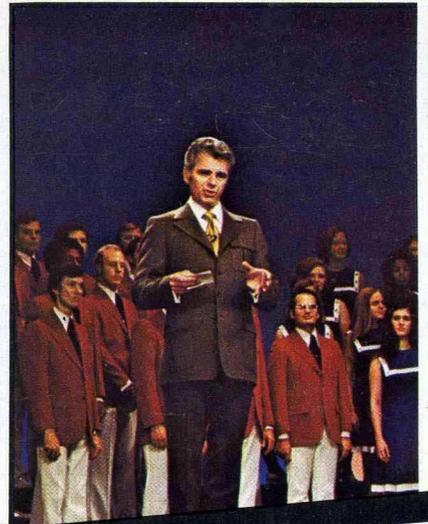
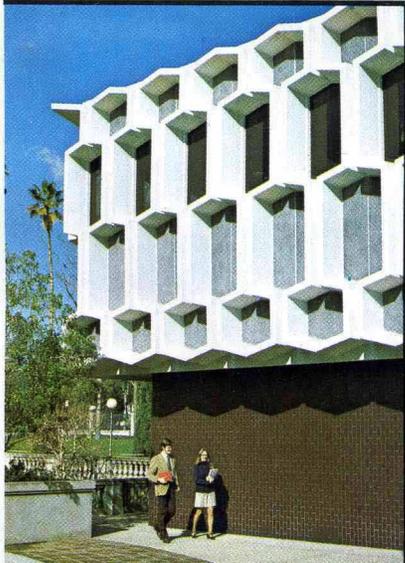
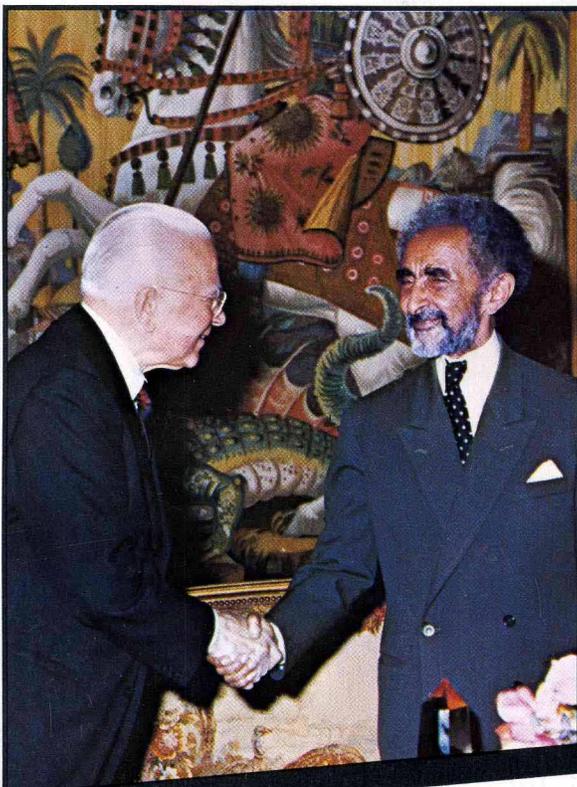
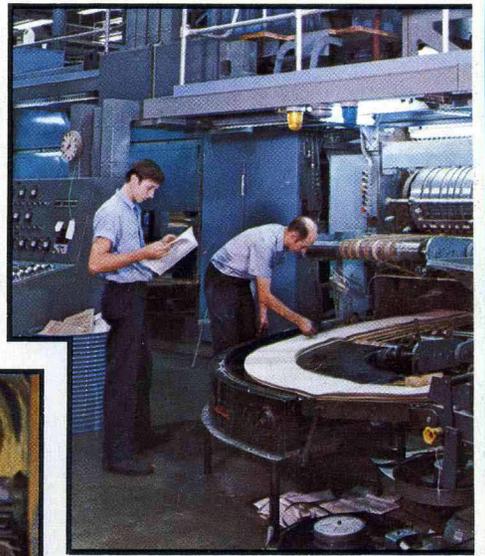
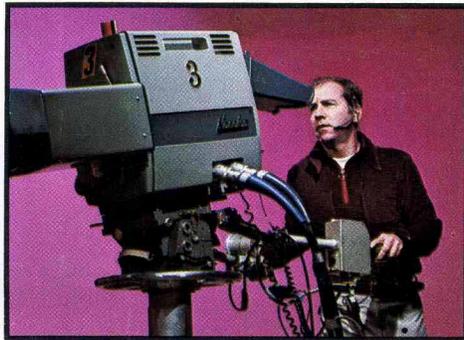
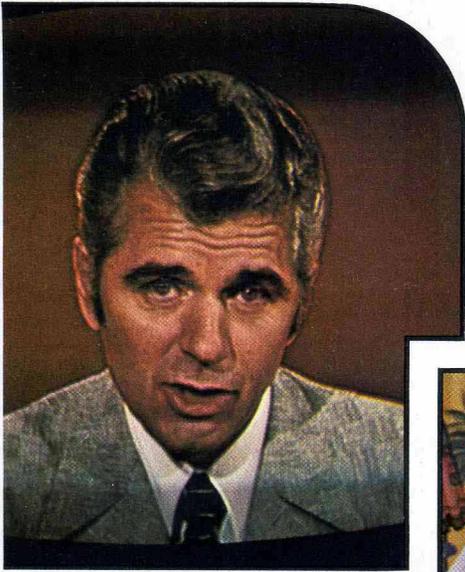


*the*  
**PLAIN TRUTH**

*a magazine of understanding*



**THE "WORK" AFTER 40 YEARS**

# the PLAIN TRUTH

a magazine of understanding

## WHY THIS ANNIVERSARY SPECIAL ISSUE

By all the criteria of organizational and institutional experience, this work simply could never have happened.

Every phase of this globe-girdling work has been something altogether unique — a *first* — the blazing of a new trail.

- *The PLAIN TRUTH* magazine is utterly **UNIQUE** in the publishing field.

- Garner Ted Armstrong, viewed and heard by millions on both television and radio *daily*, is entirely **UNIQUE** in broadcasting.

- Ambassador College is astonishingly **UNIQUE** among institutions of higher learning.

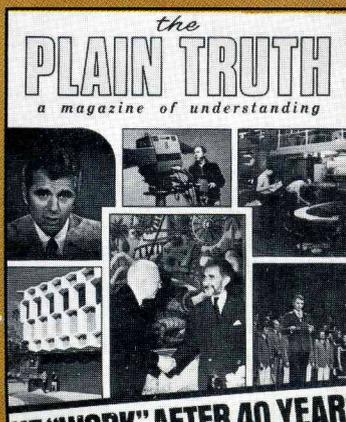
- And the Worldwide Church of God, behind these global enterprises, is altogether **UNIQUE** on the earth — practicing, as it does, the revealed *ways* of the living Creator God, and for the first time in 18½ centuries, thundering his all-important message over all continents of the earth.

But *how* did it all start?

What has led so many tens of thousands to turn their backs on self-gain and status, to come to reverse their life goals and become dedicated to the things of God? Why should these thousands devote their lives to **GIVING** instead of getting, to making it possible, through their contributions, to have others read *The PLAIN TRUTH* free of charge, and to hear the dynamic programs of Garner Ted Armstrong?

For our many readers and listeners who have never had the opportunity to visit the world headquarters in Pasadena, California, or to visit our far-flung offices around the world, this **PLAIN TRUTH** special issue will provide a behind-the-scenes look at what we are all about.

It's a full-color, 20-page pictorial presentation — a panoramic view spanning the past 40 years — from the very beginning in 1934 up till the present day. It's a history in pictures of the many facets of the Work such as radio, television, publishing, the college and the personal appearance campaigns worldwide.



## ABOUT OUR COVER

A collage illustrates various aspects of the Work. Center, Herbert W. Armstrong meets government leaders; above, the Garner Ted Armstrong telecast; above right, *The Plain Truth* rolls off press; lower left, the Loma D. Armstrong Academic Center; lower right, a personal appearance campaign.

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Personal from



## THE "MISSING DIMENSION" IN EDUCATION...40 YEARS LATER

**F**EW REALIZE the magnitude to which this worldwide Work of God has grown. It is a major-scale educational program worldwide.

Actually, the Work started first — in 1934 with one man and a helper, his wife.

The college, with an undergraduate curriculum and students in residence on campus, was founded in 1947 with four students and a faculty of eight. Today there are three campuses and about 1,300 students.

But, much larger in size and power of impact, is the extension program of the college. This is, in itself, a huge industry worldwide. It is an in-the-home educational service for all peoples.

On the following pages we take you on a tour around the world, to view pictorially, the facilities and operations of this now major worldwide enterprise. Today the sun never sets on our offices, plants, and operations around the world. Our employed staff now reaches into the thousands, its expenditures into the multiple millions and still growing at a phenomenal pace.

It is the intriguing story of making the *missing dimension* in education available to millions of people. It is the success story of something never done before — of a huge educational enterprise worldwide — seemingly in-

credible, yet an accomplished and living fact. And I didn't build or accomplish it — no man could!

Here, in brief condensation, is the story from its beginning.

I had experienced an uncommon early training in business, in the specific field of journalism and advertising. This led to catching the vision of the missing dimension in today's education. I had toured the United States as "idea man" for America's largest trade journal to search out ideas successfully used in business and in community development and social welfare. I had pioneered in surveys, by personal interview and by questionnaire, obtaining, tabulating, analyzing, and classifying information on business and social conditions.

Through this intensive research covering many succeeding years in my own advertising business, I was being tremendously impressed with the unhappy fact that even in the affluent United States there was a tragic dearth of peace, happiness, and abundant well-being.

I was aware also, of course, of the sickening conditions of poverty, ignorance, filth and squalor, starvation, disease and death in the lives of more than half of all the earth's population — in such countries as India, Egypt, and in so many areas in Asia, Africa, South America —

not to speak of some areas equally wretched here in the United States and parts of Europe.

But WHY?

To me it didn't make sense. For every effect there had to be a CAUSE. I didn't know the CAUSE. Nor was it revealed through education.

Then, at age thirty-five, I was challenged and angered into an in-depth study of evolution and of the biblical account of special creation. I studied the writings of Darwin, Lyell, Huxley, Spencer, Haeckel, Vogt. I researched into scientific evidence for or against the existence of God. From all sources, I found absolute proof, to me, of the existence of God and the authority of the Bible. I found absolute proof, to me, of the falsity of the theory of evolution. And I found, of all places, in the Bible the ANSWER to the question of all the world's evils.

I learned what it seemed neither science, education nor religion had discovered, that there is in living, inexorable motion an invisible spiritual LAW that regulates all human relationships. I learned through this the *cause* of all world ills.

The living, but invisible spiritual law is simply the one WAY OF LIFE that is diametrically contrary to the way humanity has been traveling. It is the way of love instead of lust. The way of giving, sharing, serving, helping, instead of taking and accumulating in lust and greed. The way of outgoing concern instead of incoming selfish desire. The way of courtesy and consideration instead of envy, jealousy, resentment, bitterness, hatred. The way of cooperation instead of competition. The way of humility and exalting God, instead of vanity and exalting the self. The way of God-centeredness, constantly expanding one's horizons, instead of self-centeredness, shrinking one's horizons constantly inward.

I found revealed what neither science, education, nor religion had seemed to find there or to know — the PURPOSE being worked out here below — the REASON why human life was placed here. I learned WHAT

man is, WHY he is, WHERE he is going, and the WAY to this transcendent potential, of which educators, scientists and theologians seem wholly unaware.

I found revealed the fact that the very *foundation* of education to fit one for happy and successful living is being totally ignored. That foundation is awareness of the purpose of life, knowledge of what man is, recognition of the true values as opposed to the false, and knowledge of the WAY which is the CAUSE of every desired effect. *That knowledge is the dimension that is missing* in today's education.

This new knowledge resulted in a series of lectures in and near Eugene, Oregon, in the summer and autumn of 1933. Response was spontaneous. Later, an invitation followed to speak on radio station KORE. Frank Hill, owner, suggested a weekly program expounding this MISSING DIMENSION on his station. Thus, the first week in 1934, *The World Tomorrow* program was born.

*The World Tomorrow* was designed to assist and educate those seeking positive answers to the "unaskable" questions presented by today's tumultuous world conditions. It presents timely and challenging commentary on chaotic international relations and insight into world affairs. The analyses and answers to today's world conditions offer a message of hope for those who desperately seek a better tomorrow.

In keeping our listeners abreast of important world events, *The World Tomorrow* television staff members have, over the years, traveled far and wide to achieve on-the-scene coverage. Firsthand information and opinions are gained through personal, in-depth interviews with world leaders and those making tomorrow's headlines.

One month after *The World Tomorrow* broadcast was born, *The PLAIN TRUTH*, on February 1, 1934, made its most humble bow — an 8-page mimeographed "magazine" printed by use of a borrowed type-

writer on a mimeograph, the use of which was donated by the local mimeograph sales agent. I was the compositor, Mrs. Armstrong ran the press — by hand — and she kept the mailing list by pen and ink.

That first edition consisted of approximately 175 copies. Total cost, stencils, ink and paper, was probably less than \$2. The broadcasting was costing \$2.50 per week — \$130 per year.

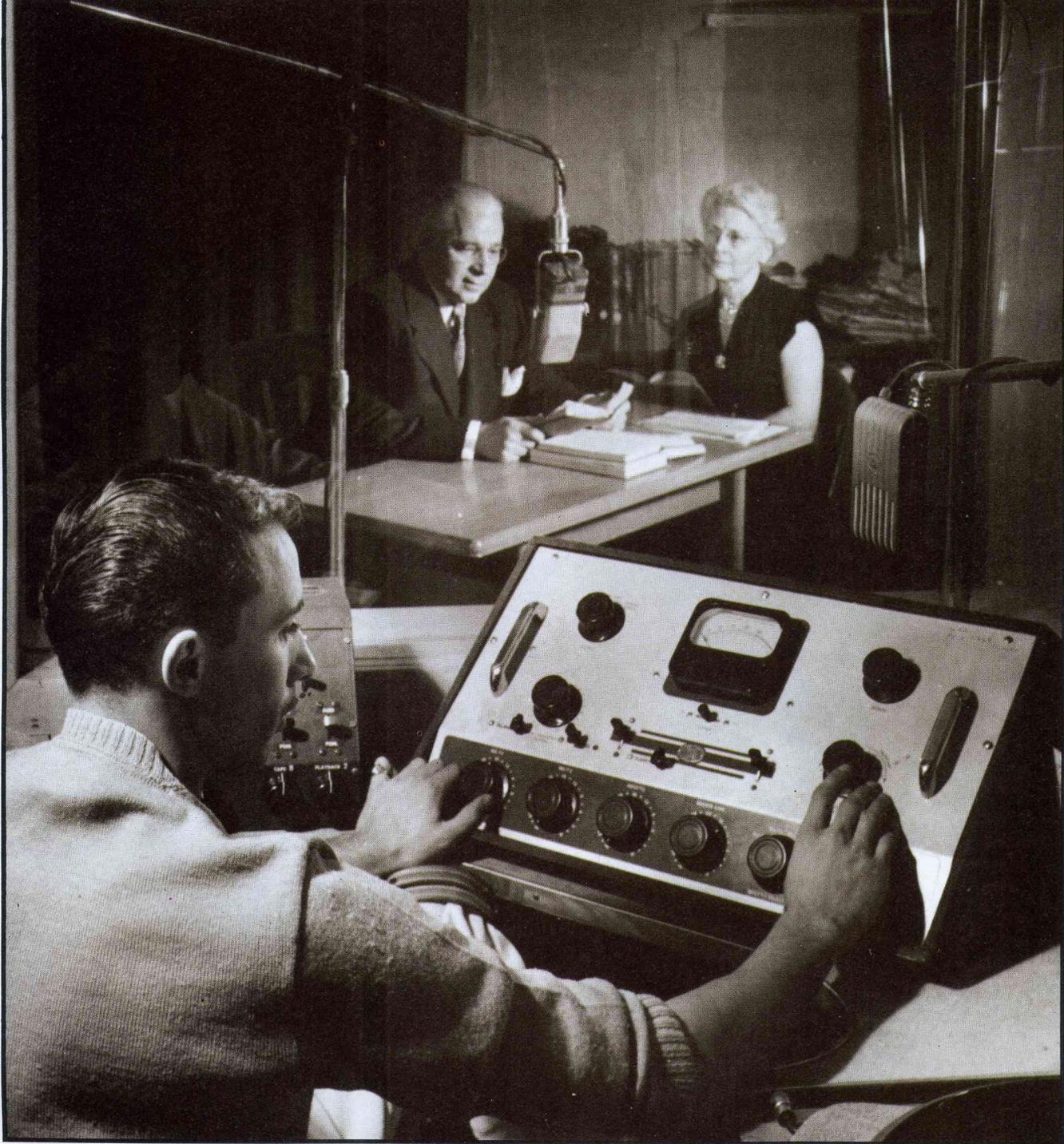
From that almost infinitesimal beginning, like the proverbial grain of mustard seed, the broadcasting has expanded until it is worldwide reaching a weekly audience of 55 million, and costing around five million dollars annually.

From that almost infinitesimal beginning the publishing operations have expanded into three major printing plants and one smaller printing shop in Texas. On our Pasadena campus alone, 3,600,000 letters were received and personally cared for in 1973 by our staff. In one single day over 50,000 letters were received. Our postal center employees sent out almost 38,000,000 pieces of literature in 1973. The scope of our work makes us one of the largest mailing operations on earth.

Advertising space purchased in mass-circulation magazines around the world brings the total audience reached by our Extension Program up to an estimated 150 million!

I realize that a pictorial round-the-world journey, such as we present on the following pages, cannot give you the real and true understanding of the actual size, scope and power of impact of this program. If the reader has opportunity to visit in person one of these campuses or foreign offices, he will then experience this activity in its true dimensions. The pictures cannot do it justice. But view them slowly. Pause to absorb each picture. Read all the descriptive and explanatory matter.

And remember, when opportunity comes for a personal visit, *you are welcome.* □



## **"THE WORLD TOMORROW" BROADCAST** *...in the beginning*

This Work of God was largely built by the power of radio broadcasting. Beginning in January 7, 1934, a little over forty years ago, Herbert Armstrong made his first radio program in Eugene, Oregon, on 100-watt-station KORE. Within eight years, the program went nationwide.

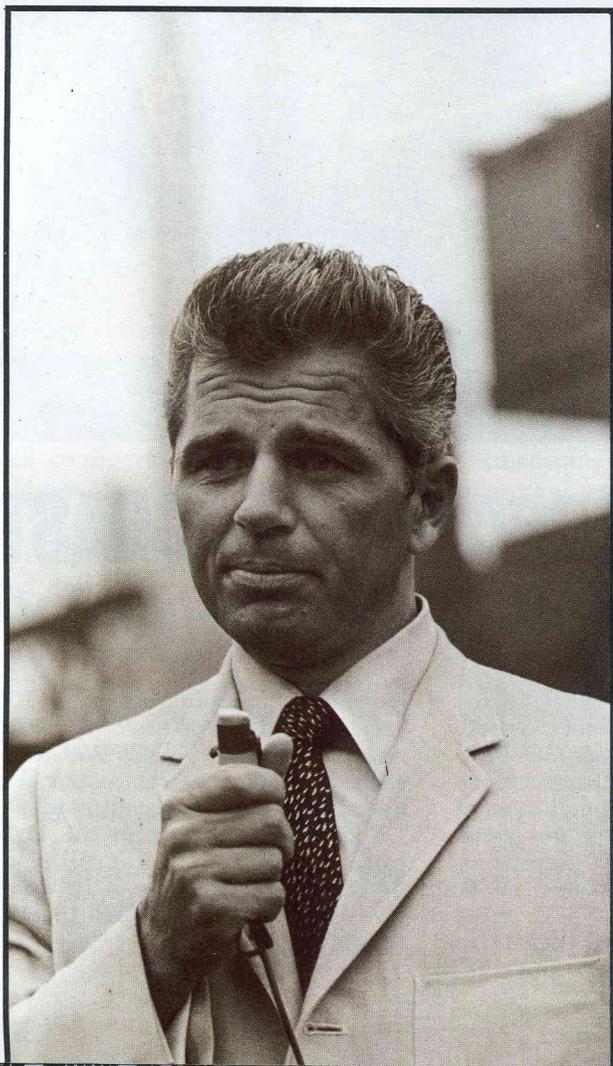
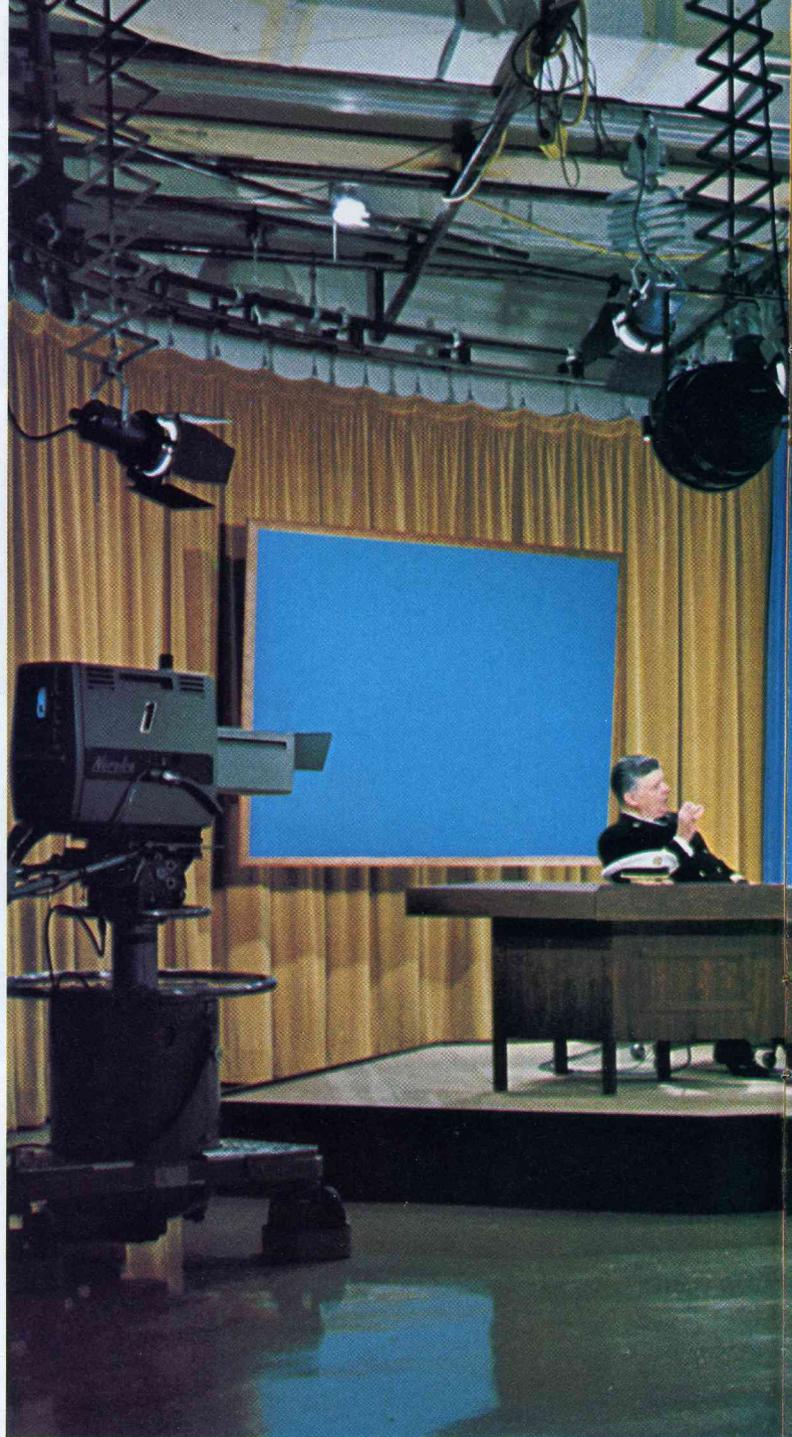
The first major international step came in 1953, nineteen years after the

radio broadcast began. Powerful Radio Luxembourg was added once weekly, and Europe began hearing *The World Tomorrow* program. The picture above shows Mr. Armstrong during one of these broadcasts with Mrs. Armstrong at his side and Richard D. Armstrong, who died in an auto accident in 1958, at the controls.

By February 1961, *The World To-*

*morrow* was being broadcast over 100 stations worldwide on nearly 13 million watts of power every week. Within two years the number of stations carrying the program climbed to almost 150.

Today, 115 stations in the U. S. carry the program, 56 in Canada and 64 stations in other parts of the world, or a total of 235 in English, besides foreign languages.



*EARLY 1953 The World Tomorrow program, with the voice of Herbert W. Armstrong, was heard for the first time in Europe. Not long after, the voice of Garner Ted Armstrong was added to the broadcast. He is seen, left, recording broadcast at a copper-mill, Duisberg, West Germany.*

*NEW TELEVISION STUDIO, Pasadena, California campus of Ambassador College, from which most Garner Ted Armstrong telecasts emanate.*



# GARNER TED ARMSTRONG TELECAST

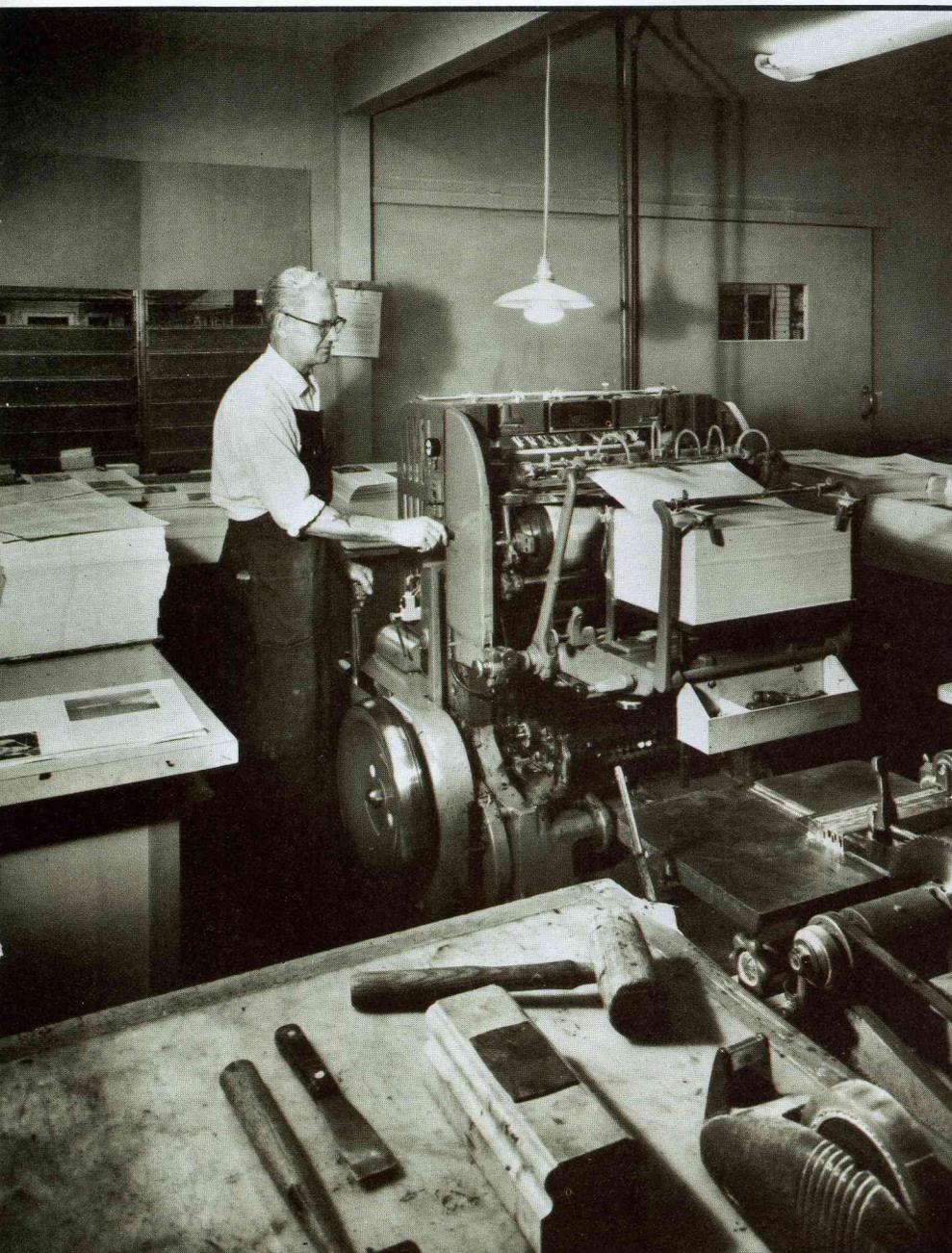
*...as it looks today*

Now in its seventh year of production, the Garner Ted Armstrong telecast is carried on 105 stations throughout the United States and Canada, reaching many of the important, highly populated areas. The impact of the telecast promises to become greater and greater throughout the remainder of this decade.

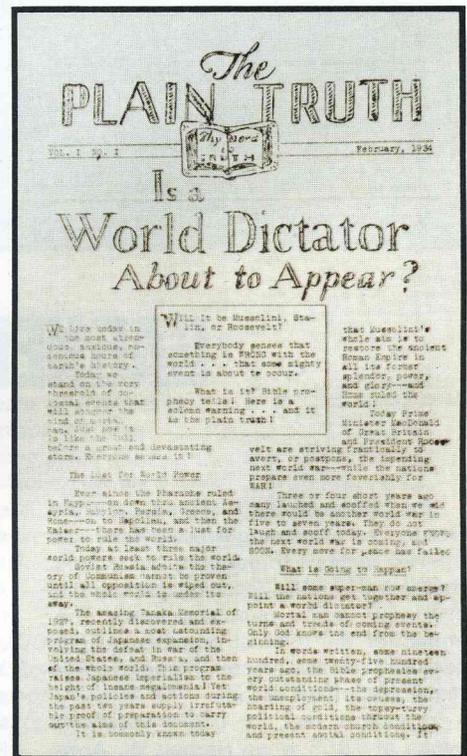
In point of fact, the use of television began in 1955 when Herbert W. Arm-

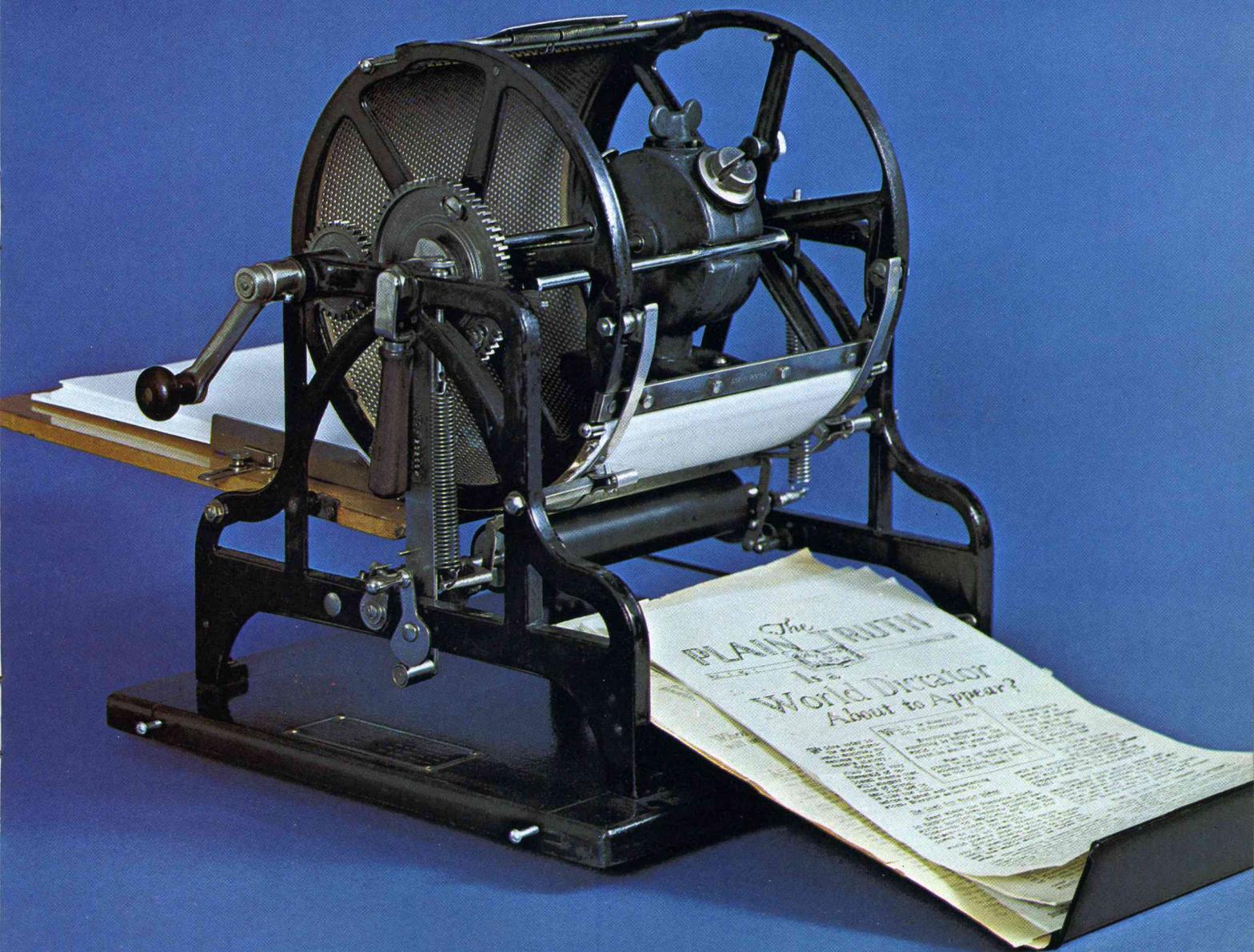
strong first began speaking on a regular weekly television program called *The World Tomorrow*. But not until 1966 did Ambassador College really plunge into the television field with its first purchase of TV equipment, an Ampex TV camera and video tape recorder. The first television broadcast, with Garner Ted Armstrong, began May 11, 1967, on KWHY-TV, channel 22, Los Angeles.

Daily television began July 12, 1972. Today, the Garner Ted Armstrong program can be seen in the United States on 56 television stations daily, another 15 weekly, and in Canada on 34 stations weekly. From small beginnings, the television program has become a major arm of the Work of God proclaiming the good news of the world tomorrow.



FIRST ISSUE of *The Plain Truth*, below, dated February 1934, was cut on stencils by an ancient version of Smith Corona typewriter, upper left. IN THE 1930's *The Plain Truth* was produced by hand from stencils on a neostyle, right. THE ENTIRE WORK, including publishing facilities, was centered until 1947 in the IOOF Building, above (center windows, third floor). LATER DEVELOPMENT of press — left, one of two Miehle V-50 vertical letter presses used to print booklets and co-worker letters. Unfolded printed signatures of booklet *Who Will Rule Space?* are on the table at left. (Approximately 1959.)





## THE AMBASSADOR COLLEGE PRESS *...in the beginning*

*The PLAIN TRUTH* had humble beginnings. Envisioned by Herbert W. Armstrong in early 1927, *The PLAIN TRUTH* did not take final shape until February 1934 when about 175 copies were reproduced on an old-fashioned neostyle and mailed out to interested readers.

The "press" began with one borrowed typewriter and a mimeograph in

the office of the mimeograph sales representative. After a few months, press equipment included an antiquated second-hand neostyle, ancestor of the mimeograph, and a second-hand typewriter. *The PLAIN TRUTH* became a printed publication, printed by a Eugene, Oregon, job printer, by the August-September 1940 edition — still 8

pages. It stepped up to 12 pages, March-April 1942. In 1946 our first real "press" was purchased — a Davidson duplicator, together with an old second-hand, hand-operated cutter and a tiny folding machine which is still in constant use. However, this printing department printed only booklets, form letters, etc.

# AMBASSADOR COLLEGE PRESS

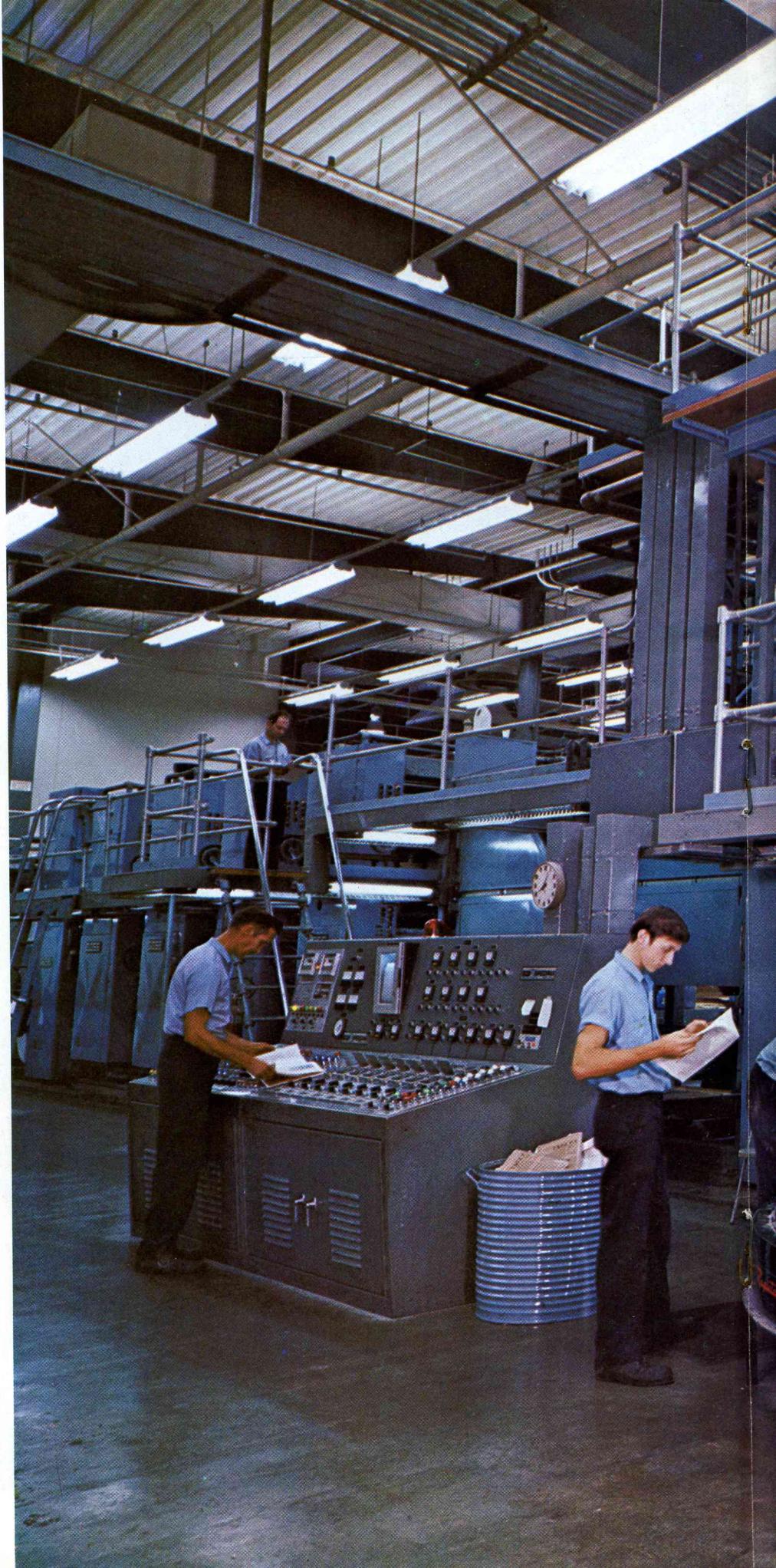
*...as it looks  
today*

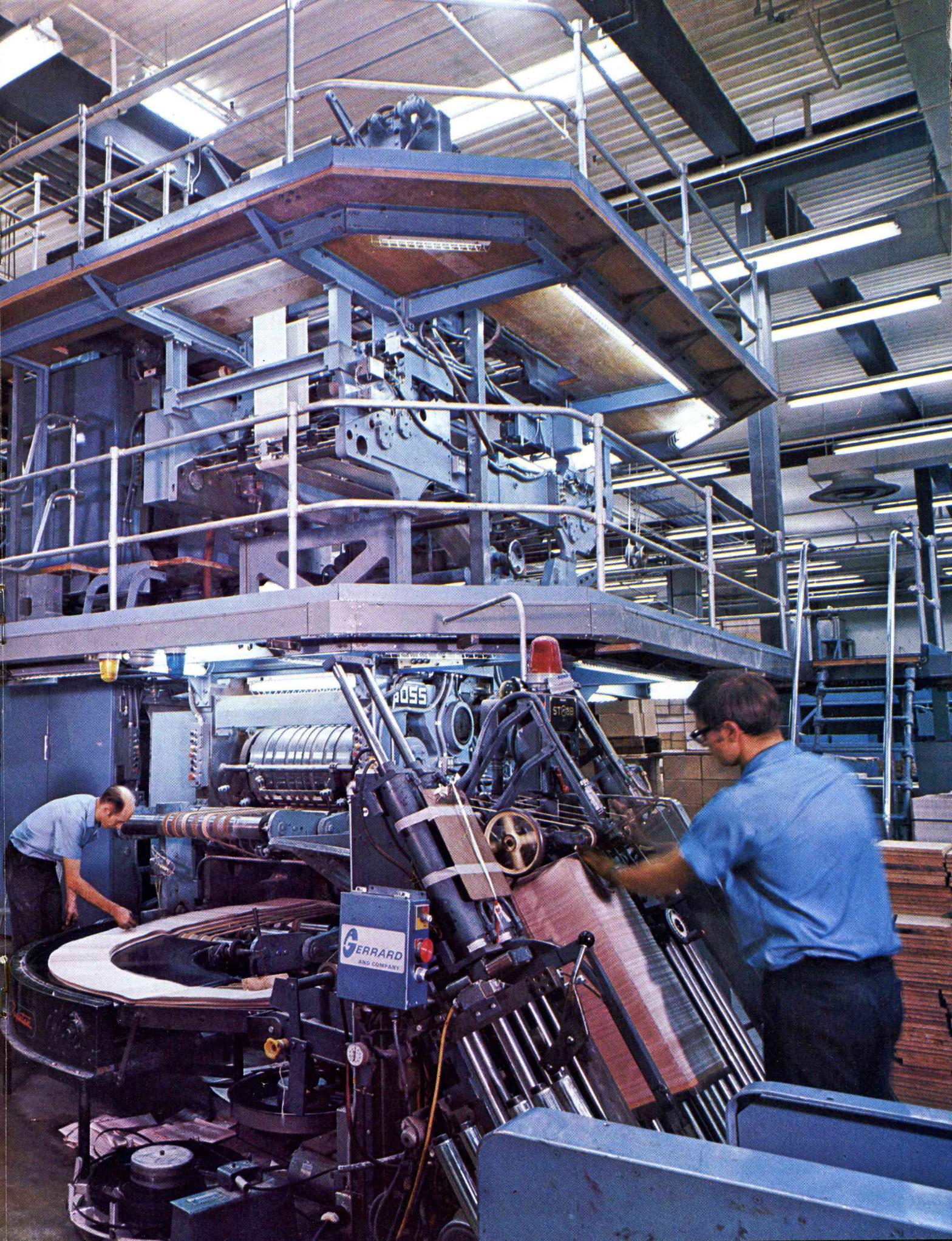
From such a modest birth, *The PLAIN TRUTH* has grown and grown. In November 1958, 175,000 were printed. Circulation reached 210,000 by January 1960, and 400,000 just four and one half years later. By August 1964, the Ambassador College Press began publication of *The PLAIN TRUTH* for the first time on our own new web-fed magazine press in our then newly enlarged printing plant.

With the February 1965 issue, *The PLAIN TRUTH* stepped out with a sparkling, full-color cover.

Circulation began to soar, and the 1,000,000 mark was passed in July 1967; by August 1969 circulation doubled again, and in 1973 total worldwide circulation of *The PLAIN TRUTH* passed three million monthly. The Ambassador College Press acquired a huge Goss P-50 in November 1969, enabling it to print upwards of 50,000 16-page signatures of *The PLAIN TRUTH* hourly.

In addition to millions of copies of *The PLAIN TRUTH*, the Work printed and distributed seven million pieces of literature throughout 1973. The Ambassador College Press has grown to incorporate three major plants: Pasadena, California; Radlett, England; and North Sydney, Australia, and a smaller plant at Big Sandy, Texas.







# AMBASSADOR COLLEGE

Never before has there been a college quite like it. Beginning in 1947, a dream of Herbert Armstrong began to be fulfilled. In that year, Pasadena became the home of Ambassador College. By the 1959-1960 college year, enrollment at the Pasadena campus reached 245 full-time students, and in the fall of 1960 another campus was opened in Bricket Wood, near St. Albans, England. A third campus in Big Sandy, Texas, was added in the fall of 1964.

Today, at the three sister campuses of Ambassador College, a total of 1,280 students are enrolled. They are pioneers in a unique educational experiment. Many Ambassador graduates fill important posts in the worldwide enterprises connected with the college's Extension Education Program.

The pictures on these pages are of the Ambassador College campuses. Upper left is an aerial view, with the gymnasium and track in the foreground, of the Bricket Wood campus in the "Green Belt" outside London. Lower left is the rolling terrain of the Big Sandy campus, sloping down from the Roy Hammer Library. To the right, the Loma D. Armstrong Academic Center of the Pasadena campus, as seen from the Orange Grove Boulevard entrance.





# A HISTORIC MESSAGE FROM HERBERT W. ARMSTRONG

*Because this message is particularly relevant to crises confronting the world today, we are reprinting it from the Aug.-Sept. 1970 PLAIN TRUTH in this commemorative issue.*

**A**FTER TWENTY-FIVE years, I returned to the historic site of the San Francisco Conference. It was the 25th anniversary of the signing of the United Nations Charter — the San Francisco Commemorative Meeting, 26th of June, 1970.

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

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

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

Secretary-General U Thant summarized 25 years of U.N. "progress" with these words: "Now we meet again in a mood of uncertainty and

anxiety, with only the knowledge that humanity is moving at an increasing speed in uncertain directions, and that time is running short. . . ."

After 25 years of the United Nations, its Secretary-General continued: "Where has national interest led us? To an arsenal of ugly weapons, which cost humanity 200 thousand million dollars [\$200 billion] a year; to the greatest historical deadlock between Big Powers that the world has ever seen; to north-south, east-west, ideological, racial and economic cleavages; to a belt of divided countries; to a series of smoldering or active conflicts stretching across the globe."

World War II was the "war to end all wars." The United Nations was the world "peace effort" to prevent further wars. What are the results after a quarter century?

There have been more than 50 wars.

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

BUT —

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

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

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

General Jan Smuts of South Africa, whom I interviewed person-

ally: "If San Francisco fails, then I see nothing but stark disaster before mankind. . . . Scientific discoveries have been made in this war which might mean the END OF THE HUMAN RACE."

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

And many other such sober, ominous warnings.

But after the plenary sessions, the delegates — foreign secretaries, secretaries of state, high officials in the world's great powers — got down to real business in many private sessions. And then what happened — 25 years ago?

Here is what I wrote in San Francisco then:

\* \* \* \*

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

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

## Power Politics in Action

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

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

In the plenary sessions of the conference we hear beautiful oratory enunciating lofty aims of altruism and world peace — to be printed in newspapers throughout the world

for public consumption. But the real sessions are behind locked doors of committee council chambers, and there the savage battle for national interests rages fiercely.

Already I see the clouds of World War III gathering at this conference. We learn of it in private talks with delegates in hotel lobbies. The nations can have peace — if they want it. But they don't want it. They want gain at the expense of others.

### **Injustices to Minorities**

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

The firebrand here is Stalin's top man, Molotov. I've attended press conferences here where protesting representatives of Lithuania, Latvia, and Estonia cry out against grave injustices forced on their people by the overpowering Russian boot. Three million from Lithuania have been torn from their homes and families and deported to Siberia!

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

I do not see peace being germinated here, but the seeds of the next war!

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

There can be no real peace until we have justice for all. To achieve

that, Uncle Sam must stand up as the stern and determined champion of the rights of these helpless smaller peoples.

### **World Oblivious to Russian Crimes**

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

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

There is the biblical statement:

"Except the Lord build the house, they labor in vain that build it." Here at San Francisco I see little puny men in exalted positions setting out to build a great house — a vast edifice, a HIGH TOWER that will reach to the HIGH HEAVEN OF PEACE! But God is not building this house!

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

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

### **Human Nature the Cause of Wars**

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

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

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

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

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

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

Just as individual man cannot control and resist the downward pull of his passions and nature, so these NATIONS, swayed by NATIONAL selfishness greater than the sum total of the selfishness of all individuals, cannot control these ambitions

and lusts for power and international aggression.

"Except the Lord build the house, they labor in vain that build it." The United Nations organization will fail. It is doomed before it starts!

\* \* \* \*

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

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

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

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

"Certainly," he smiled.

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

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

formed lines. Then the whole procession walked stiffly and unsmiling, with Molotov completely surrounded by his guards, up the steps.

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

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

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

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

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

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

## THE "MISSING DIMENSION" BROUGHT TO TOP LEADERS WORLDWIDE

A new dimension of the Work of God began in 1968 when Herbert W. Armstrong began meeting with high-level world leaders at their request, bringing to their attention the same announcement that Jesus Christ brought to the world nineteen hundred years ago.

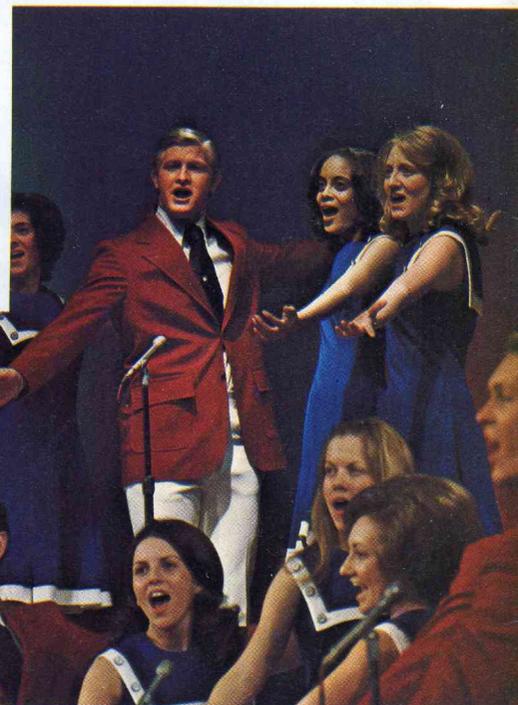
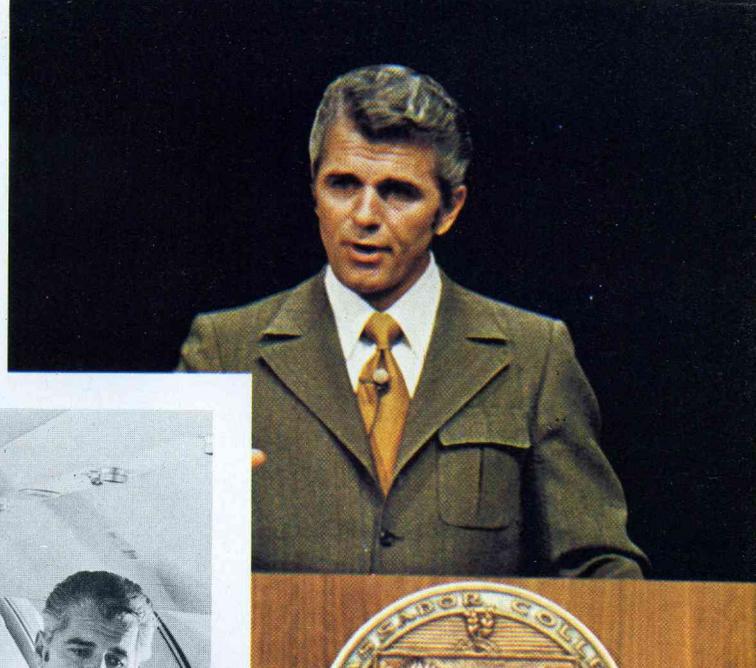
Herbert Armstrong has met with the leaders of such Asian and Near Eastern nations as Japan, the Philippines, South Vietnam, Indonesia, India, Nepal, Sri Lanka (formerly Ceylon), Thailand, Lebanon and Israel.

Besides meeting with kings, prime ministers and premiers, Herbert Armstrong also met with Emperor Haile Selassie of Ethiopia, in June of 1973 and Emperor Hirohito of Japan, in December 1973.

Photo (top right) shows Mrs. Indira Gandhi of India meeting Herbert Armstrong for the first time in December 1970. Photo (bottom right) shows Emperor Haile Selassie and Herbert W. Armstrong upon their first meeting.

In coming months, Herbert W. Armstrong is beginning special personal appearance campaigns in Saigon and Manila where hundreds of dignitaries and thousands of other people will hear him speak.





## PERSONAL APPEARANCE CAMPAIGNS

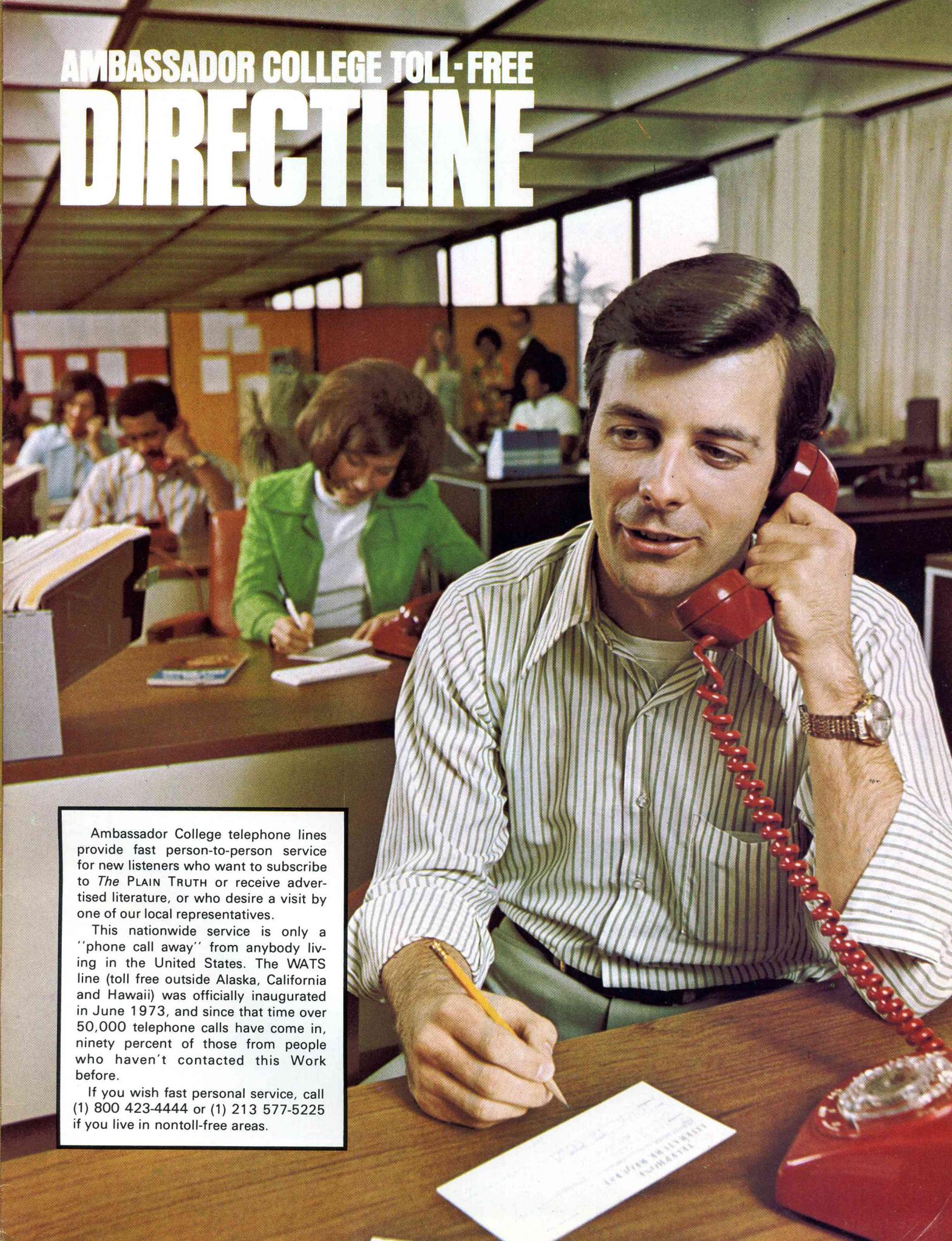
The first personal appearance campaign conducted by this Work occurred in the summer of 1933 when Herbert Armstrong spoke in person to an audience packed into a 35-seat schoolhouse in Eugene, Oregon.

But the personal appearance campaigns did not become a major thrust of the Work until 1970, when 15,000 people heard Garner Ted Armstrong in Nashville, Tennessee.

The campaigns "exploded" in 1973 as over 30 cities were visited. Ministers of the Worldwide Church of God announced the good news brought by Jesus Christ to audiences in such places as Melbourne and Perth, Australia; Saskatoon, Saskatchewan, Canada; Seattle, Washington; Pittsburgh, Pennsylvania; Auckland, New Zealand; and Honolulu, Hawaii. In 1973 a total audience of 120,000 people saw the campaigns.

In 1974, campaign projections call for about 40 campaigns, including six by Garner Ted Armstrong, which will reach a cumulative audience of well over 200,000 people. Photos above illustrate campaigns. A welcome is extended from Bossier City, Louisiana. In center, inset, Garner Ted Armstrong, accompanied by his wife Shirley, makes a recording while flying en route to a personal appearance campaign.

# AMBASSADOR COLLEGE TOLL-FREE DIRECTLINE

A man in a striped shirt is talking on a red telephone in a call center. He is sitting at a desk with a pencil in his hand and a card in front of him. In the background, other people are working at desks, and there are large windows.

Ambassador College telephone lines provide fast person-to-person service for new listeners who want to subscribe to *The PLAIN TRUTH* or receive advertised literature, or who desire a visit by one of our local representatives.

This nationwide service is only a "phone call away" from anybody living in the United States. The WATS line (toll free outside Alaska, California and Hawaii) was officially inaugurated in June 1973, and since that time over 50,000 telephone calls have come in, ninety percent of those from people who haven't contacted this Work before.

If you wish fast personal service, call (1) 800 423-4444 or (1) 213 577-5225 if you live in nontoll-free areas.

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