

AMBASSADOR COLLEGE • • • PASADENA, CALIFORNIA



Volume 14, Number 8

January 15, 1965

Mail Receiving Adopts New Reading System

Mail Reading has taken a *GIANT* step forward! The Mail Receiving Department, under the direction of Mr. John Wilson, has just launched a two-week project to *speed* literature to interested radio listeners *the same day their request reaches our offices!* This immediate service has been impossible for years under the system that was being used to mail out the requests.

Intensive work and study went into this new project before it was finally launched. The basic idea developed from a suggestion made by Marion McNair perhaps two years ago. Practically the entire staff of the department collaborated to finally bring the idea to fruition. But Mr. Gary Sefcak's idea of having the reader indicate the symbol of a requested article directly on a manila envelope that will go directly to interested radio listeners is one of the main time-savers. Under our old process our readers indicated this symbol on the front of the envelope that the request letter came in. The symbol had to be subsequently transferred to a manila envelope by a typist or keypunch operator and checked by a verifier.

The new process consists of: reading the letter and coding a manila envelope, addressing the envelope, and filling it with the requested literature, *all in one continuous operation.* Listeners receive
(Continued on page 7)

Conference Reviews 1964: The Million-Dollar Year

Plans 1965 Growth

Last month concluded the *biggest year yet* in the Work of God! 1964 was an *austere year*—a year in which it was imperative that God's Work build a total working capital of *one million dollars.*

Mr. Armstrong announced that there would be a tightening of our belts to help bolster the Work. So the **AUSTERE YEAR** began. Sacrifices were made. Cut-backs were instituted, and although the Work by no means stopped growing, *unnecessary* growth was curtailed.

And then God began to bless us! Stop and think of all the **GIGANTIC** steps that have been taken by this Work in just the last one year.

First of all, God allowed us to build that million dollar bank account as a cushion for any sudden demand. For

the first time in the history of this Work we are operating with a *one million dollar working capital.* But our blessings didn't stop with the accomplishment of just that one necessary goal!

The next blessing was the acquisition of the web-fed press on which we are running *The PLAIN TRUTH* magazine *right on our own campus grounds!* This represented a huge expense for the Work. But with the expense came many other blessings. For one thing, that press will pay for itself in just a few years! It also simplifies matters in publishing what is the most amazing and eye-opening magazine on this earth!

Presently we are printing in our own shop a magazine with a circulation of *over half a million!* *The GOOD NEWS* has gone *full color* on the cover signature. We printed 250,000 copies of a *three hundred and forty page* BOOK by Mr. Armstrong. And all of this isn't mentioning the tremendous growth in the number of booklets and reprint

(Continued on page 6)

Coming Events

- Jan. 15 Chorale trip to Sacramento
- Jan. 18 Classes resume
- Jan. 21 Fashion show
- Jan. 24 Field trip: Rose Bowl Rodeo, 2 p.m.
- Feb. 4 John Goddard, talk on the Congo
- Feb. 8 Snow-line party
- Feb. 13 Saturday night at the movies



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Circulation Hosts Campus At Skating Rink

Thrills, chills, and of course some spills were rampant last Wednesday, January 13, at the Moonlight Rollerway Skating Rink. The nominal charge of 75 cents per person was rewarded inside with three hours of skating (1:30-4:30) and homemade cookies by the Circulation Department, hosts to the gala, semi-annual affair.

A bus was provided for our Ambassadors so there was no serious exercise before they got to the rink. However, once there, the exercise began in earnest! Some of the more proficient among us were waltzing and dancing to the music. Most, however, were content to act like big wheels—that is, skating in large circles!

The entire student body was represented, and the whole affair seemed like one great big Ambassador party (we were the majority there)! Be sure to watch the schedule of events for the next campus get-together, *and don't miss it!*

Editorial

Wouldn't You Be Different?

by Steven Gray

What if YOU had to write this editorial? How would you try to put into words the need for more hard work by God's students?

Each student ought to ask himself that question—"How would I inspire others to work harder?" Because that question and how it is answered is going to determine the future of each Ambassador College student.

On Monday we will begin the second semester of the 1964-65 school year. For some, this will be the last semester of college for the rest of your lives! And for many others, this coming four-and-one-half months is going to decide whether you will be back to begin another year next fall. Did you ever ask how your NEED to return to or to graduate from Ambassador College is measured?

By *need*, I mean, why do you *need* to attend college, or why do you *need* to graduate from college?

Right away you can see that good grades alone don't create the real need. Once you graduate, your grade-making days are past. From then on your progress is measured in a different way. But how thoroughly *do you learn* your present class material?

You women—are you learning to be truly feminine, and have you learned to be a good conversationalist and a helpful date? Could you be a real help in a local area?

You men—are you learning to be good leaders, helpful to your dorm mates, encouraging to the co-eds? Are your speeches improving each time you give one in club or in class? Are people starting to consider you a campus leader?

If so, fine. But what's a good speech or a good date going to do for you *once you graduate?*

You're no doubt three steps ahead of me already. Because you know that ALL OF THESE THINGS ARE IMPORTANT. And unless you are *steadily* improving in each separate detail of college life—whether it be study, dating, sports, Bible knowledge, social functions, or any other part—unless you are growing in *everything* you will not be called upon to be an Ambassador of God's Work!

For each of you there is a time coming when you will no longer be a student. You're here *so that you can leave*—so that you can be a servant. You need to graduate so you can help teach others the things you have learned.

Are you going to be able to convince them of the need to *work*, and to work hard? Would you be able to inspire others to learn how to date, how to give a good speech, how to play clean ball, how to study their Bibles enough and properly, how to be good husbands or helpful wives, how to become stronger leaders *to help set up the world of tomorrow?*

Students, you're answering that question right now in your conduct *this* second semester of *this* school year. If you're doing well in all of these things, then you will soon be facing the *necessity* of getting out and helping others to experience the same happiness. But if you're not undergoing some *major changes in character, a tremendous increase in your wealth of knowledge*, and if you're not becoming just plain level-headed and CONVERTED, then you'll never *need* to graduate. YOU SIMPLY DON'T NEED TO ATTEND COLLEGE! Because you aren't fitting yourself with the tools that DEMAND graduation: character, drive, leadership, knowledge, wisdom and maturity!

So, what if you had to write this editorial? Wouldn't you see the need to *change*, and change faster than ever before in your life? Yes, you would! And if you were faced Monday with graduation, wouldn't you want to be different? Ambassadors, get started NOW, *this semester!*

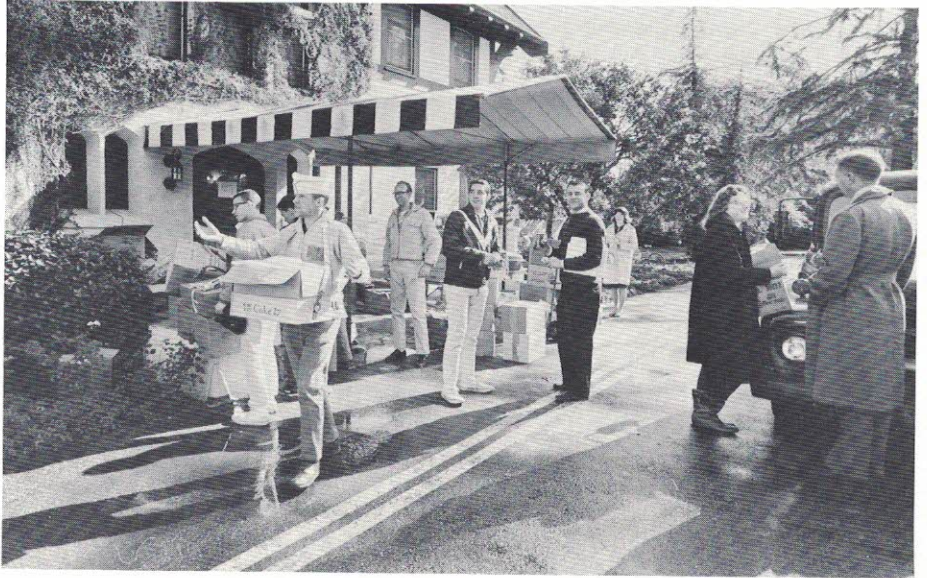
Face It Alone?

Ever thought of the problems you would encounter in making thirty thousand cups of coffee in a period of less than 24 hours? That includes heating 12,050 gallons of water. Now that you have the water hot, you need about fifty men to sell this coffee to cold people. The men come easily—Freshman men from Ambassador College.

The cold people? You have to go find them. They will be mixed in with the one million people lining Pasadena's Rose Parade route. They come at sunset on December 31 and camp out all night on the streets and sidewalks along the parade route, shivering in thirty-degree weather.

After a while they get hungry, so why don't you feed them? They'll eat about 2,800 roast beef sandwiches, 8,000 hot dogs and about 7,000 donuts. You let the college girls make the sandwiches and hot dogs. Use the same 50 men to sell the food along with hot, steaming coffee. If you sell everything, the total profit will figure an average of \$24 for every student on campus.

To help matters, set up six food and



Mayfair served as headquarters for a troop of "pushers"!

drink stands along the parade route. Get some of the merchants along the route to allow you the privilege of setting up stands on their property. Talk to such people as the owner of the El Rancho supermarket, and the railroad people who own some property by the tracks just below the campus. Set up a double-sized stand in front of Mr. Norman Smith's home.

Now, to be sure you have all the business you can handle, set up two stands by the corner where nation-wide television cameras are set up, and the parade begins. Place the stands on opposite corners so you can cover all available trade on both sides of the street.

Have a campus that is the largest single piece of property along the parade route and you can have someone set up stands along the street. He'll pay you for it, of course. Not to neglect the fact that you can park hundreds of cars on campus for about three dollars a parking place. You won't even have to worry about selling the spaces. Everyone wants one!

Now, add a few more men in the stands to show people to their seats and to take tickets as the people come in. He'll even pay each man. What is left

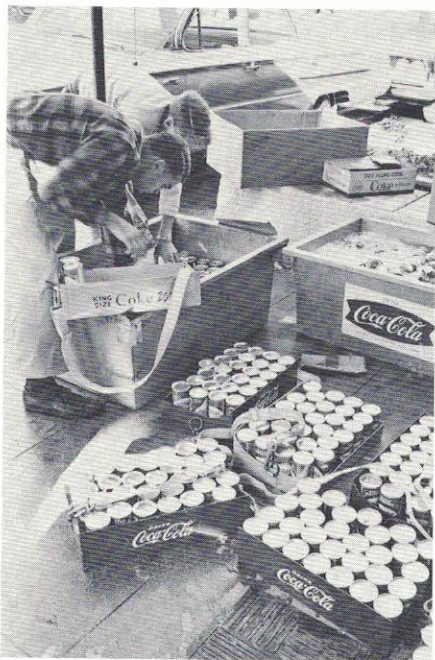
of the men on campus can have the opportunity of patrolling the spacious, beautiful and appealing campus from vandalism all night long.

If you do this, you'll find men and women up all night, to be sure; but

with the proceeds you can take the whole college on educational and entertaining excursions throughout the Southern California area. Sounds like a great idea, doesn't it?

Face it alone?

Well, you'd never make it alone. But each year a co-operative student body can—and *bas*. That's the story of the Rose Parade, 1965.



Cokes by the box-load were added to the menu.



Milo Wilcox invented this 12,050-gallon coffee maker!

Street Closure— A Reality!

One of the most gratifying events in the history of Ambassador College occurred on the 22nd of December, 1964. And in the process, the college was enabled to save multiple thousands of dollars! That day at City Hall in Pasadena, we received tentative approval for the closing of Mentoria Court and Camden Drive!

Everything that happened was a literal, tangible, *almost overwhelming* answer to prayer! The presentation of our proposal to close the streets was received with favor and no opposition by the city's Board of Directors. No opposition made this a most startling event that morning! Where we had ex-

pected many not to want this allowed—there was no one who opposed. In fact, only three local citizens came to the hearing. The two that spoke were completely behind the project!

Then came the second pleasant surprise. The cost of the entire project to Ambassador College to close the streets themselves, would be approximately one-fifth of the expected cost!

All that now remains is final approval by the Board of Directors, and that is expected momentarily. And within the next few weeks, the Building Program will be in full swing again as the Dining Hall is rushed to completion, followed by the auditorium.

Students, let's be extremely thankful for this tremendous blessing because without it, Ambassador College would have had to slow growth.

Chorale Visits Bakersfield

The Ambassador College Chorale is *on the move!* With one concert already behind them, enthusiastic Chorale members boarded Bakersfield-bound buses on January 2, 1965. In spite of their long and tiring work hours the day before for the Rose Parade, the smiling students eagerly anticipated this opportunity to sing. Brethren from the Fresno area came to Bakersfield, making a total of over 300 to hear the Chorale.

For the special music during the Sabbath service, people were moved by the very inspiring and stirring numbers, *The Lord's Prayer* and *The Battle Hymn of the Republic*.

In the evening there was a Church Social with dinner, dancing, and the special attraction of the evening—a *Chorale concert!* This musical entertainment consisted of two parts. The first was a medley of church hymns beginning with *God of Our Fathers* and ending with *Onward Christian Soldiers*. The second part was a repeat performance of the same concert presented in the Chorale Assembly for the College last month.

This trip was only a beginning for

the Chorale, however. Following the concert in Pasadena on January 10 will be a *three day tour* up to the San Francisco and Sacramento area January 15-17 and *another concert*.



Dr. Rea broadcasts *El Mundo de Manana* to the Spanish people.

Dr. Rea Gives Lift to Spaniards!

December 23 was a unique night in the history of Spanish Club. It was also the most profitable meeting the club has had this year. This was due mainly to the presence of Dr. Rea, head of the Spanish Work.

The meeting was opened shortly after 6 p.m. by vice-president Larry Neff. Doug Taylor proceeded with a lively session of "*Verdad O Consecuencias*"—Spanish for "Truth or Consequences"! The first six contestants couldn't answer their questions within the half-second time limit. As a result they had to pay the consequences—eating a banana blindfolded as fast as their female companion could stuff it in. Larry Haworth turned out to be the biggest banana-bibber in the entire group!

Dr. Rea took over the remainder of the meeting and delivered some very encouraging news about the Spanish Work. For one thing the Broadcast may be going on a Mexico City station before too much longer, a very important boost to the Spanish Work. This summer, Messrs. Peabworth and Cooper will move location to Saltillo, Mexico, to complete work for their master's degrees at "La Universidad Interamericana." And other possibilities are in the offing.

Dr. Rea tied the Work in with the Spanish Club by stressing the *terrific* need of serving others and applying ourselves with all the intensity and *enthusiasm* of our beings so that we can grow to the point where we can be used to do just that—*SERVE OTHERS!*

This was a tremendous encouragement for *everyone* in the club to give everything he can to make *each* meeting more *LIVELY* and *PROFITABLE*. So if Spanish Club seemed vociferous and uproarious this semester, *WATCH OUT NEXT!*

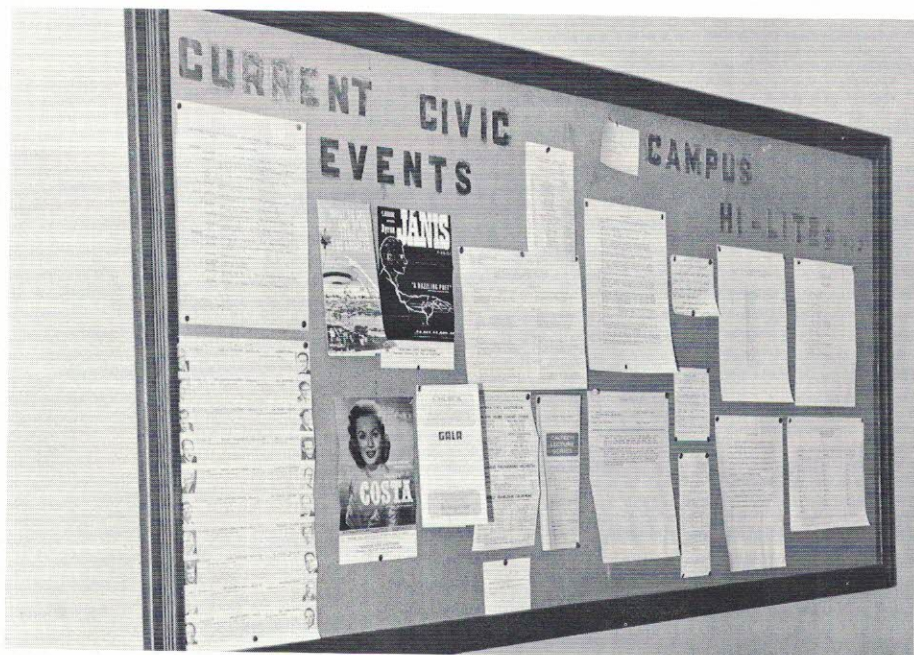
Haven't You Read . . . ?

Do you look at the magazine rack in the Library with exasperation? The Ambassador College Library carries about fifty-five regular magazine subscriptions. That's quite a stack of magazines to digest.

Rare is the student who has the time and courage to attempt to plough through them all. "I leave that to the News Bureau, the paid professionals,"

immediate left wall as you enter the front entrance, is a 3x5 card—the card that is there to serve *you!*

Almost lost among other announcements, this insignificant-looking card is an *aid* for you, the busy, always-rushed, yet constantly inquiring and news-hungry Ambassador student. On this card is a specially compiled list of the most vital, helpful and interesting



As you enter the library, you can't miss this bulletin board. Circled is the periodical summary that will save you time!

is the common excuse. But you *can* have the vital and the important articles at your fingertips.

Want to know more about Germany? About natural childbirth? About this "Twisted Age" of teen-agers? If you had kept an eye on the library bulletin board this last month you would now be up to date on these vitally important articles. You would be able to converse intelligently about them at the dinner table. You would have been of service and help to fellow students.

Instead of wasting *hours* leafing through and skimming dozen of articles with misleading titles, you can now be your own News Bureau. And all the time you have to spend in "research" is *five seconds!* That's right! On the library bulletin board, located on the

news articles of the more recent and current news magazines.

The efficient library staff doesn't *just* put your books back on the shelf. It also acts as a selective News Bureau on the side. Have you ever wondered why the librarian was "wasting time leafing through some magazine" instead of *working*? Well, she *was* working, not wasting time. She is saving *your* time by ploughing through endless columns of small black prints, separating the wheat from the chaff.

Few know of this service. It will keep you up to date and save you *hours* of time. *Every* week the card is put on the library bulletin board with a list of useful and *vitally* important articles.

Be sure you make use of this helpful Ambassador service.



For you men who never attend such things, above is the setting for the annual Woman's Club tea.

Woman's Club Tea

Murphy House on January 6 was the scene of much hustle and bustle. Trays of food, coffee and tea containers were transported to the confines of the Women's Club room. Girls scurried about with flashes of yellow and white decorations. Others labored on presenting the theme "Women's Club in Action" on the bulletin boards.

The occasion meriting such attention and care? It was the Women's Club Tea held annually during the Ministerial Conference to honor the wives of local and visiting ministers and wives of married students and department heads.

From two until four in the afternoon a continuous flow of coeds and wives filled the rooms to renew old acquaintances or make new ones.

The result? A wholehearted success and a real highlight in Women's Club activities! It gave Ambassador women the opportunity to honor the wives in God's Work and it helped them to learn more social ease in a formal occasion.

On a junior executive's desk: "Looking For Someone With A Little Authority? See Me. I Have As Little As Anyone."

Conference

(Continued from page 1)

articles we are now producing over and above the year before! Growth has been phenomenal!

The third surging step forward came last fall. The *third* Ambassador College opened the fall semester in Big Sandy, Texas! Once again, to have had merely this *one* blessing in the past year would have been wonderful. The need for manpower in God's burgeoning Work is more by far than the numbers that could be produced by one college, or even two. With time, this new college will pay for itself in productivity many times over—in the very same way that the Pasadena College has well met its initial expense by the manpower it has produced.

And don't forget the new million dollar plus gymnasium that now *stands completed* on the Terrace-Grove corner! The most modern gymnasium, the most beautiful gymnasium on the face of the earth! And God saw that it was *paid for in full* by the time it was completed! And *that* IN AN AUSTERE YEAR!

Near the beginning of the year we cut back on several radio stations. Instead of going ahead and increasing the then present expense, we jockeyed around a little bit and increased the *quality* of what we already had. Now with the year over, we are in better shape than ever before, radio-wise. And we are more prepared to meet the greater challenges of the coming year! During the austere year, the only road was UP, *not down!*

WHAT LIES AHEAD?

It's almost foolish to sit back and try to dream up what is coming during the next year. Who could possibly have guessed what God had in store for us during the past one? We planned an austere year. We DID sacrifice. And we met our goal. But the Head of this Work saw fit to bless us more than we could have dared dream of. So what possibly could be next?

For one thing, RADIO LONDON represents one HUGE blessing for this Work. This is the most expensive piece

of time we have ever bought—the largest single contract ever signed in the history of radio! But it will reach *thirty-seven million* people!

Ground-breaking has already begun on the new *Dining Hall*.

The PLAIN TRUTH magazine is to have a startling and striking *FULL COLOR* cover for the February issue. And already in the planning is a change in part of the format of the magazine: *Full color* inside—sixteen pages—more pictures—an increase from 52 to 68 pages, jam-packed with the news this dying world *desperately* needs.

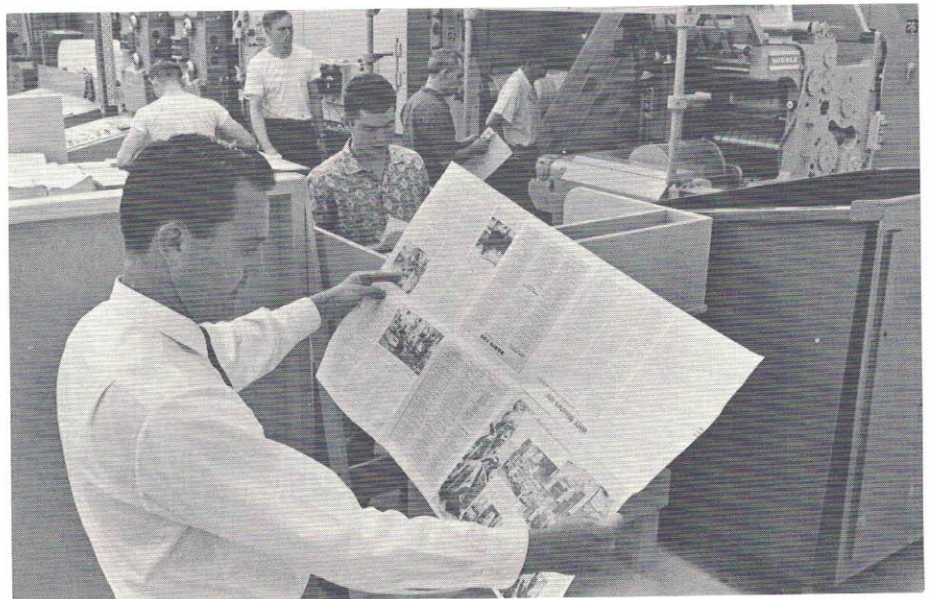
And to add to this, already in the planning is a SPANISH EDITION OF *The*

PLAIN TRUTH! This is scheduled to begin as a 24-page edition.

The past Ministerial Conference brought many other ideas and plans to light. We are still being austere. There is no such thing as money spent *unnecessarily*. But as God sees fit to bless His Work, where is the end?

The answer is, *there is no end!* And where *you* end up is where you stop working. God's Work is driving on with increased strength and vitality. 1965 will be *at least* 30 percent greater than 1964. And at the size we are now getting to be, that is a tremendously voluminous increase!

What's ahead? You stay behind it and find out!



TWO BIG HISTORICAL EVENTS—Top: Mr. Justus, plant manager, peruses the first signature from the big web-fed press. Bottom: This is a night shot of the first church assembly in the new gymnasium—Friday night Bible Study.



Ambassador Sports Schedule

Just three short months ago, the St. Louis Cardinals won the seventh game of the 1964 World Series. Already plans are being laid for the Ambassador College Softball League. The League will consist of five teams, one representing each class, and the faculty. This round robin tournament is tentatively set for one round (each team playing four games).

At the conclusion of basketball in mid-February, volleyball will step into the spotlight with three new courts on the gym floor. This sport is expected to last until Field Day with men's, women's, and mixed teams coming down to the championship tilt on Field Day.

The latter part of April or the first of May will bring with it an *acquatics day*, in which swimming, diving, and water polo will be on tap to show which class is all wet.

The week of March 1 is scheduled to bring with it track and field instruction in preparation for each person's "specialty" on Field Day. And Field Day may be moved up somewhat earlier in order that Mr. Herbert W. Armstrong can witness a Pasadena Field Day for the first time in three years, before going to England.

You may be wondering about the P. E. courses you *aren't* taking this semester. With six new badminton courts on the gym floor, sports and games is a course enjoyed by many. Also included in the athletic program are swimming and diving (beginners, intermediate, advanced, and life saving), basketball (beginning and advanced), track and field, tennis, and handball.

The times designated for recreational swimming have been set as the following: Sunday—3:00-6:00; Monday thru Thursday—4:00-6:30; Friday—3:00-4:30; Saturday night—None until after basketball.

Oh, yes, morning exercises are predicted to start next Monday!

Mail Receiving

(Continued from page 1)

their requests by return mail, instead of sometimes weeks later.

In addition to the tremendous savings in time to get requests filled and in the mail, this will help to build up the good will of our radio audience.

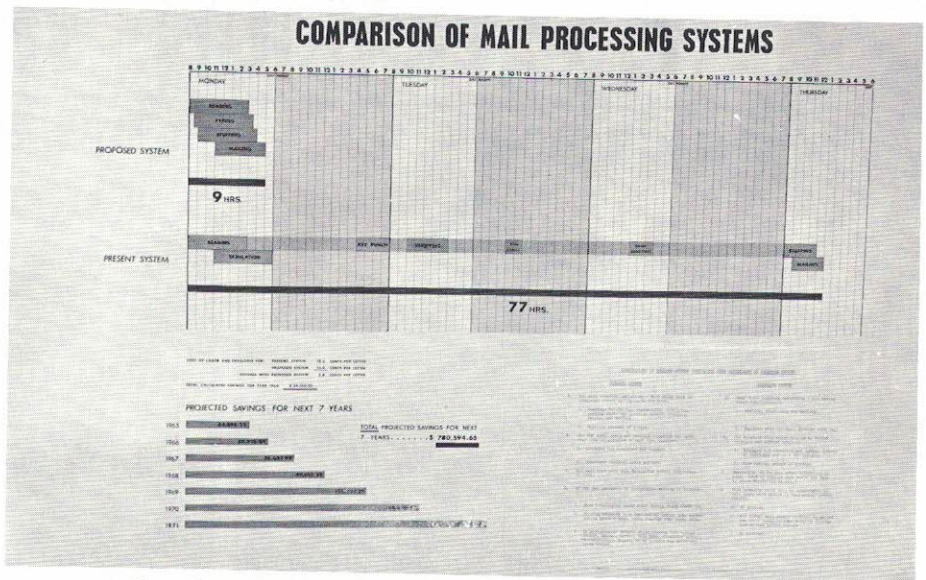
But, there is yet another great advantage. This new reading process will save the Work of God MULTIPLE THOUSANDS OF DOLLARS in the coming years. The cost per letter to process and mail out the requested literature was 19.3 cents under the old method. Under the new system it is only 13.4 cents! This would represent a savings of over \$44,000.00 for 1965 alone,

and would amount to over three quarters of a million dollars for the next seven years!

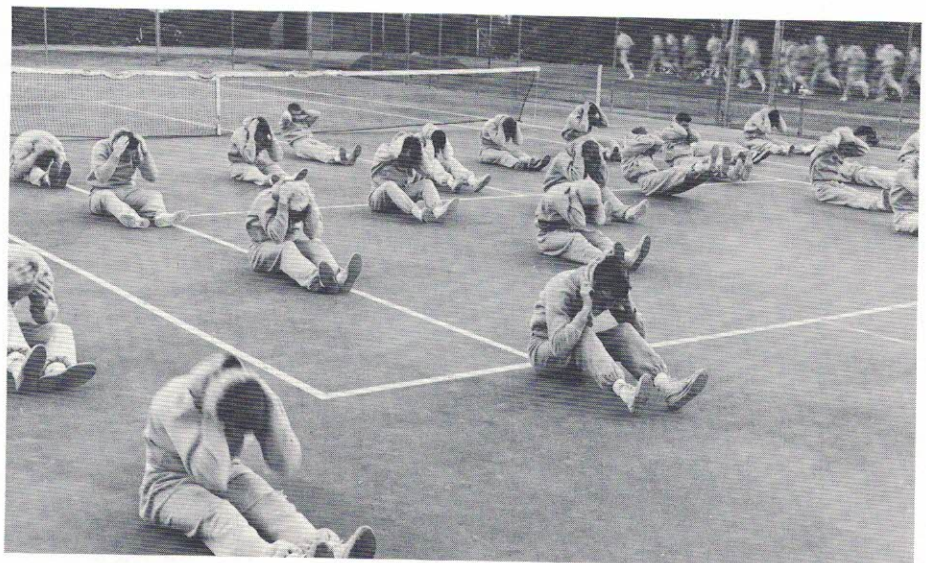
The first day we put the process into effect we got under way about three p.m. Then approximately two thousand requests were completely read, typed, filled and in the post office *within six hours*.

The first whole day for the experiment included some 3850 letters. This is more than an average day, but still we were able to get all these requests ready and completely processed and mailed by the end of the working day. We call that a tremendous success!

This is blazing the way for greater things in the Work of God during 1965!



Above is a chart showing the comparison of the two processing systems.



So this is what we've been missing! Morning Exercises!

The Mayfair Spread

"Every two and one-half years the Work *doubles* in size!" Looking back over the years, this saying has proved to be true of Ambassador College as well as the Work itself. But there is one aspect of Ambassador College that is *really* steaming ahead—it has already burst existing growth records. Right now it is *way* ahead of the two-and-a-half-year schedule. It is breaking all expectations! Faculty and student leaders are astounded!

We often hear the word *growth* stressed at Forums and Assemblies. We are told to grow in every aspect of our lives—and there is one *special* group at Ambassador that is really producing abundantly in one particular area.

Believe it or not, the Freshman class, especially, is showing real *growth* in this area. And that only after one semester at Ambassador! That is *real* progress. No more a mere 30% ceiling here!

To illustrate the fantastic progress, we have included a growth chart

(below). As you can see, this shocking growth continues through the college years.

The cause? Some say, "Mayfair." No, not really. If you fit into this ballooning growth, *you* are the one who instigated growth in the different areas—not Mayfair.

If you want to escape the blooming, ever-expanding, but very *embarrassing* growth in your area (not church area), you have *got* to practice your "push-aways"—DAILY!

If the "second semester spread" is striking too close to home, start now! And remember, EXERCISES begin Monday, the 18th!

THE "EXPANSION" THEORY

