?

WHAT, after all, IS right?

Do humans know right from wrong? They have always supposed so. But they've been WRONG!

Millions of Roman Catholics — and probably millions of Protestants and others — still believe any use of sex outside of marriage is WRONG. They believe it is a SIN! But millions now fol-

lowing the mis-named "New Morality" believe complete sexual freedom is RIGHT. They believe denial and repression are WRONG! They can't BOTH know right from wrong!

What, then, is the TRUTH?

The truth is that the former repression and maintained ignorance was WRONG! The results proved it. And the new flaunting of all morality is *far more* wrong, because it is leading to far worse results!

The TRUTH is that the most tragically needed DIMENSION in knowledge about sex and marriage has been MISSING!

This vital dimension has not been known. Freud did not know it! Today's psychologists are ignorant of this vital dimension of knowledge. It was missing from the knowledge disseminated by a traditional Christianity which set moral codes for so many centuries.

And, what they did not, and do not know, they simply did not, and do not know that they don't know it!

Can there be ANYTHING more important to know?

### The Missing Dimension

Recently Ambassador College published, as a public service, not to be sold, a VERY IMPORTANT BOOK. It is a book of 236 pages, titled, *The Missing Dimension in Sex*.

This important book makes plain the MISSING DIMENSION in knowledge of sex and marriage. It makes plain the reason WHY this vital knowledge has been missing!

It gives frank answers to questions you may have been too embarrassed to ask! It's a surprising, eye-opening book. It is a message of UNDERSTANDING in the wilderness of confusion.

When I see all these current newspaper stories and magazine articles reporting the TRAGIC facts that threaten the very existence of human society on earth, I feel I simply *have* to do what may be done to get the TRUE ANSWER to the morals problem before as many million people as possible. If I could give you the answer here, in *The PLAIN TRUTH*, I would. But space does not permit. So I offer, entirely gratis, *your* free copy on request, postpaid. It is knowledge heretofore unpublished. □

## What Our READERS SAY

(Continued from inside front cover)

some mistake about this, we thought. It would be others that get killed in Vietnam, but not our Robert. He told us when he left that he would be back, but he didn't tell us he would be shipped back in a casket.

"We have asked a thousand people already (and many of them very intelligent people too) why Robert had to be shipped 12,000 miles from home to the other side of the globe to be slaughtered, but no one (absolutely no one) has been able to give us the answer."

"What our family is now concerned about is: Did our Robert die in vain?"

Peter A. K.,  
Linton, North Dakota

"I was utterly dismayed and astonished at your article in the last issue on the Vietnam war. I could hardly believe it could find a place in the same magazine with a previous article 'To Kill a People' by Garner Armstrong."

Vivian F.,  
Newman, California

"Your editorial of March 16, written for the May issue of your magazine, is the greatest disappointment since President Nixon's Vietnamization announcement. I have felt for a long time that we need good men imbued with the spirit of brotherly love and tolerance for other ideologies, to heal the breach between Communism and Capitalism. I had hoped that your magazine would seek to produce such men for our nation.

"Surely you will agree that Russian communism has changed since Stalin, and that it will continue to change and evolve into a system that is part communist and part capitalist?"

"There is much good to be learned from Communism and from Communist China, and I think that we had better apply ourselves to learning it if we want to help Southeast Asia."

Mrs. N. A. E.,  
Rice Lake, Wisconsin

"At last—the plain truth about the way your organization thinks about the Viet Nam war. Nothing more than an insipid restatement of the long-discredited domino theory. Ho Chi Minh might have been on our side if we had possessed the intelligence to see what he was really up to, instead of supposing that we must crush all anti-capitalists in the world, especially the smaller ones, who are less dangerous to fight. Ho certainly made overtures in our direction in the 1940's. But we have lost our revolutionary fervor and we have given up our principles for capitalist propaganda. As a result, we opposed him instead of befriending him."

John E. Chappell Jr.  
Ogden, Utah

"We are sorry but we disagree with Mr. Bunker's statement that the real reason we are in this war is to stop the spread of communism. We, I am writing for a few people of all ages, think that the real reasons are or were the establishment of a U.S. military base in Indochina, for the protection of our so-called oil and tin interests in this part of the world."

James W. S.,  
Buffalo, New York

I will say that your magazine is one of the most interesting that I have ever read. In it you gave us a true understanding about the Vietnam War and its cause from the beginning to the present time. But you didn't give us what millions of Americans would like to know.

Why would the United States enter into a no-win war and give the enemy sanctuaries from Cambodia to Haiphong Harbor? It was here that 90% of the material was unloaded to slaughter our boys. While they were shooting at trees and bushes they were ambushed from all sides by Communists with guns and ammunition brought from Haiphong Harbor.

Bronson F.,  
Madisonville, Kentucky

### "Marijuana on Trial"

"I read the article 'Marijuana on Trial — New Evidence' in the June issue of your magazine and I am a bit skeptical about some of the statements contained in it. I would like to read more about it and would appreciate your sending the booklet *New Facts About Marijuana* to me. I smoke marijuana regularly and I enjoy it very much and I would like to read it and see what it says as I am curious. I doubt that reading it will change my views on smoking dope, but just the same, I want to see what other people think about it."

Mike H.,  
San Diego, California

"Your article on Marijuana told me many things I did not know, and I hope it opens all young people's eyes. Thank you for your concern. Please send me the free booklet *New Facts About Marijuana*."

Mrs. H. J. L.,  
North Hollywood, California

### "Origin of Modern Education"

"I read your article entitled 'The Surprising origin of Modern Education' with a great deal of interest. However, I am sorry to report that you are in error when you state that Thomas Jefferson founded the first state university — University of Virginia 1819. This is false. The first state university was authorized almost fifty years before. The University of North Carolina was provided for in the state constitution of 1776 and opened in 1795. The University of Georgia opened in 1801. The Indiana constitution in 1816 provided for a state university. The University of Virginia did not actually open until 1825 even though it was authorized in 1819."

Oren E. A.,  
Hickory, North Carolina

### "Rising World Colossus"

"We feel we should write regarding your splendid article on the monetary situ-

ation. We have been attempting to find a solution as to what we should do to protect ourselves in the event the situation you described in your article should come about."

Mr. and Mrs. William A. N.,  
Los Angeles, California

### "Overcoming Emotional Stress"

"How to Overcome Emotional Stress' (May issue) is without a doubt one of the most stimulating articles anyone can read.

"I am 24 years old and have been married eight years. My husband is 25 years old. We have two boys, one is seven and the other is three. After eight years of marriage I left my husband because I thought I didn't love him anymore. In the eight months we were separated, I took drugs (speed and LSD). I also tried to commit suicide. I finally realized something was wrong with me. I signed myself into Louisiana State Hospital for treatments. I got out in two weeks and one day. I am now back with my husband and children and we are starting all over again together — with love, that is. Thank you."

Mrs. Charles B. E., Sr.,  
Livingston, Louisiana

"May I congratulate Mr. Dankenbring on his excellent article, 'How to Overcome Emotional Stress.' I am a college student, and have taken two quarters of general psychology. The fact is, I learned more from that article in 30 minutes than I did in a six-month, University-directed course! You people have the *courage* to give the solutions.

"You just aren't 'intellectual' these days to propose a solution and have a conviction. What you must do to gain acceptance is to speak in wishy-washy terms, cloud your conversation with vain, reprobate words such as 'correlation' and 'hypothesize.'"

Garrett B. G.,  
Saint Paul, Minnesota

"It is the most truthful article ever written on the subject.

"For what I have seen, those who suffer from emotional stress always seems to start with self-centeredness, strong emotional outbursts, and finally by locking themselves up into their own little world."

A. T.,  
Seattle, Washington

### Veteran's View on Pornography

"As a recently returned, 22-year-old veteran of Vietnam, I can attest to the truth of your article on the war. I also concur with your piece castigating the myths behind the escalation of pornography.

"Low morale and drug indulgence are furthered through another form of indulgence, namely the sale of over 25 brands of smut magazines in the PX's dwelling on or advertising the new morality, wife swapping, group sex, lesbianism, gay liberation, fetishism, sadism, flagellation, and even news on the revival of witchcraft.

"This conditioning misleads the troops to abuse and exploit the natives to satisfy their own self-interest. The Vietnamese then think of some of us as decadent, drug-using women-abusers.

"A feasible step for correcting that view would be the removal of vexing and mis-

leading magazines that cater to the bizarre and are responsible in part for the gap between the 'little people' and ourselves."

Joe G.,  
Boston, Massachusetts

### "Why Churches Are Losing Influence"

"The June issue of *The PLAIN TRUTH* was superb. The article I most enjoyed concerned the dilemma in today's churches. The author did an impeccable job, for he weeded out the superfluities and nonessentials."

Glenn I. J.,  
Shreveport, Louisiana

"I no longer attend formal services in any church or synagogue. The so-called exponents of the Word are trained in psychology and are actors with good speaking voices, and speak with forked tongue. Their exhortations from the Book are specious and without meaning, twisted to suit the fancy of the big donors to the church.

"We are now living in a very sick world. Soon, unless we come to our senses, the Armageddon preached so cogently in the Bible will be upon us."

Sam Y.,  
Palm Springs, California

### "Mercury Pollution"

"On page 24 there is an article, 'Mercury Pollution' (June issue). On page 24, column 3, the article states that the annual commercial fishing on Lake St. Clair was valued at \$500,000,000. That is definitely an error. I doubt if it even is \$5 million — more likely \$500,000.

"I live only about 120 miles from the lake, and have read all about the mercury in the Lake St. Clair fish."

Carl L. P.,  
Kitchener, Ontario, Canada

• Thank you, Carl, for bringing this to our attention. After recently checking with the Canadian Department of Land and Forests and the Fish Division of the Michigan Natural Resources Department, we find the true figure for Lake St. Clair's commercial fishing operation is under half a million dollars annually. In 1969 it was \$332,000. Our statistic was taken from a paper presented by a renowned scientist at the meetings of the American Association for the Advancement of Science in Chicago last December. He had taken it from a respected trade magazine, who had quoted a Canadian source.

### Aswan High Dam — Typical of Situation in Ghana

"Everything that the April article on the Aswan High Dam said is correct. Your information medium is really marvellous. The deposed Dr. Kwame Nkruma made a similar economic miscalculation with the industrialisation of Ghana. Now the Akosombo Dam may be completed with none of our dreams fulfilled. Today, Ghana is swallowed up in debt. Increased taxation has made life unbearable. It is high time the governments of the world knew that the pros and cons of everything they do should be studied carefully before sanction is given."

Joe D.,  
Oponso, Ghana

# IN THIS ISSUE:

## ★ **WORLD'S FIRST SPACE STATION**

Though the flight ended in tragedy, the Soviets recently accomplished another space first. Will it affect present U. S. space policy with military considerations forcing another crash U. S. space program? Or will public pressure prevent it? See page 2.

## ★ **"SERVICE" WITH A SNEER**

What's happening to the "service professions?" Surly, disgruntled waiters; irritated, short-tempered clerks; careless, impersonal people struggle with jobs that are totally boring, tiresomely monotonous. It's symptomatic of what's happening to us — we're learning not to care. See page 6.

## ★ **AFFLUENCE FOR EVERYONE— AN IMPOSSIBLE DREAM?**

What would happen if every country on earth suddenly achieved the American standard of living? Is such a goal possible — or even desirable? See page 8.

## ★ **DECISIONS AHEAD FOR JAPAN**

Japan is determined to be "ichiban" — Number One — by the turn of the century. Her economic progress since World War II has been phenomenal. But already economic and strategic problems are becoming evident. What must Japan do to continue her economic growth? See page 12.

## ★ **CAN OUR OCEANS FEED THE WORLD?**

Man is now looking to the oceans to provide additional food for hungry millions. Will the plan work? Or will it threaten earth's "last resource"? See page 19.

## ★ **MIDDLE EAST OIL—"BLACK GOLD" FOR EUROPE**

Europe and Japan are tied to oil from the Middle East — an area fraught with tension. What might occur if Middle East nations or the Soviet Union prevent precious oil from reaching either Europe or Japan? See page 23.

## ★ **WHY PEOPLE COMMIT SUICIDE**

The most futile cause of death is suicide. A veritable curse, it takes thousands of lives yearly. Yet, suicide never need, nor should, happen. See page 30.

## ★ **BREAD—THE BROKEN STAFF OF LIFE**

Read in this article the disastrous result of one of modern man's attempts to "upgrade" his food supply — his tampering with bread, the traditional staff of life. See page 35.

Printed in U.S.A.

The PLAIN TRUTH  
P. O. Box 111  
Pasadena, California 91109

690720-0453-1 1 P081  
MRS ANGELINE BOCK  
2038 W RICE ST  
CHICAGO IL 60622