



AMBASSADOR COLLEGE ... .. BRICKET WOOD, HERTS.



Vol. 10, No.1

October 3rd, 1968

## AD RESPONSES SOAR !

by Ron Dick

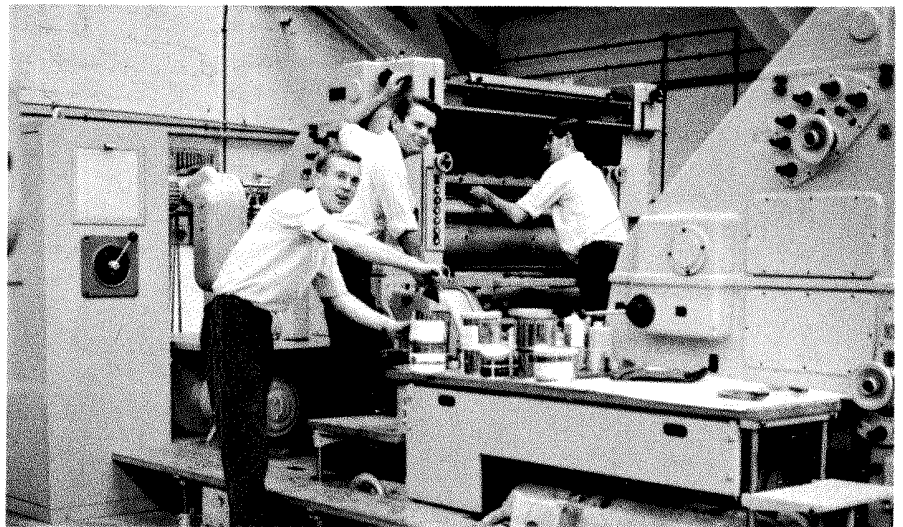
Britain's booming ad responses are three months old. How has the public responded to these new media in God's Work? Here are the facts after the first 90 days.

The first week recorded a total of 3075 responses to the *Sunday Times* newspaper ad. Before the second ad was run, the total for the first had climbed to 3814 or a 0.25% response.

The third week produced 7071 replies from the *Sunday Express*, the second *Sunday Times*, *Drive* and *Reader's Digest*. This week alone topped our biggest month when we were on the ship stations. That was in August, 1967, when the new mail total was 3612 for the entire month!

The mail count from *Drive* alone totalled over 5,000 just four weeks after publication, and has since risen over 6,500.

The response to the 6 *Sunday Times* ads is now well past 15,000: a 1% response from this 1½ million circulation newspaper! Just this week the new mail total has soared past the 44,000 mark. Even this figure is only the beginning of the expected response, for the total readership of these four news media borders on 12 million households!



The new Roland press in operation.

## Roland Press Boosts Capacity

by Vic Kubik

Just when Ambassador College needs a new press – bingo – it's here!

What's so unusual about buying another piece of machinery? Just this.

Normally after placing an order for a good-sized press we have to wait up to a year for delivery. Recently tens of thousands of requests for literature stimulated by our advertising campaign have strained presses to capacity. How could we solve the problem? Out of the blue the Roland Press Company offered us a large 4-colour sheet-fed press for immediate delivery. "Take it or leave it", they said. We took it. Problem solved!

With this new work horse it will be possible to *double* our 4-colour printing capacity. At the same time it will relieve our 2-colour machines to do a more efficient job on the German and soon-coming Dutch *PLAIN TRUTH*.

## PRESS AGENCY

by Chris Carpenter

"We represent Ambassador News!"

This statement is being heard more and more at press conferences, Parliamentary debates, and quiet Sunday afternoon demonstrations.

(Continued on page 4)



AMBASSADOR COLLEGE ..... BRICKET WOOD, HERTS

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Published fortnightly by Ambassador  
College, Bricket Wood, England

The PORTFOLIO is a limited circulation publication. It is for the Students of Ambassador College. It is not to be sent home to friends or relatives.

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## OBITUARY

by Garvin Greene

The untimely death of Graham McDuck will be greatly mourned by all his relatives, and the students at Ambassador College.

He was run down by a speeding automobile at 10:36½ as he was crossing the road between the two lakes near the gymnasium. He died shortly thereafter of internal and external injuries before any first aid could be administered.

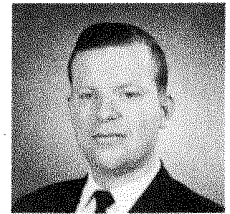
Mr. McDuck died at the ripe old age of 3 11/12, leaving, it is commonly reported, 3 widows, 27 children and 98 grandchildren – and one fertilized egg.

(Post-mortem inquiry showed this information was obtained from a letter received from Orr, Minnesota via John Meakin, via Mr. Michel, via Hilary Massey, who was the person nearest the scene of the accident when the tragedy occurred.)

Burial services held on the edge of the lake saw many in attendance.

## UPPSALA 1968

What really went on at the 1968 meeting of the World Council of Churches? Here's a first hand account from one of our own observers, Dr. Ernest Martin.



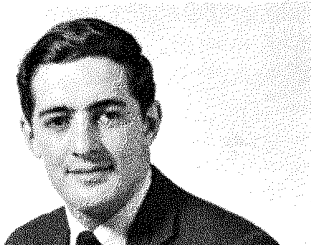
Since most churches are grappling with such problems as the present trend against conservatism, the rectification of the colour question, and the desire for more power by the youth of the world, it was expected that many proponents of these views would use the Conference as a political platform for the dissemination of their propaganda. There was the American folk singer Pete Seeger, with his banjo and guitar. He sang mostly protest songs. (Many eastern potentates not familiar with the twanging of the banjo and not understanding the words were rather bewildered by the whole affair – some of them got up and left.) In the middle of his performance he stopped and publicly proclaimed his antipathy to what he called the "American aggression in Vietnam." In his introduction to a Negro spiritual, called the Twelve Gates to the City, Seeger named certain capital cities as representing some of the gates. Conspicuously absent among the capitals were Jerusalem, Washington and London, but he called upon PEKING to represent the eastern gate. One British professor, among others, was upset at Seeger's performance and felt that America ought to be given a little credit for helping to stem the tide of atheistic Communism instead of being constantly ridiculed by people in the Western world. To him the World Council of Churches meeting should be a gathering to discuss theological questions, *not* a place for making political propaganda.

Representatives of the Youth Movement, even though they had no formal recognition at the Conference, were everywhere in evidence. Ten years ago no one thought that "youth" itself could make up a separate political party. *Now* it seems that many young people are beginning to represent a new force in the world. Unfortunately, the theme that the youths were propagating at the Conference – which they imagined to be of their own initiative – *was not new*. It had been disseminated from Communist capitals for years. Most youth groups think themselves independent of adult ideologies and assume they are going their own way. But this is far from the truth! It happens to be the adult leaders of the Soviet Union and China that are using certain youth movements in the West to further their own Communist ends. We never saw youths carry banners protesting against Chinese aggression in Tibet; the bombing of helpless civilians in Saigon by the Viet Cong; or the prevention of millions of people in Communist countries from expressing, unfettered, their own political views. No, it was as if the propaganda of the Youth Movement had come directly from Communist printing presses. Some of the church leaders at the Conference could plainly see this Communist front. Yet there were many who seemed willing to give deference to the aspirations of "youth."

Considering the way the students handle the tools, it is no wonder that Mr. Silcox has an axe to grind.

When adults act like children, they're silly. When children act like adults, they're delinquent.

\* \* \*



## MEET YOUR STUDENT PRESIDENT

by Ron Dick

Greg Albrecht is a twenty-one year old fourth-year student from the midwestern state of Kansas in the United States. He is the eldest of three children. His sister Jean is thirteen and little Phillip is just seven.

It was after the accidental death of his father, a year after Greg's birth, that his mother was introduced to Ambassador College and the WORLD TOMORROW broadcast. In the early 1950's they moved near Big Sandy, Texas, where his mother remarried. After two years in southern Texas the family moved to Pasadena where Greg began the fourth year of his education – at Imperial.

Later, in high school, Greg learned waterskiing from three-time world champion Chuck Stearns. He earned swimming instructor's qualifications that came in handy for the Imperial Summer Educational Programme where he was a staff member for four years. Continuing on in aquatics, he eventually became a licensed scuba diver.

Before coming to Bricket Wood, Greg studied two years at Ambassador in Pasadena, California. His main interests were in Journalism, helping to arrange student activities, and basketball.

Finally, Greg was transferred to England at the beginning of the 1967/68 year. Quite a life full of activity! It has all helped equip Greg to lead the student body through a full and fruitful year to come. That is Greg's story – what's yours???

## SWEDISH INVASION

by Greg Albrecht

The bus rumbled up Smug Oak Lane, past the lakes and the gym, and slowly edged to a stop in front of the car-park. 34 young students piled off and took their first look at Ambassador. A moment later they were greeted by one of our guides, and a unique campus tour was under way.

Two complicating factors were involved in this tour – the students were all teenagers (16-18) and were all Swedish. The language barrier wasn't too difficult as they all had studied English – however some of their "social customs" tended to differ a bit from ours. This difference was quickly remedied when they were told the old adage: "When at Ambassador, do as the Ambassadors."

This colourful and interesting group of students are all staying in England this summer – in private homes in Folkestone. Their English instructor and guide is Ambassador graduate, Gunnar Froiland also from Sweden. It was he who decided that the Ambassador campus at Bricket Wood was a *must* on their summer itinerary.

Permission granted, student officers arranged a schedule of events Sunday afternoon, June 30th. After a long trek around the campus, the students retired to the natato-



Swedish students enjoy campus.



"If you fill up my jug."

rium where they spent the afternoon cooling off. After eating their packed lunches, they came over to the Dining Hall to be entertained Ambassador-style in a sing-a-long.

Too quickly the evening ran out, and our guests headed homeward to the appropriate strains of Jamaica Farewell – ringing in their ears. We were glad to have your visit, Mr. Froiland.

## SOCK-HOP SUCCESS

by Wade Whitmer

Greg Albrecht spread the NEWS – "Sock-Hop Saturday night! Mine are going to win the fancy sock contest!!!"

How did the student body respond?

We saw Ron Dick's Swiss Cheese Special with toes popping out here and there. Greg attached Hazel's unique arrangement of "preflood" leaves for an eerie flopping effect. Knee length socks replete with feminine "knick-knacks" won Shirley Petet a can of hair spray. And Wade Whitmer's hippy socks took the men's prize – a delicious cherry cheesecake.

Who had the most fun ?? – WE DID!!!

Have you heard about the reformed gangster who studied "Spiritualism?" He went from bad to medium."

# BLEEP! BLEEP! BLEEP!

by Mary Jean Woodnutt

For the select few – employees of the Janitors, Estate Office and Mailing Department – this new sound dogs their steps wherever they go. On or off campus, up to 1½ miles away *the bleeper* tracks them down.

What makes *the bleeper* tick?

The central control box with its multi-coloured lights and buttons is located at Switchboard. A small transistor receiver is carried in the wanted man's pocket. The paging signals – BLEEP! BLEEP! BLEEP! are automatically repeated every 20 seconds. For extremely *urgent* calls they occur every 10 seconds. That's not all! A flashing light BLINKS, BLINKS, BLINKS!

When our man hears his signal, he goes to the nearest phone to contact Switchboard.

The bleeper got his man again!

Sometimes it can be amusing:

Recently, the bleeper signals were going out furiously when a phone call came to Switchboard from Lawson Price, asking: "Are you bleeping me?"

He and his cohort, David Gibson, had been walking down the corridor in Lakeside when – BLEEP! BLEEP! BLEEP!

Each accused the other's bleeper.

The puzzle was soon solved – a third bleeper left inside a nearby locker was sounding wildly: "Bob Speer, where are you?"

Sometimes the bleeper can be embarrassing.

The other day Mr. Gore was off campus when his bleeper found him – in a local shop!

Mr. Charles (Harry) Sullivan was entertaining a salesman at lunch in the pub when – you've guessed it – BLEEP! BLEEP! BLEEP!

Next time you're lonesome for a date, remember, THE BLEEPER ALWAYS GETS THE MAN!

## PRESS AGENCY

(continued from page 1)

It means a new leap ahead for God's Work.

Under the direction of Mr. Norman Smith and Mr. John Portune an Ambassador Press Office has been set up. With the looming potential of the World Tomorrow Telecast, film sequences and our own on-the-spot reports have assumed great importance. Co-operation is demanded from the News Bureau, Radio Studio, and Envoy Department.

Already the News Bureau belongs to the Foreign Press Association. This gives us inside access to impending vital events.

At the recent Lambeth conference of Anglican bishops our newsmen with the new Beaulieu movie camera were able to shoot colour

footage for use in the Telecast. Our men were behind the closed doors of Danny the Red's meeting for Student protest leaders. In Hyde Park our camera team filmed demonstrations by Czechs and Biafrans.

In the coming months, the press team will fill a rapidly expanding role. When world upheavals or calamities occur, we will be prepared.

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Marriage is a process by which a man finds out the sort of husband his wife thinks she should have had.

\* \* \*

Some men grow; others swell.

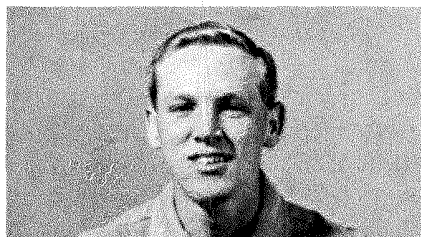
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No wonder women live longer than men. Look how long they are girls.

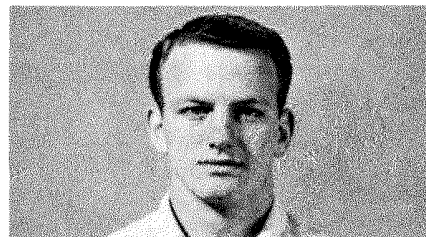
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## U.S. EXPORTS - 1968

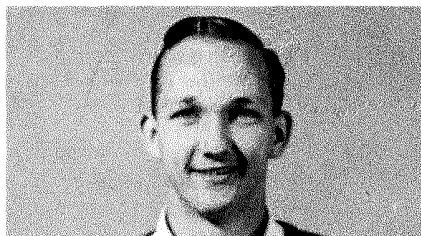
### MEET FOUR OF OUR TRANSFERS



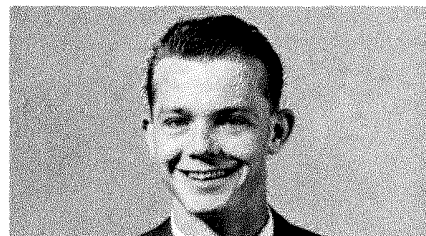
Fred Martin describes himself as just an "all-round American boy." He comes from Pennsylvania to join our Second Year Class.



Robert Cloninger makes his appearance from Richmond, Virginia to join the Second Year Class. His interests are tennis and oil painting.



From Michigan we have Dave Odour, straight from two years in Pasadena. He is a handball enthusiast and is looking for some keen competition!



Another Third Year, Darrell Watkins, comes from Big Sandy where he studied after attending Imperial in Pasadena. His interests are softball, basketball, and singing in the Chorale.