

"I PUT MY HAND DOWN -- AND SAW...

...blood. I went over to a car that had stopped to watch. 'Please help me to a hospital,' I said. They rolled up their windows and drove away. I went to another car and asked for help, but they did the same thing, drove away. Then I went to a truck and asked the driver for help. He pulled around me and drove away and left me there. Nobody on the street helped me."

Fateful words of a college student, age 19, stabbed by a gang of New York City toughs.

New York City, March 1964: A man began to stab 28-year-old Catherine Genovese as she was returning home from work. She called for help. Thirty-eight people heard her cries. None responded, and she died.

On the streets of Broadway, a crowd stood by while eight men stomped two; and a Bronx crowd would not rescue a girl from a rapist's attack. Later a man in a building close to the one in which the young girl was raped railed at reporters for calling attention to the story. It was bad for business, he said. Now women wouldn't come to his office anymore.

In his article, "Where America is Weakest," (U. S. News, July 13, 1964), Admiral Arleigh Burke commented on America's fear of becoming involved in Korea, Cuba, and South Vietnam. Nowadays in America, if somebody goes up and helps a person in distress, "other people don't look at him as a hero. They look at him as a sort of sap -- 'You might have gotten hurt.'" People no longer want to get involved, either individually or as a nation.

Ex-president Eisenhower also showed his concern about the widespread apathy in America in an article, "Danger From Within" (Sat. Eve. Post, Jan. 6, 1963): "Too many of us Americans have become so sophisticated that we are inclined to think of any honest emotion... as being corny."

Let's face it! We -- you and I -- are in the grip of a moral crisis that is sapping the creative vitality of our nation. As one student put it, "America is on the skids, and no one cares." He is exaggerating, to be sure. Many people do care and continue to lead responsible lives. But the student's observation is astute, for our nation is foundering on the rocks of sexual indulgence, moral ambiguity or the so-called "New Morality," violence, and laziness.

"We're breeding a new type of human being -- a guy with a full belly, an empty mind, and a hollow heart. I see them walking around, and I don't like it one bit," says Professor Charles Siepmann, head of the New York City branch of the American Civil Liberties Union.

Alan Drury, author of *Advise and Consent*, calls our time the Age of the Shrug and talks of the "dry rot" which seems to permeate our atmosphere -- like the smog of L. A.

In a letter to Adlai Stevenson, the well-known author John Steinbeck expressed his concern both about the "creeping all-pervading nerve gas of immorality" which had infected the American nation, and about the "violence, cruelty, and hypocrisy symptomatic of a people which had too much."

STOP AND CONSIDER!

- the soaring crime rate: since '58, almost six times as fast as the population growth. Since 1964, juvenile delinquent crime was up 17%, the sixteenth consecutive year of increase. Annual cost of crime? \$27 BILLION!
- the increase in sexual licence: loose morals on campus and off. Leading all other crimes in rate of increase? FORCIBLE RAPE, up 30% since 1958.
- the high rate of alcoholism: 1 out of every 14 who drink is an alcoholic!
- the surge of mental illness: 1 person in 10 needs psychiatric treatment. Mental illness is America's number ONE health problem!
- the high incidence of broken homes: Each year thousands more children are finding themselves victims of divorce.
- the loss of integrity and self-respect: ONE-THIRD of the American POW's in the Korean War defected; 38% died in the prison camps; many abandoned their wounded buddies and left them to die in the cold.
- the failure to provide the necessary leadership by government: conflict of interest cases, bribes, lax judicial standards; business: market manipulation, price fixing, petty embezzlement; churches: denominational jealousy, lack of relevant communication with modern man.

STOP AND CONSIDER AGAIN!

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|--------------------------------|-----------------------------------|
| --- the poverty of the world | --- the slavery of the world |
| --- the hunger of the world | --- the lack of love in the world |
| --- the disease of the world | --- the wars of the world |
| --- the ignorance of the world | |

SOLUTION

Many of today's college students do concern themselves with the political, economic, and social turmoil of this nation and the world -- witness the continual demonstrations for peace, civil rights, an end to the war in Vietnam; the formation of socially concerned groups like ACCION, and others; the eager response to join the government-sponsored Peace Corps. Many share a concern for humanity and a desire to DO something to ease world tension and misery. However, to maintain oneself in an unfamiliar (whether domestic or foreign) environment and set an example which will inspire an apathetic, indigent populace, be it the South American laborer, the Asian farmer, or the Hindu outcast, to improve themselves and their environment is a momentous task. To accomplish such a task, one must have a will of iron; a universal and undying truth from which come hope and conviction; and a fierce love for people!

Many have wills of iron; many have deep compassion and love for people. What then is lacking? -- An IDEAL, an unchanging TRUTH which all people will accept as meaningful on the basis of reasoning and experience. You agree? Good! But then you ask, "Where can I possibly find such an ideal? Surely not in this world."

"Just look around," you continue. "Christians talk of 'salvation, blood of the lamb, resurrection, second coming of Christ.' This is not my language. Democracy is failing to meet the demands of our complex society. Communism with its warlike methods and lack of respect for the individual is not the way I want to bring about a world community. Socialism? -- Perhaps; but again respect for the individual is lost. Religion on the whole? Too much faith and not enough fact." And so it goes. The lack of a universal ideal and the failure of individuals, families, communities, states, nations, and cultures to provide and work for one have created the current disenchantment with the past, carping criticism or indifference to the present, and loss of hope for the future. Life ahead, however, is not so dismal as it appears.

In 1954, a small group of people -- ten in number -- began to meet to discuss the NEW IDEAL, an answer which they were convinced would meet humanity's need for a universal ideal. The New Ideal has now won the intellectual respect and the heartfelt dedication of an international membership of 70,000 plus.

WHAT IS THE NEW IDEAL?

The New Ideal:

- sets forth the purpose of existence in 20th century terms.
- investigates and explains the laws by which all things exist, multiply, and move.
- explores the inner psychological depths of man and sets forth the basic qualities of his nature.
- reveals the meaning of human history -- its cause, purpose, and goal.
- offers a solution to the problems -- political, economic, and social -- underlying the establishment of a world community.
- offers a solution to the problem of world suffering and to the dilemma of world war.
- examines questions concerning God, His existence, nature, and relationship to men:

If God exists and He is good, then why is there evil?
If God is One and embodies one Truth, why are there
so many religions?
If God wants man to know and love Him, why hasn't
He revealed Himself more clearly to man?

The New Ideal is not a panacea for the ills of mankind. Acceptance of it will not change mankind overnight. Nevertheless, the New Ideal does present men who are seeking answers with a logical, down-to-earth solution, with a goal that men can reach.

The founder and leader of the New Ideal movement met recently with a noted governmental leader at his home to discuss the impact the movement is having on youth throughout the world. The official showed great interest, "Never saw anything like this before! I certainly will keep track of your movement's progress."

When you hear the New Ideal, you too will say, "Never saw anything like this before!" Come and join the thousands who are now studying the New Ideal throughout the world! In one short evening you can hear a lecture on the New Ideal and discuss with other students who have found it a challenging and exciting stimulus to thought and action! Call for one of our lecturers to speak to your house, club, or society, or bring them all to our lively meetings!

FOR FURTHER INFORMATION , CONTACT:

"The New Ideal"
1907 S Street, N. W., Washington, D. C.
Phone: 387-3339

Meetings held: Tues. 7:30 p. m. (Sat. 7:30 p. m. at 3420 N. Utah, Arlington, Va.)

For information concerning centers located in other centers, contact at the above address.