

# AMBASSADOR FOUNDATION

Presents



Herbert W. Armstrong-  
Ambassador for World Peace

# World Peace Is Coming!

**M**odern man can send astronauts to the moon yet hasn't solved the basic problem of human survival. Today's world is beset by appalling evils and violence. More than half the world's population lives in poverty, suffering from hunger or malnutrition. Even the poorest nations at times resort to costly arms to settle disputes.

Several nations now have nuclear weapons. Even small unstable nations have nuclear power plants and the potential for similar weapons. Any one of these nations could start a chain reaction that could destroy humanity.

As today's world conditions worsen, millions are asking the grave question: "Is peace possible, or will nuclear war destroy our planet?"

For over fifty years Herbert W. Armstrong has been proclaiming that peace is not only possible but *soon coming*.

Through the efforts of the Ambassador Foundation, Ambassador College and the Worldwide

Church of God, most of the major nations of this world are hearing this vital message. According to Mr. Armstrong, "Many world leaders believe humanity's only hope for a lasting peace lies in a single world government. Yet they admit the impossibility of man to

produce it. Why? Because the solution to mankind's dilemma lies *outside* the realm of government, science and traditional religion."

Mr. Armstrong has traveled the world and spoken to numerous heads of state, business leaders and educators. He is the Founder and Chairman of the Ambassador Foundation — an international organization dedicated to serving the cultural and educational needs of many nations. The Foundation has received numerous awards for its humanitarian efforts.

Mr. Armstrong is internationally recognized as "an Ambassador for world peace without portfolio." As an author, educator and minister, he speaks authoritatively on perplexing world conditions, where we are heading and why. As Editor in Chief of *The Plain Truth*, an international magazine of understanding with 20 million readers worldwide, he presents a thought-provoking insight into world problems.

His message relates to the future of all peoples everywhere.



*Herbert W. Armstrong*

# Man's Paradox:

Take a look at today's troubled world. Since the 1960s the world's fund of knowledge and technological advancements have increased at an astonishing rate.

But world troubles have multiplied at an even greater pace. What a paradox! Amazing progress and developments. Incredible computers, astronauts on the moon and unmanned spacecraft transmitting close-up pictures of planetary surfaces to earth.

But the same human mind that has produced such awesome material achievements has proved utterly helpless before our human problems here on earth. For the first time in all history, weapons exist that could destroy all of mankind.

Today we are on a cataclysmic collision course that leads to the possible extinction of humanity. Several factors exist — each of which, alone, threatens human existence.

The world is experiencing famines increasing at an alarming rate, poverty, unhappiness, family problems, crime, near-global pollution, and now the impending threat of nuclear war. Shortages of all needed resources — except knowledge.

Yet knowledge hasn't brought us lasting peace and happiness.

The answer to mankind's dilemma has been available, but few understand it. It's a vital message of hope about government, about law, and about contemporary world conditions. It concerns mankind's number one problem: human survival.

Despite today's worsening world conditions,



*Awesome Progress...*



...yet, Appalling Evil

there is good news. World peace is coming!

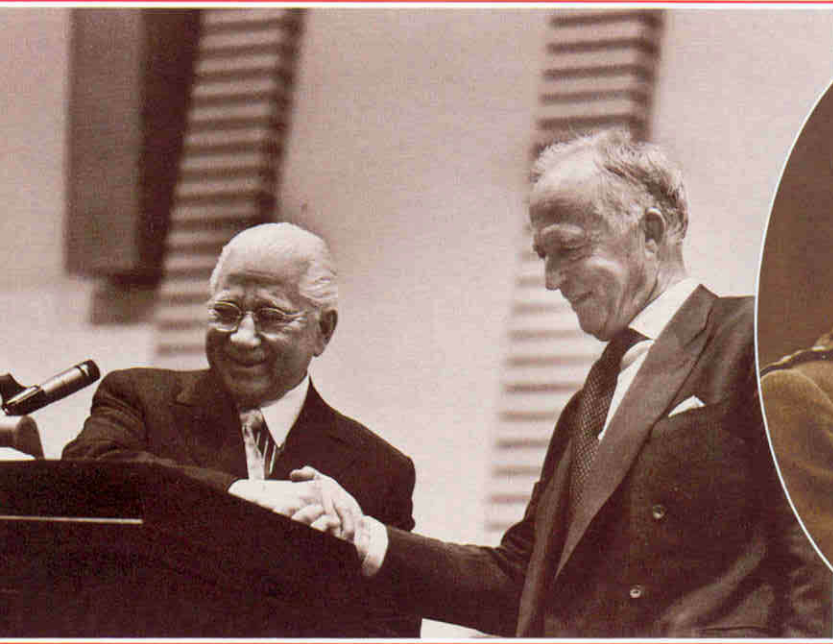
Never before was a message of a coming peaceful, prosperous world tomorrow more vital to the future of mankind. That is the message that Herbert W. Armstrong and the Worldwide Church of God have broadcast for more than a half century.

The good news of the world tomorrow now reaches nearly 200 sovereign countries and territories throughout the world — in several major languages.

It's a vital message of hope that transcends national and ethnic borders worldwide.

**H**umanity, through the gifts of science, now possesses the ability to loft sensitive scientific equipment into the vast reaches of the solar system. Yet, this same awesome scientific capacity has also conferred the nuclear kiss of death on the globe. An ominous future for all of humanity lies ahead — unless an unexpected and Unseen Hand from someplace intervenes forcibly in human affairs.

# Out of War's Ashes...



**W**orld War I, “The war to end all wars,” had ended. Following the armistice, King Albert I of Belgium visited one of the battlefields. He was appalled at the slaughter.

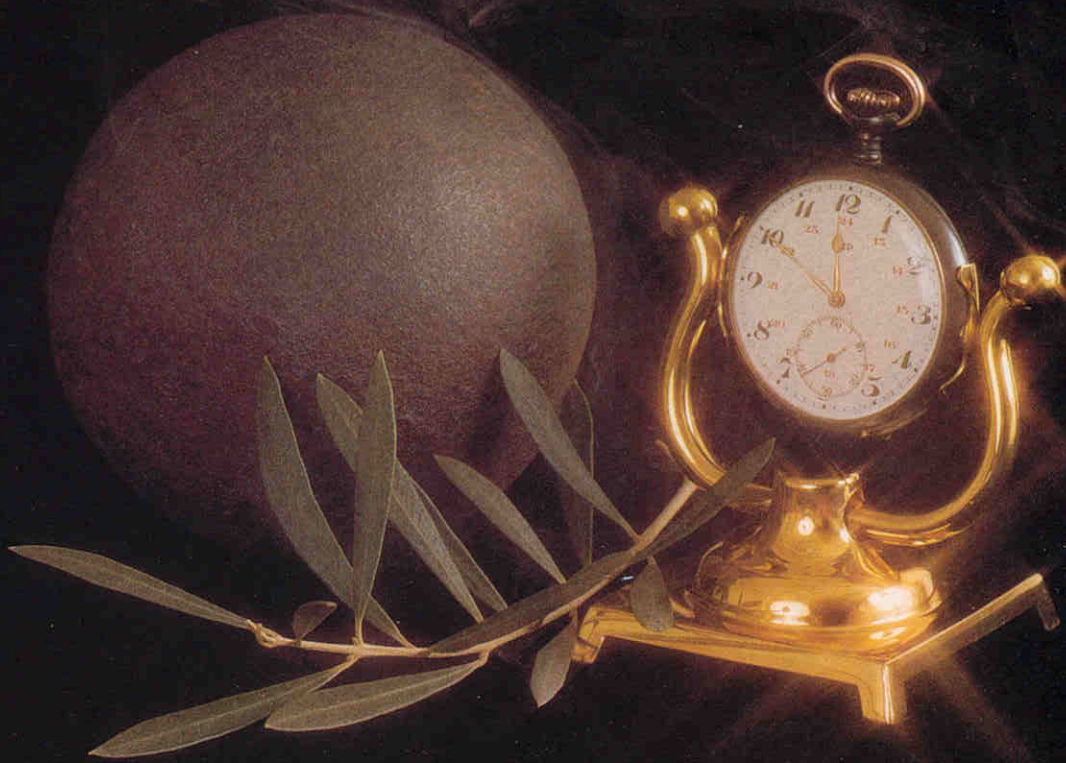
The King ordered an iron cannonball from the field to be cast into four watch cases. Four fine movements were placed in them. Each watch was then to be presented to the four individuals who, he felt,

had made the most significant contribution toward world peace.

The King presented one watch to Field Marshal Ferdinand Foch, who headed the Allied Supreme Command in 1918. He gave the second to General John J. Pershing, commander in chief of the American Expeditionary Force. The third watch went to Georges Clemenceau, France’s inspiring premier during the dark days of the war. But the King did not find

anyone qualified to receive the fourth watch. King Albert passed it on to his son, Leopold III.

In 1970, His Majesty Leopold III presented the fourth watch to Herbert W. Armstrong. In accepting it, Mr. Armstrong said, “I feel it was the highest honor the King could have paid anyone. Whatever contribution to world peace I may be making is not through war, but through education, teaching millions worldwide the way to peace.”



# An Ambassador Without Portfolio

During the past fifteen years, Herbert W. Armstrong has had personal meetings with many heads of state and other officials high in government, education and industry.

As an “ambassador without portfolio for world peace,” he discusses domestic and world problems and changing conditions.

He addresses the likelihood of humanity’s nuclear annihilation. He speaks dynamically and plainly about the causes and ultimate solution to the shocking problems that threaten humanity.

In his meetings with leaders of nations, Mr. Armstrong speaks of the way to world peace:

“Peace is not only possible — it is definitely coming — and in our time.

“Peace is coming in spite of six thousand years of human suffering. In spite of world leaders’ inability to achieve peace.

“The lessons of history have been written in pain, anguish, failures, frustrations and human blood and death. Experience has been a costly teacher — but mankind has not learned that lesson.

“For every effect there has to be a cause. Our human society has never yet found ‘the way’ and put into motion ‘the way’ that would cause world peace. Humanity has failed for six thousand years to discover the cause of the world’s colossal evils — its wretchedness, unhappiness and suffering.

“The answer has been available, yet science has never discovered it. Education has never taught it. Religion doesn’t understand it.”

Mr. Armstrong’s personal visits with nation-

al leaders have often led to public appearances before larger audiences of thousands in many world capitals. These leaders want their people to hear this message.

The way of unselfish outgoing concern that leads to peace has been taught and put into living practice on the campuses of Ambassador College. The cultural and educational projects of the Ambassador Foundation also reflect the way of giving and service to others.

This way has demonstrated — for over three decades — that it does indeed produce peace, happiness and the abundant life.



**H**erbert W. Armstrong (right) flies multiple thousands of miles a year promoting the way to real peace. Above, a trip to address officials of the Philippines.





## Building Bridges...



**A**ddressing Prince Mikasa, above left, and a number of members of the Japanese Diet in Toyko, Mr. Armstrong warned that “weapons now exist that can erase

all human life from this earth.” In welcoming Mr. Armstrong, Prince Mikasa said, “Dr. Armstrong has been very kind to me and I have . . . kept a close friendship. Dr. Armstrong has helped the

academic affairs of Japan and international peace.” Prince Mikasa is brother to Japan’s Emperor Hirohito. Right photo: Herbert W. Armstrong greets Kenyan President Daniel arap Moi in Nairobi.



**M**r. Armstrong discussed the major issues the world faces in its attempt to establish lasting peace, in a meeting with Plain Truth subscribers in Bangkok, Thailand.

Left, Menachem Begin, Prime Minister of Israel, welcomes Mr. Armstrong during one of his many trips to Jerusalem. The Prime Minister had interrupted a meeting to greet his personal friend.





**H**erbert W. Armstrong, above, articulates international issues for Philippine television. Right, Egyptian President Hosni Mubarak in the same office that the late President Anwar Sadat met with Mr. Armstrong. Mr. Armstrong told the President that Sadat had given the ultimate personal sacrifice for peace — his life. The visit was covered by Egyptian television and newspapers.



## *...Between All Nations*



**A**rriving for a private meeting with Margaret Thatcher, Prime Minister of the United Kingdom, at her No. 10 Downing Street residence in London, far left. The Prime Minister and Mr. Armstrong discussed the problems of the Middle East in the half hour meeting. Above right, Juan Carlos, King of Spain, and Mr. Armstrong converse on the King's estate outside Madrid. During the visit, the King explained to Mr. Armstrong his personal concerns of a possible political and economic union of European nations. The King also recounted their first meeting in 1974, when the King was Crown Prince.

## For Two Decades...



**A**ctively publishing a message of hope and the way to world peace for half a century, Mr. Armstrong began to receive official requests to visit world leaders in the 1960s. One of the first invitations came from the late Golda Meir, then Prime Minister of Israel. Mr. Armstrong visited her at her Knesset office in Jerusalem in 1971 (left). He later wrote that Mrs. Meir had “that rare quality of seeing things precisely. Her vision is in sharp focus. Her mind pierces through the extraneous and confusing details to the central important point.”

Mr. Armstrong also met with the late Egyptian President Anwar Sadat (above, right) on a number of occasions, first in 1974 when delivering a personal message to the President from Prince Mikasa of Japan. The late Jomo Kenyatta (right below), Founder and first President of Kenya, also counted Mr. Armstrong as a personal friend.





## *...Carrying a Message of Hope*



**T**he field of international law is of great importance in the pursuit of peace. Above, Herbert W. Armstrong pauses with longtime friend Nagendra Singh (left) and

President Manfred Lachs in the Peace Palace at the International Court of Justice at The Hague, Netherlands. Dr. Singh is a Justice at the World Court, presently in his second nine-year term.



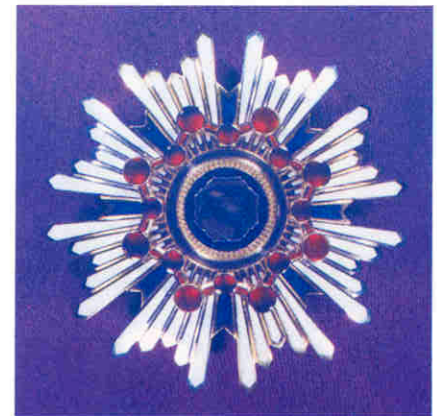
**T**he late Emperor Haile Selassie (left) of Ethiopia developed a close friendship with Mr. Armstrong after a 1974 visit there. Above, Indian Prime Minister Indira Gandhi reviews a copy of *The Plain Truth* (of which Mr. Armstrong is Founder and Editor in Chief) during a 1970 visit. Right, Indian President V.V. Giri greets Mr. Armstrong during the same trip to India.

# An Emperor's Commendation



**H**onor in Japan is not lightly given. In recognition of "the outstanding contribution [for] . . . promotion of mutual understanding," Emperor Hirohito

(above) conferred on Herbert W. Armstrong, through the Minister of Protocol, the Order of the Sacred Treasure, Second Class — one of the highest decorations that can be presented to a non-Japanese.





# Personal Friends: Seven Japanese Leaders

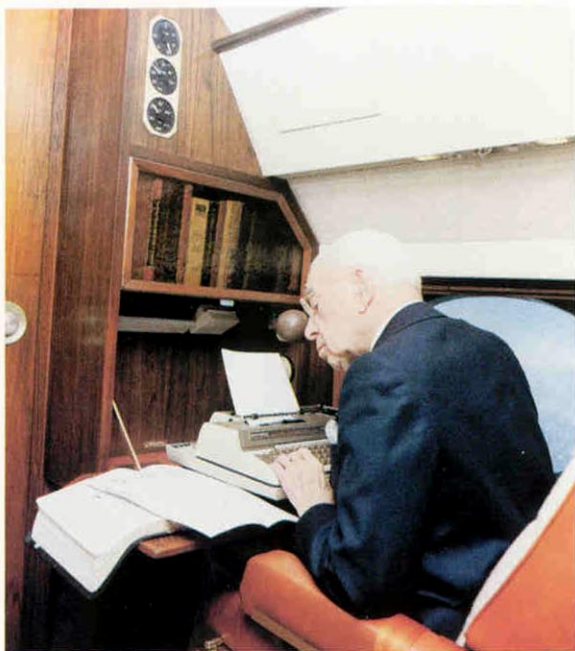


**D**uring the past two decades seven successive Japanese Prime Ministers have counted Mr. Armstrong as a personal friend and counselor. Top row, from left:

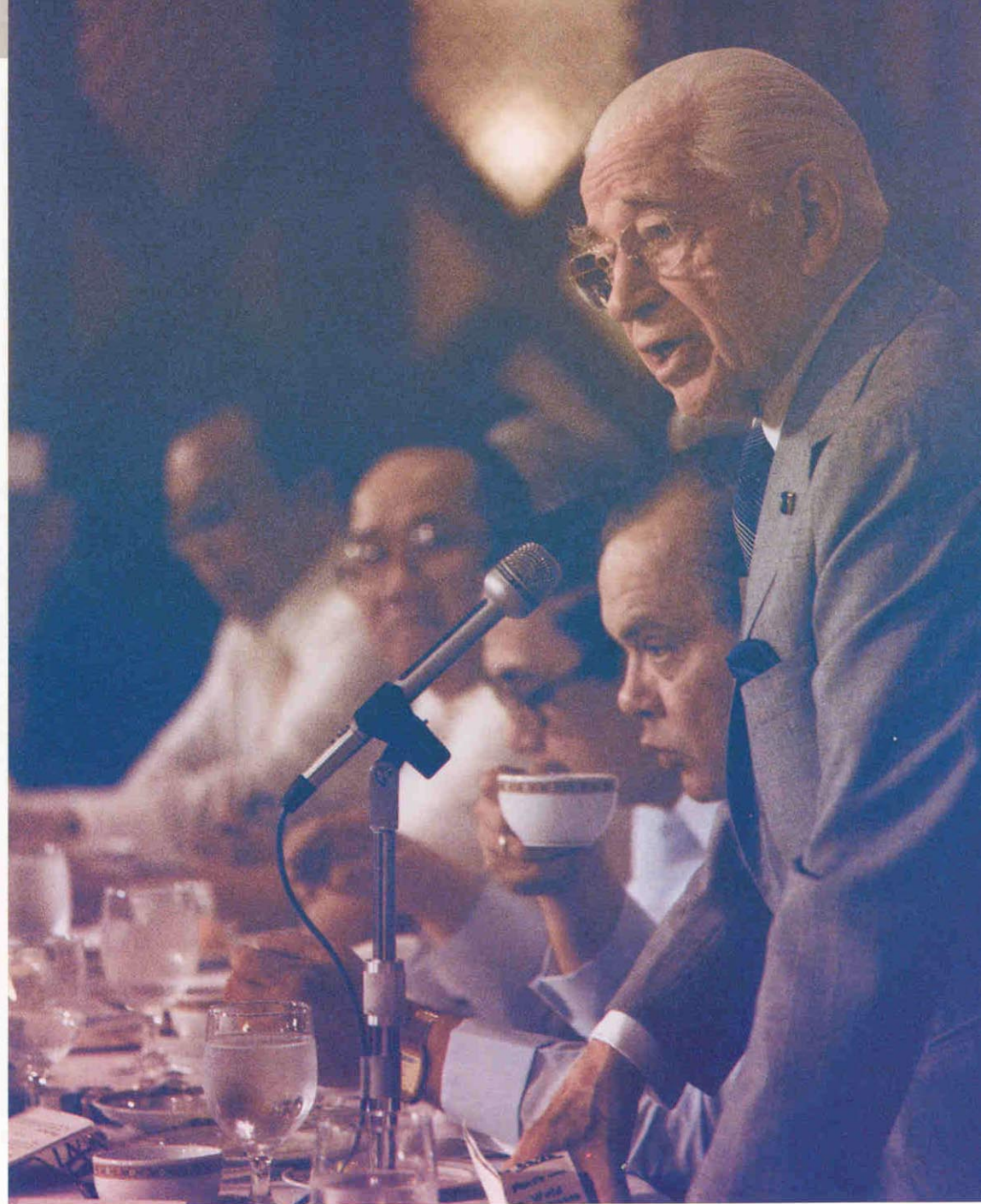
Eisaku Sato, Kakuei Tanaka, Takeo Miki. Second row, from left: Takeo Fukuda, Masayoshi Ohira, Zenko Suzuki. Shortly after his election to the office of Prime Minister, Yasuhiro Nakasone

(right) received Mr. Armstrong. They discussed trade and labor difficulties facing the United States and Asian nations during the private meeting in the Prime Minister's office in Tokyo.





**A**ddressing the Manila Rotary Club in the Philippines (right), Mr. Armstrong declared: "I need to warn you that you're living in a very troubled world . . . and we need to understand that there's a cause for every effect." Above, Mr. Armstrong composes an article for *The Plain Truth* at 40,000 feet aboard the Grumman Gulfstream II jet. He often uses extended flight time as an opportunity to write.



## To the Philippine People...



Speaking to a group of educators and community leaders as the invited main speaker in Manila, Mr. Armstrong commented on his morning meeting with Doña Josepha Marcos, then 89, mother of Philippine President Ferdinand Marcos (see next page). "Let me tell you," he said, "she is a great lady . . . your President had a good teacher in his mother." Mr. Armstrong was then 90 years old.

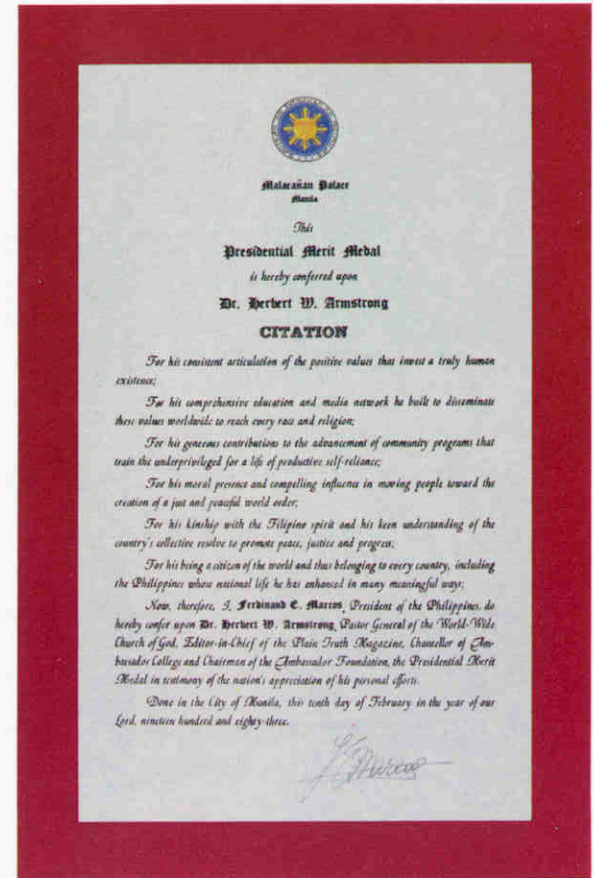
## Decorated for Promoting World Order



**A**ctively involved in assisting the Filipino people, Herbert W. Armstrong was recognized by Philippine President Ferdinand Marcos in February,

1983, in a formal ceremony begun by the presenting of the colors (above, left). President Marcos decorated Mr. Armstrong with the Presidential Merit Medal in the Manila Presidential Palace. He

cited Mr. Armstrong "for his moral presence and compelling influence in moving people toward the creation of a just and peaceful world order." The ceremony was preceded by a private meeting with the President.





**M**ore than 4,500 people gathered at the Philippine International Convention Center in Manila to hear Herbert W. Armstrong declare: "The origin of all of our troubles, the cause of it, was back at the very beginning of civilization." He went on to trace the problems plaguing humanity and expound the eventual unexpected solution that will soon resolve man's dilemma.







## *A Respected Voice*



**M**r. Armstrong has maintained positive contacts with Arab and Israeli leaders in his efforts to foster the way to peace in the turbulent Middle East. Left, Mr. Armstrong and longtime friend Mayor Teddy Kollek of Jerusalem discuss problems facing the ancient city. Above, Mr. Armstrong explains his commitment toward lasting peace during an interview for Jordanian Television.





**A**fter being introduced as an individual who “is one of the very few people in the world who both proclaims and applies the theme . . . of peace without any

personal incentives,” Mr. Armstrong addressed a group of distinguished businessmen and government officials in Athens, Greece. In his speech he explained that “the reason we do not have peace is because

people do not know the way to peace.” Right, Herbert W. Armstrong presents a gift of Steuben crystal to King Hussein of Jordan, a longtime friend. They first met in Amman, Jordan, in 1971.



# Healing the Breach in the Middle East



**P**rince Hassan, brother to King Hussein of Jordan, bids Mr. Armstrong farewell after a private meeting in Amman, Jordan, left. Mr. Armstrong pays his respects



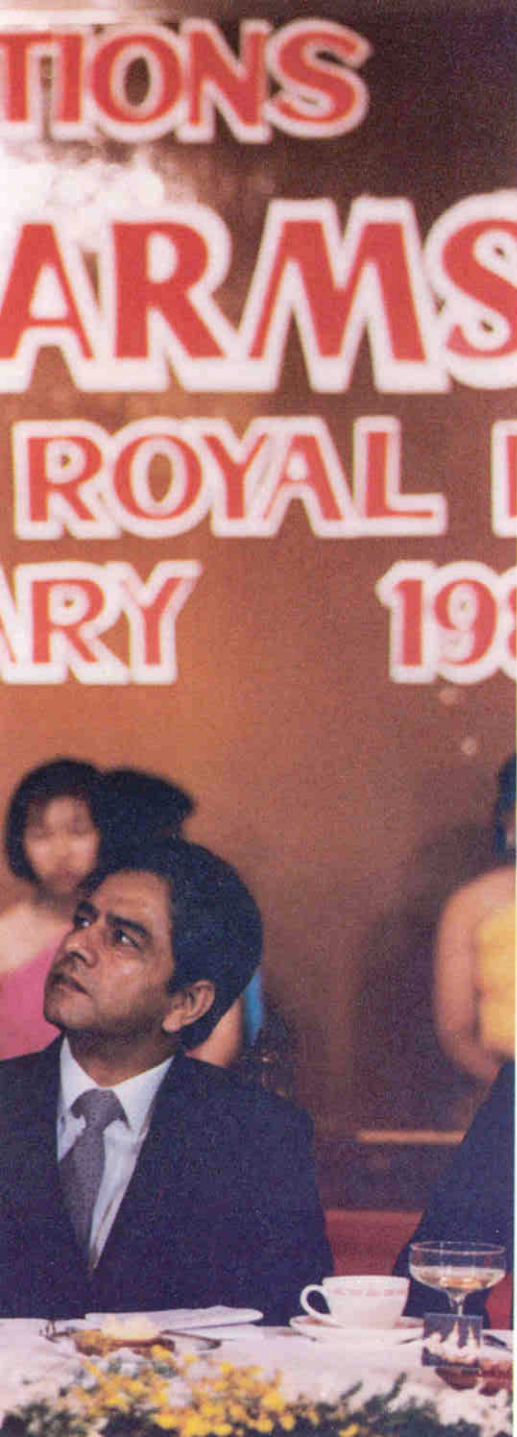
at the tomb of slain Egyptian President Anwar Sadat. Earlier that morning Mr. Armstrong met privately with Jihan Sadat, widow of the late President. Center, above, Mr. Armstrong presents a personal

protocol gift to Yitzhak Navon, then President of Israel. Right, George Ladas, acting President of Cyprus, receives Mr. Armstrong in his office. They spoke of the complex problems facing a divided world.

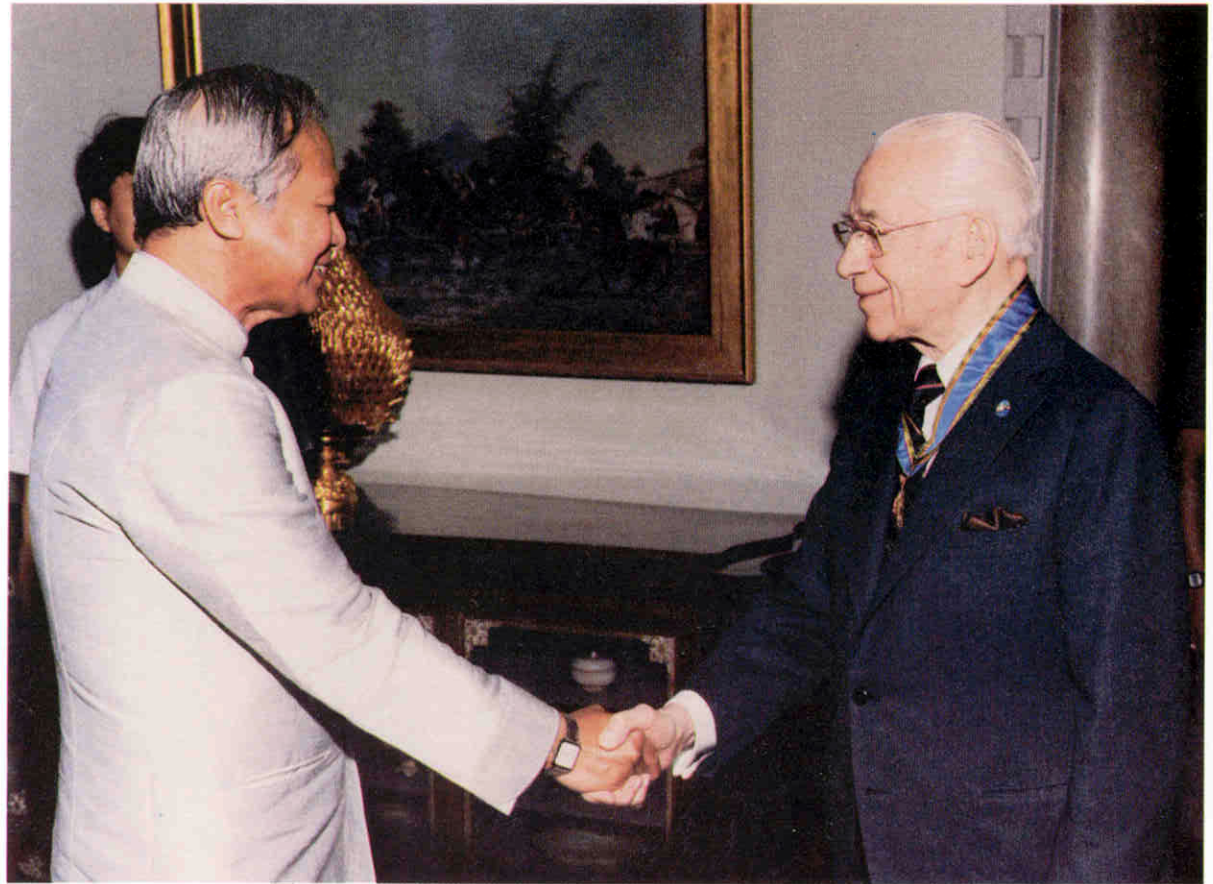


**H**is Majesty King Bhumibol Adulyadej of Thailand and Herbert W. Armstrong have maintained a personal friendship since the early 1970s, when Mr. Armstrong became acquainted with His Majesty's projects. Right, Mr. Armstrong addresses a luncheon after being presented a royal Thai decoration (see pages 30 and 31). He explained the cause of world troubles to the official guests.





## Good News for Southeast Asia



**T**hailand's Prime Minister Prem Tinsulanonda personally congratulates Mr. Armstrong for the royal Thai decoration conferred on behalf of Thailand's King

Bhumibol. Mr. Armstrong received the royal honor of "Commander of Our Most Noble Order of the Crown of Thailand" through an official proxy in a formal ceremony in Bangkok (see next page).

## *A Thai Honor*



**K**ing Bhumibol Adulyadej of Thailand, honoring Herbert W. Armstrong through an official proxy, conferred the royal Thai decoration of "Commander of Our Most Noble



*Order of the Crown of Thailand” in a formal ceremony in Bangkok. Top left, Maj. Gen. Pramarn Adireksarn, a Deputy Prime Minister of Thailand, congratulates Mr. Armstrong after the award*

*ceremony. Lower left, Abbot PhraThepsopon, a personal friend of Mr. Armstrong, offers his appreciation for the ceremony. Above, the Deputy Prime Minister presents the decoration in a formal*

*ceremony, acting for His Majesty, in recognition of Mr. Armstrong’s commitment toward world peace. Mr. Armstrong, by invitation, later met privately with the King at the royal residence.*





# The Ambassador Foundation

The Ambassador Foundation represents the philanthropic arm of the Worldwide Church of God, embracing a wide variety of cultural, educational and humanitarian projects.

Founder and Chairman Herbert W. Armstrong discovered over 50 years ago in his researches the Creator's purpose in putting on earth humans with such incredible potential. That purpose involves the development of character by rejecting the wrong way of life — "the way of get," and turning to and living the right way of life — "the way of give."

Out of this understanding the Ambassador Foundation was born. The Foundation seeks to initiate and carry forward projects that can be of service to specific countries without respect to race or religion.

Foundation activities slice through the complexities that divide a world where hatreds, prejudice and personal ambitions too often rule. By serving the cultural, educational and humanitarian needs of mankind, the Foundation believes it can create in men and women an awareness of their ultimate individual and collective potential for good.

The Foundation's cultural centerpiece is Ambassador Auditorium in Pasadena, California, regarded as one of the world's most beautiful and acoustically perfect performing arts centers. Many of the world's finest performers have graced the Auditorium's stage: Carlo Maria Giulini, the Vienna Symphony Orchestra, Montserrat Caballé, Plácido Domingo, Marilyn Horne, Vladimir Horowitz, Eugene Ormandy and the Philadelphia Orchestra, Luciano Pava-

rotti, the late Arthur Rubinstein, Renata Scottò, Beverly Sills, Joan Sutherland, Herbert von Karajan and the Berlin Philharmonic.

As a "builder of bridges between all peoples everywhere" few organizations have had such impact as the Ambassador Foundation.



**C**onductor Carlo Maria Giulini guides the Vienna Symphony Orchestra during the April, 1974, inaugural concert in Ambassador Auditorium (above, left). Above,

an Ambassador College student explains a point in English to a Laotian refugee in an Ambassador Foundation project in Thailand. Right, the magnificent Ambassador Auditorium in Pasadena.

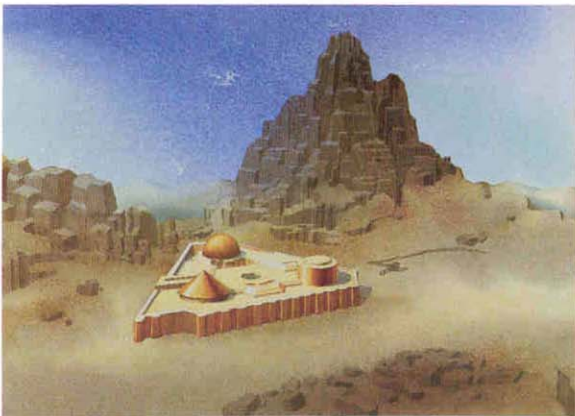




**P**rincess Sarvath of Jordan presents information about humanitarian projects in the Middle East to Herbert W. Armstrong, Founder and Chairman of the Ambassador Foundation. Right, a tour of the Bunyat Special Education Center in Amman, Jordan. The Foundation helps fund and provide teachers for the Center, which was established by the Princess to help educate the mentally handicapped in Jordan.



## *Easing Tension in Troubled Land*



**U**nderstanding the culture of another people does lessen tensions. The Foundation sponsors a number of projects in the Middle East to foster cultural rapport and religious tolerance.

Clockwise from left: children cluster around Mr. Armstrong in Liberty Bell Park in Jerusalem, which the Foundation helped build; an artist's rendition of a peace center at the foot of Mt. Sinai in Egypt. (The late Egyptian President Anwar Sadat envisioned a center dedicated to lessening animosity between the major religions and personally invited the Foundation to assist in its building. He planned that the edifice should house separate worship areas for Moslems, Christians and Jews); children perform at the International Cultural Center for Youth (ICCY) in Jerusalem — the Center provides a meeting place for the youth of Jerusalem and features performances by various cultural groups.

# Improving Education Worldwide



**T**he Foundation helps improve the quality of education around the globe. Left, Herbert W. Armstrong at the Jomo Kenyatta School of Agriculture and



Technology, a school partially funded by the Foundation that the late President Kenyatta and Mr. Armstrong discussed before the President's death in 1978. Right, James H. Zumberge, President of the

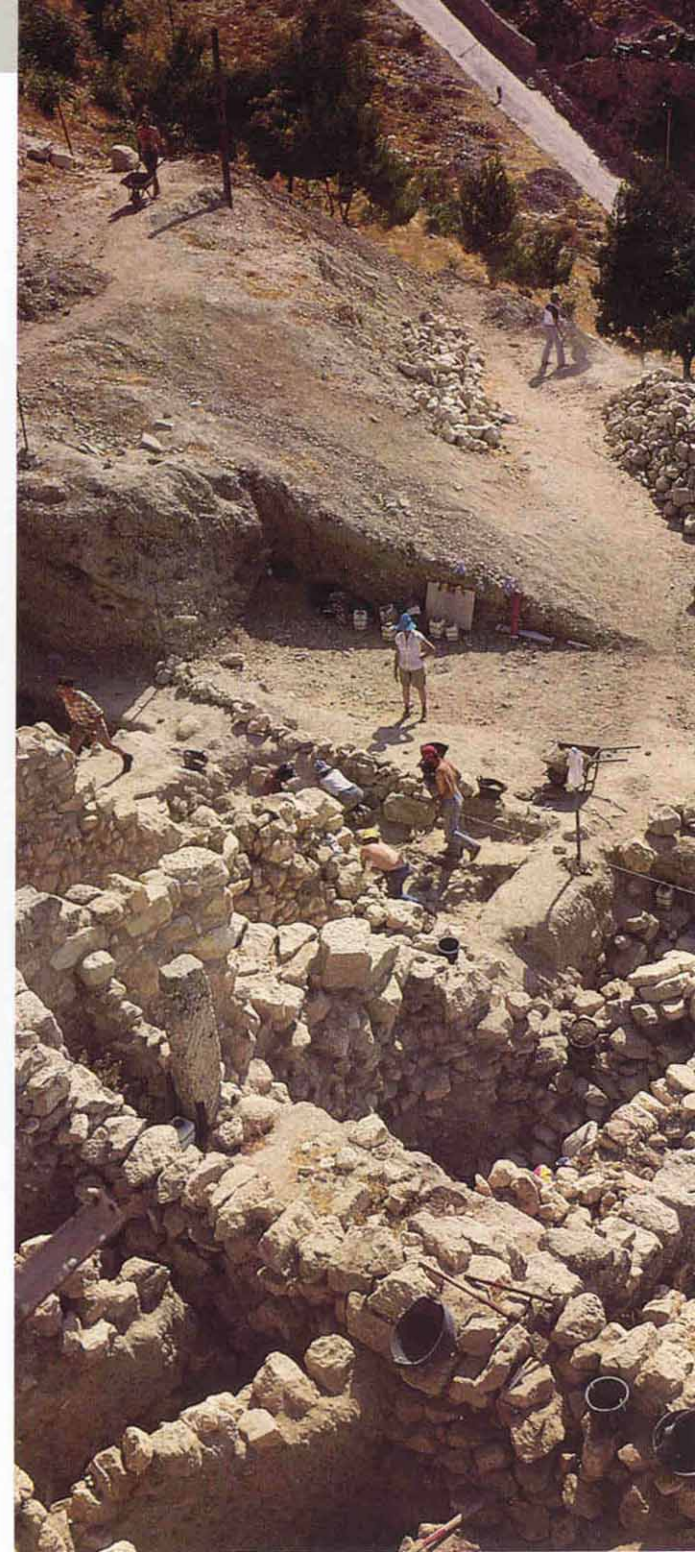
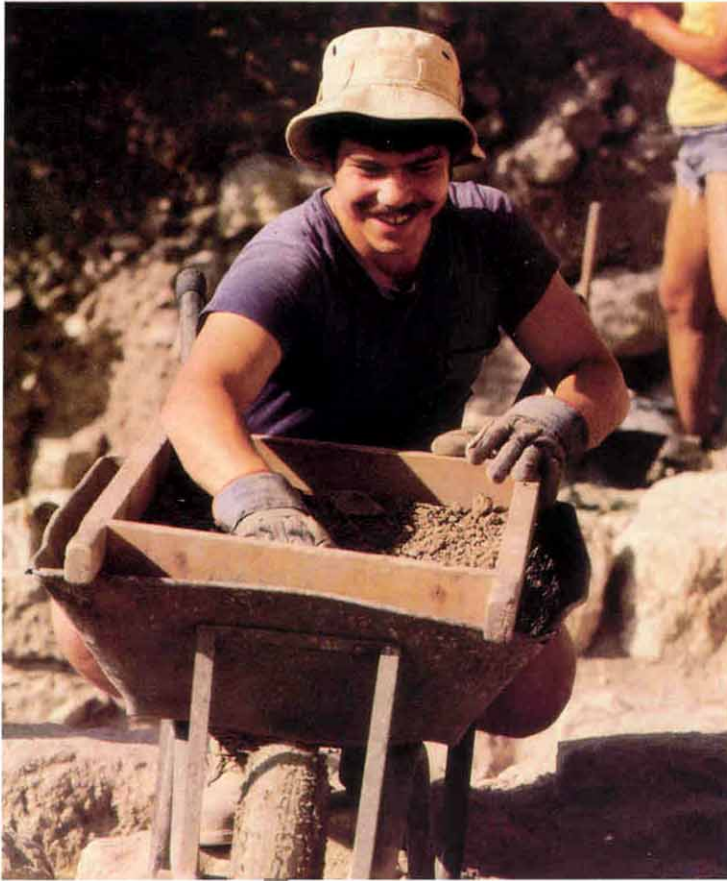
University of Southern California (USC), discusses the Foundation's worldwide activities in a ceremony at the USC Law Center to establish the Herbert W. Armstrong Professorship of Constitutional Law.



**E**njoying a light moment, Prince Mikasa, Mr. Armstrong and officials of the Mideast Cultural Center in Tokyo examine artifacts which the Ambassador Foundation helped the Center to acquire.

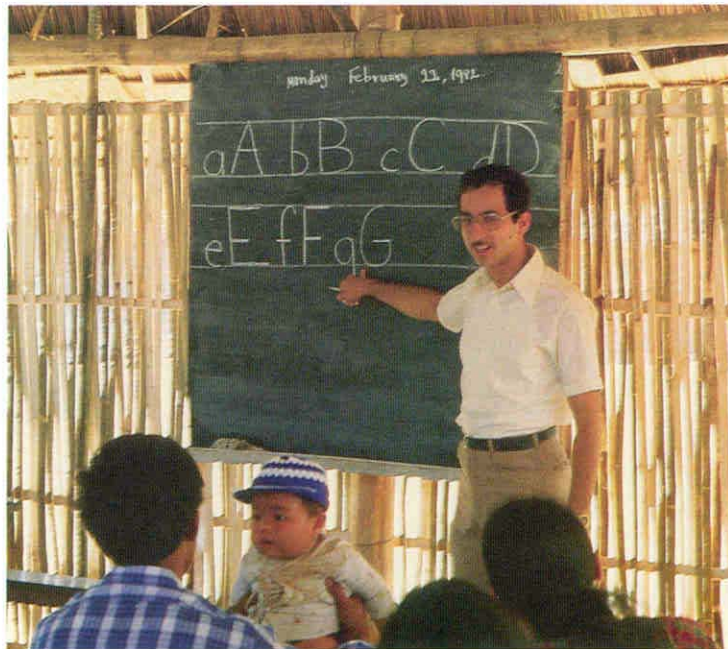
Above, excavated wall and residential area of ancient Terqa on the Middle Euphrates in Syria, a project of the International Institute for Mesopotamian Area Studies and supported by the Foundation.

# Exploring Cultures Old and New



**T**here is much to be learned from ancient cultures. Ambassador College, with assistance from the Foundation, participates in the ongoing excavations at the ancient

City of David in Jerusalem. Each summer students spend their mornings digging under professional supervision in the ancient remains of a city that has influenced the three great Western religions.



**A**mbassador College, with Foundation sponsorship, also assists in international projects helping uprooted refugees resettle in new homelands. One such project — the Ambassador College Educational Project in Thailand (ACEPT) — provided Ambassador students, trained in special teaching skills, for Southeast Asian refugees. English and aspects of Western culture were taught to prepare the refugees for eventual resettlement in third countries. The successful project drew high praise from the United Nations' representatives in Southeast Asia and public recognition from the Ministry of the Interior in Thailand.





**S**outheast Asia contributes to the world's illegal opium supply. The King of Thailand vigorously combats the growing of opium poppies in his nation by encouraging and reeducating Hilltribe farmers to produce foodstuff crops. The Foundation financially participates in the projects.

Right, Mr. Armstrong examines musical instruments preserved in the Royal College of Music in London.

The Foundation assists by invitation in the renovation of major concert halls in Britain. Besides an acclaimed annual concert season in the Ambassador Auditorium, virtuoso performers and orchestras present concerts worldwide under the aegis of the Ambassador Foundation.

The Foundation is also responsible for a concert series that exclusively features promising young artists on major concert stages.

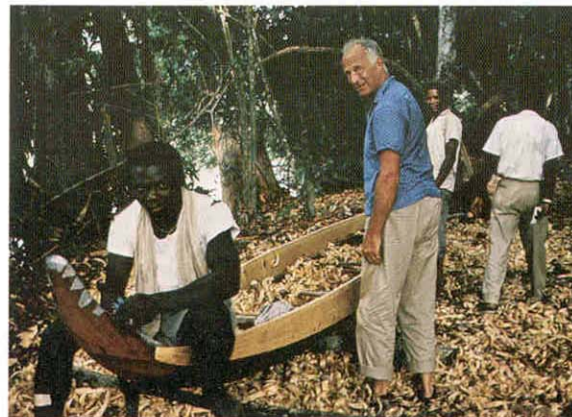


# Enhancing the Quality of Life



The internationally renowned Los Angeles Chamber Orchestra performs as the resident orchestra of the Ambassador Auditorium. Under the sponsorship of Ambassador College, the Foundation presents annually more than 100 concerts featuring a wide variety of acclaimed artists. Hundreds of thousands view these concerts each year. The concert season presented at Ambassador is recognized as one of the world's finest.

Below, His Majesty Leopold III of Belgium on one of his many scientific and humanitarian expeditions in which the Ambassador Foundation participates.



# Fostering Ties Between West and East

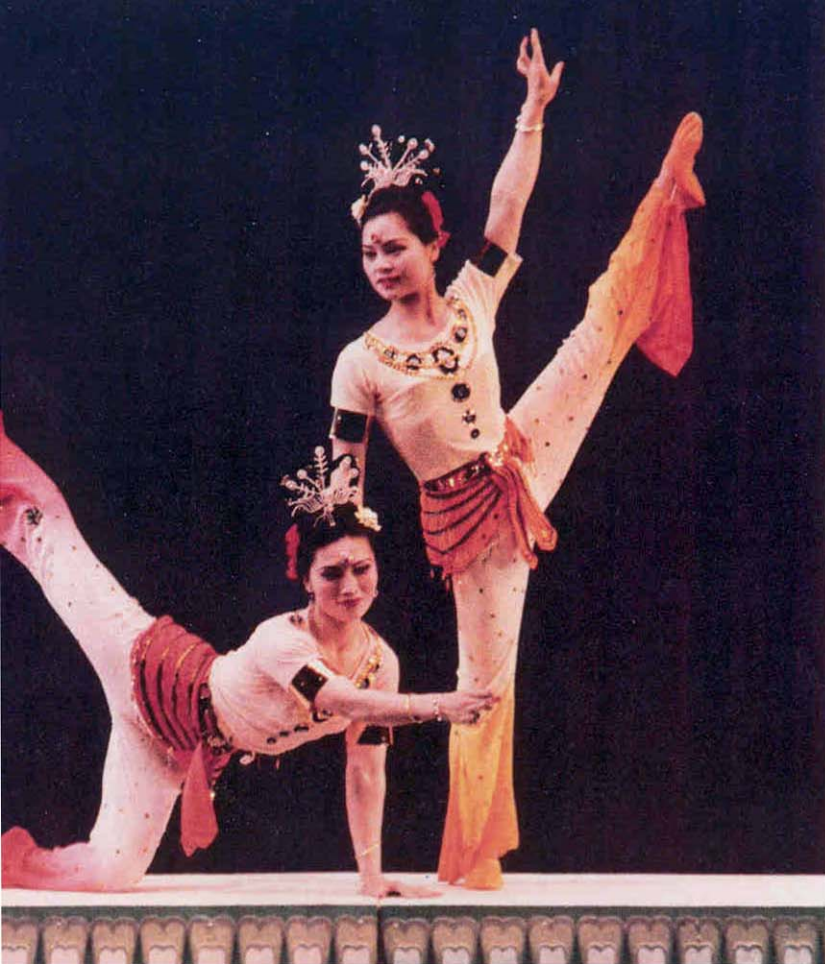


**T**he scope of Ambassador Foundation encompasses the West and the East. Herbert W. Armstrong understands the importance of cultural exchanges between nations in promoting the way to peace, which must be built on the way of giving.

Above is the Royal Opera House in London, for which the Foundation helped sponsor renovation. Right, Charles, Prince of

Wales, greets Mr. Armstrong as a benefactor of the Opera House. The Prince is an active leader in maintaining and renovating Britain's irreplaceable cultural treasures. Above right, an acrobatic pair from the People's Republic of China perform in the Ambassador Auditorium. The Foundation, assisted by other cultural organizations, regularly arranges such performances. Right, Mr. Armstrong examines an ancient

scroll dating from the 4th century, A.D. in Beijing University during an official state visit to that country in 1979. During the visit, Mr. Armstrong addressed officials from 76 nations in the People's Great Hall in Beijing, concerning the way to real peace and why humanity fails to achieve it. He later met privately with the Vice-Chairman of China's National People's Congress, who outlined the turbulent situation in the Asian region.



**B**efore a luncheon address at Oxford University in England, Mr. Armstrong is introduced to Professor Zhao Renwei, holder of the Oxford professorship sponsored by the

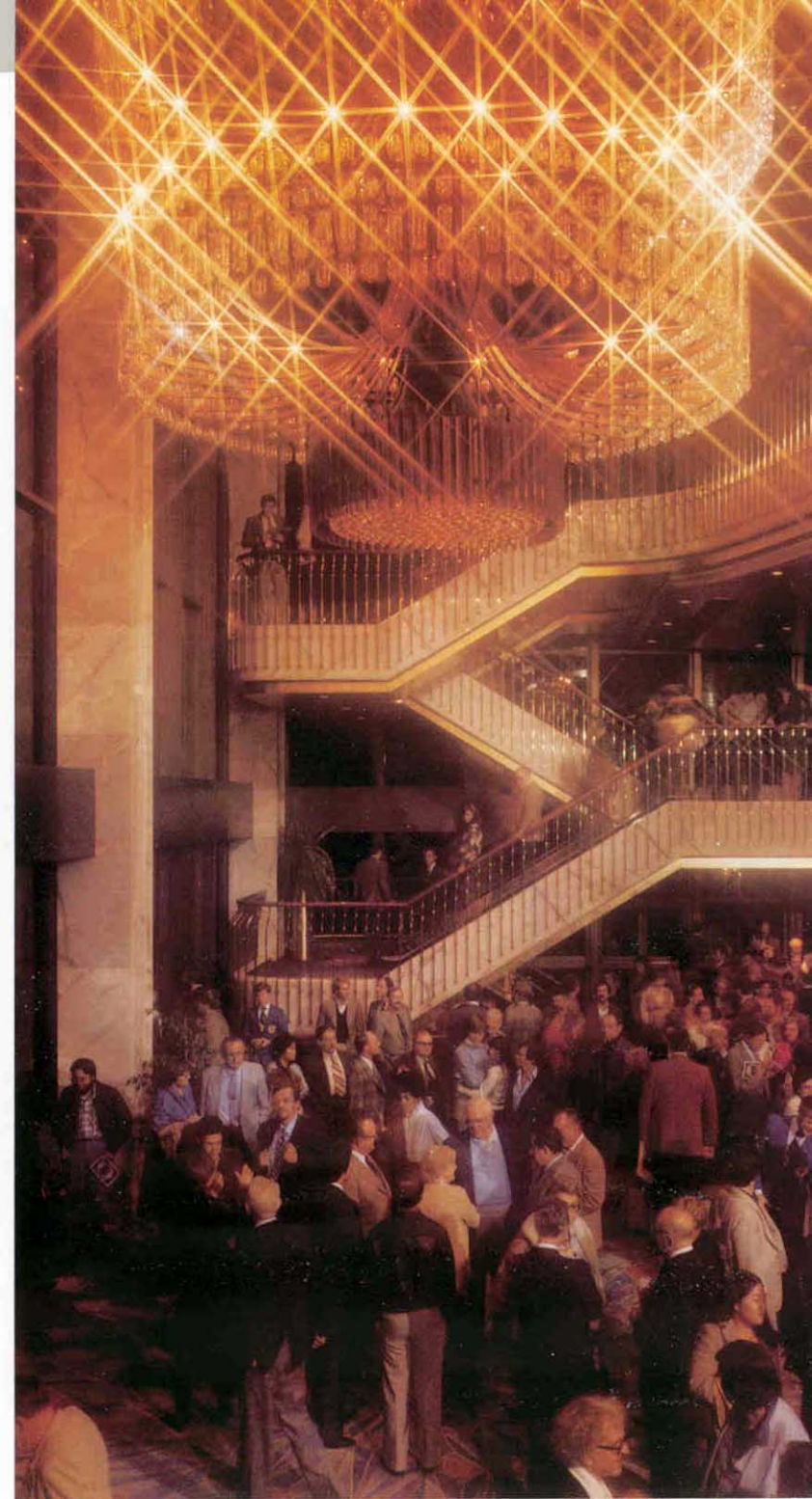
Ambassador Foundation. In his address before Oxford officials and professors, Mr. Armstrong discussed the paradox of humanity's scientific achievement and inability to overcome international strife.

## A Standard of Excellence...



**T**he superb acoustics of the Ambassador Auditorium are fully utilized by the demanding performances of virtuosos tenor Luciano Pavarotti and pianist Vladimir Horowitz. Right, patrons of an Auditorium concert converse in the Grand Lobby between performances. The Audio Engineering Society stated in a review that "Ambassador College . . . has built a concert hall, a recording studio and a live

broadcasting studio. Each of them is one of the best in the country; and they are all under the same roof. This collection of acoustical and electronic marvels is the Ambassador Auditorium." The Auditorium is crafted from rare woods, rose onyx, 24 kt gold leaf and other hand-prepared materials from locations worldwide. It is surrounded by a 1/2 acre man-made reflecting pool that holds a half million gallons of water.



## ...in the Performing Arts



**R**enowned conductor Herbert von Karajan directs the Berlin Philharmonic through a series of exclusive performances in the Ambassador Auditorium. One

review said the performances were "history being made." The world famous Panovs and the late pianist Arthur Rubinstein were among the first to perform on the stage of the Ambassador Auditorium.



Mr. Armstrong often meets backstage with musicians. In these private meetings, the artists often discuss reasons for their success that Mr. Armstrong later relates in the pages of *The Plain Truth*.

# A Committed Global Effort

The publishing and broadcasting efforts of the Worldwide Church of God reach into over 200 countries and territories.

From the beginning of the present work of the Church, Herbert W. Armstrong recognized the importance of broadcasting and print media.

In 1933 Mr. Armstrong began fulfilling the Church's on-going commission to broadcast the "good news" of a soon-coming age of universal peace and prosperity. In that year, *The World Tomorrow* radio program was first aired. Today, *The World Tomorrow* is heard over 270 radio stations and 250 television stations worldwide. In 1934 *The Plain Truth* magazine made its debut. *The Plain Truth* is a full-color monthly "magazine of understanding" printed in seven languages and offered without charge in the public interest. Over 20 million people representing 196 countries and territories now read *The Plain Truth*.

The Worldwide Church of God is nonproselytizing. As a matter of principle, the Church does not

- solicit contributions from the public
- offer anything for sale to the public
- agitate movements to bring about any objectives, political or otherwise
- appeal for converts.

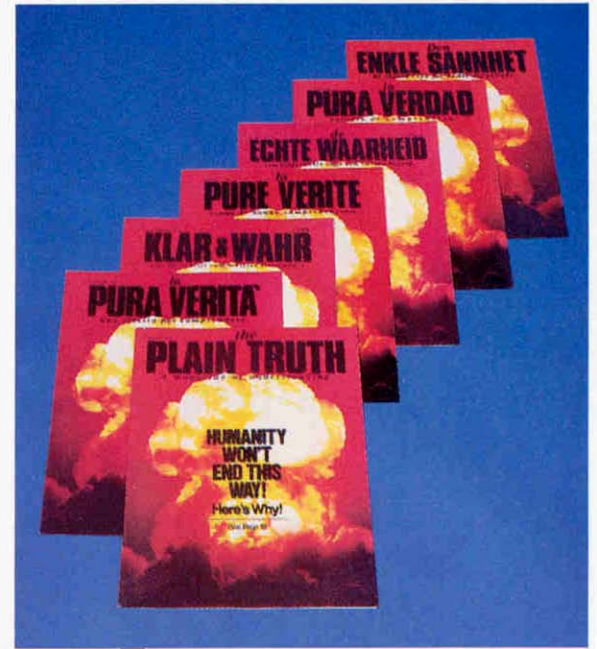
The Worldwide Church of God practices Christianity as a way of life. The Creator's way of life demands an outgoing concern for the welfare of others equal to one's own self-concern. Herbert W. Armstrong calls it "the way of give," a spiritual law, as opposed to "the way of get."

The Worldwide Church of God is committed to the mission of proclaiming a message of peace. That message concerns the ultimate deliverance from a nuclear holocaust by the intervention in world affairs of a "Strong Hand from somewhere."



**H**erbert W. Armstrong offering a free subscription to *The Plain Truth* at the conclusion of another studio videotaping of *The World Tomorrow* broadcast.





**L**inked by a sophisticated satellite and microwave network to dozens of halls and auditoriums worldwide, Herbert W. Armstrong addresses more than 100,000 people meeting in the Worldwide Church of God's annual conclave. The conclave is considered to be the largest of its kind in the world. Above, *The Plain Truth*, with more than six million copies each issue, is distributed free in seven languages.



# The People Behind the Man



**T**he Worldwide Church of God maintains twelve regional offices in countries around the globe. Mr. Armstrong, as Pastor General and leader of the Church, regularly

travels to the offices to receive a firsthand review of ongoing operations. Clockwise from right: Church officials meet in the Australian regional office; a Church employee in the South African

office; and Mr. Armstrong with officials in the Mexico City office. The Regional Directors of each office also travel to Pasadena to update Mr. Armstrong on global operations of the Church.



**A**ssisting Mr. Armstrong in promoting the way to peace and understanding among diverse peoples, the Worldwide Church of God maintains state-of-the-art facilities, including sophisticated computers and electronic and print media capacities, on the Ambassador College campus in Pasadena. Above, left, the Hall of Administration, the nerve center for the Church's ongoing worldwide work.





# Ambassador College

Ambassador College was founded in 1947 by Herbert W. Armstrong for the purpose of “recapturing true values.” Today, the College’s educational extension programs reach into most of the major nations of the world.

Ambassador is not molded in the traditional image of European and American colleges. It is free from the shackles of tradition. It is not plagued by student protests, violence, drugs and immorality. The College places primary emphasis on education of the whole individual and not of the intellect alone.

Ambassador College is a unique educational character building institution. It teaches not only how to earn a living, but how to live. Ambassador students are taught the *missing dimension* in education — the underlying purpose and the real meaning of life, the worthwhile values, the basic laws of success. They are given individual attention in the development of character, culture and personality.

Undergraduate students come from a great variety of national, racial, ethnic and religious backgrounds.

The College maintains two campuses. The Pasadena, California, campus with its 4-year curriculum has three times been recognized as “America’s most beautiful college campus.” Ambassador’s Big Sandy, Texas campus offers a two-year curriculum leading to Associate of Arts and Associate of Science degrees.

Ambassador students do not accept the “no solutions,” “no future” and “no absolutes” philosophy. They believe in spiritual laws for right living that guarantee happiness and

abundant well-being — and they apply them.

The College is largely supported financially by the membership of the Worldwide Church of God, and is empowered by the educational authorities of the states of California and Texas to confer academic degrees.



**T**he Loma D. Armstrong Academic Center, site of spacious classrooms, modern laboratories, faculty offices and formal gardens at Ambassador College in Pasadena.



**E**stablished in Pasadena in 1947 as a liberal arts institution, Ambassador College allows students to pursue studies in an atmosphere of quality on campuses in Pasadena

# Recapturing True Values...



and in Big Sandy, Texas. From the outset, Founder and Chancellor Herbert W. Armstrong set the motto of "Recapturing true values." In discussions with presidents and officials of other colleges before

founding the Pasadena campus, he found that "demands in scientific, technological, industrial, commercial and professional fields have put the emphasis on the purely technical and intellectual, at the sacrifice of

spiritual, moral, and cultural development; on curriculum rather than on character; on earning a living, at the neglect of learning how to live."

"The Ambassador policy," the

Chancellor strongly emphasized, "is based upon the recognition that true education is not of the intellect alone but of the whole personality . . . not only hearing and learning, but doing."

*...for the Peaceful World to Come*



**T**he Pasadena campus combines the modern with older mansions built during the earlier part of this century. Students thus are exposed to an experience of quality



which they are encouraged to inculcate into their lives. Lower left, to assist in this educational process, Mr. Armstrong personally hosts formal dinners for the entire senior class each year in the campus Social

Center. The seniors, in formal apparel, attend in small, intimate groups throughout the school year. Upper right, the very modern Big Sandy campus, a two-year college, features comfortable facilities for the

student body and faculty members. The Pasadena campus offers bachelor and associate degrees, while the Big Sandy campus has programs for associate degrees in arts and science.





## **AMBASSADOR FOUNDATION**

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