

AMBASSADOR COLLEGE • • • PASADENA, CALIFORNIA

VOLUME 17, NUMBER 29

JULY, 1968

Graduation '68

88 Earn Bachelor of Arts Degrees

On May 31, the eighteenth annual commencement exercises were held in the Lower Gardens on the Pasadena campus. Before a crowd of over one thousand people, eighty-eight Seniors received their Bachelor of Arts and four others received their Master of Arts.

Outgoing Student Body President Mike Swagerty gave the discourse on the theme, "The Sin of Ingratitude." Mr. Herbert W. Armstrong, Chancellor and President of the Ambassador Colleges, delivered the commencement address on "Education in Chaos." Both cited examples of the rebellion and chaos prevalent on college campuses throughout the nation.

Mr. Armstrong observed that, "Never before in the history of the world has there been a time like this." He men-

(Continued on page 8)

New TV Guide Ads Are Paying Off

Another breakthrough for God's Work is the inauguration of advertisements in *TV Guide* on a nationwide basis.


Coupon response to one-half page advertisements in *TV Guide* prove this medium a valuable addition to radio and television. In the San Francisco Bay area an ad on Hippies brought the outstand-

(Continued on page 3)

MARRIAGE SOON OBSOLETE?

Is MARRIAGE on the way out? Is Adultery still wrong?

SOME PSYCHOLOGISTS, taking a new look at the institution of marriage, are voicing shocking predictions.




FREE
3 month trial subscription
Actual magazine size is 5 1/2" x 11"

In the August number, **the PLAIN TRUTH** magazine takes an in-depth new look at the institutions of marriage, the home, and family life — and the question of chastity. It reveals a startling, even shocking truth which has been altogether overlooked by psychology, by science, by religion, by education, and by society.

ALSO in the August number: "Education in Chaos!" What's behind the student disturbances, the riots, the challenge to authority.

Another article you'll want to read: "Real Meaning Behind French Crisis!" One by one the great powers are being humbled. Britain has lost her empire and status as a major world power. The



standards not obtainable elsewhere of social family and personal problems. Circulation in excess of 1,750,000 copies monthly — 53 dynamically interesting pages — no advertising — perfectly illustrated in full color — a magazine of quality.

We maintain offices in major world capitals, dispatch our own trained correspondents, editors, photographers to the far-flung trouble spots and big-news happenings of the world, to photograph, analyze and report their events on the spot. Our editors possess an exceptionally knowledgeable grasp of world conditions. They read to hit the unique advantage of a thorough knowledge and sound understanding of national prophecies, in whatever areas they may relate to events and conditions.

The **PLAIN TRUTH** is published by Ambassador College, a national educational institution in the arts of the university level, with sister colleges in California and Texas — as a part of its worldwide educational program.

You may have a free 3 month trial subscription — and with it, also free, the very attractive booklet, here illustrated, "Your MARRIAGE Can Be Happy." This is sent as a public service as our contribution to the public interest. We have nothing to sell there will be no follow-up.

Fill in, cut out and post the coupon now.

POST THIS COUPON TODAY

Ambassador College Press
Briarcliff Wood, St. Albans, Mass.
Please send me, FREE, a 3 month trial subscription to the **PLAIN TRUTH**, starting with the August, 1968 number, and also free, the illustrated booklet "Your MARRIAGE Can Be Happy."

Name _____
Address _____

This is the format of the first ad to go in the English edition of "Reader's Digest."

Ads in Reader's Digest

Big Doors in Advertising Open for the Foreign Work

The commission given in Matthew 24:14 to preach the gospel as a witness to all the world takes another giant step toward fulfillment with the opening of advertising space in *Reader's Digest*, *Drive*, and the Sunday edition of the *London Times*.

Mr. Armstrong stated on page 73, Volume 1 of the *Autobiography*, "THIS NEW TECHNIQUE OF PUTTING THE TRUE GOSPEL MESSAGE IN POWERFUL ADVERTISING FORM IS DESTINED FROM THIS POINT ON TO BECOME PERHAPS THE MAJOR MEDIUM FOR COMPLETING GOD'S WORK ON EARTH FOR THIS AGE."

Space in *Reader's Digest* opened as a

result of successful meetings between Mr. Herbert W. Armstrong and the advertising manager for sales in the international editions of *Reader's Digest*. The contract paves the way for Ambassador College to purchase advertising space in most foreign editions of the popular periodical.

As Mr. Armstrong wrote in a recent

(Continued on page 3)



Published weekly by Ambassador
College, Pasadena, California

Faculty Advisor
DAVID JON HILL

Editor
GEORGE L. JOHNSON

Associate Editors
ORLIN GRABBE
GERALD WESTON

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MIKE BLACKWELL

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DONALD GRAUNKE

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MONTE WOLVERTON
PATRICIA JOHNSON

Staff
Harry Eisenberg
Pat Parnell
Ernest Prociw
Dannie Rogers

Cheryl Vance
Keith Walden
John H. Walker
Louis Winant

and YOU.

Circulation Manager
GEORGE RITTER

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

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All Rights Reserved

**CIRCULAR
FILE** by Louis
Winant 

THE MAIL MUST GO THROUGH!

Our Circulation Manager Tells All

Many of you are wondering — why am I receiving my PORTFOLIO in the mail in an envelope? Why, when I'm right here on campus?

The answer is simple!

It costs less to send the PORTFOLIO via mail to ones even on campus than to deliver it. No, this is not some deal where the Circulation Manager is trying to get out of stuffing your PORTFOLIO in your mailbox. It's actually true.

In order to send the publication third class at 1.4 cents apiece there have to be at least 200 pieces. The list of students who went home or out into the field for the summer only yielded to 118 addresses. So, to fill the rest out we simply send about 90 to 169 South Vernon. Simple isn't it?

This way we save money. The dif-

Thank you from the Portfolio Staff of 1967-68



ference between sending 118 first class and the 200 including resident students is believe it or not — \$3.20! And, that is including the one cent for each additional envelope.

Furthermore, IBM and Data Processing have been very courteous in supply-

ing self-sticking labels for use on the envelopes.

So, when you go to your mailbox and find to your surprise a yellow envelope from Box 111, don't get shook. Just another service from your friendly PORTFOLIO Circulation Department.

POURQUOI TOUS CES FOYERS BRISES?

IL DEVIENT de plus en plus rare de trouver aujourd'hui des MARIAGES qui soient vraiment HEUREUX.

Le divorce brise des mariages à un taux sans précédent — et, pour chaque cas de divorce, il y a plusieurs autres foyers qui sont malheureux et misérables.

Les sociologues ont tenté de découvrir la cause du divorce, et c'est littéralement par centaines que les conseillers matrimoniaux ont recours à tous les moyens qui sont à leur disposition pour éviter que des mariages se terminent par le divorce.



revue de bonne compréhension. Non seulement chacun de ses articles signale des événements d'importance mondiale, mais il donne en même temps la SIGNIFICATION et le vrai sens, dans la mesure où il est en rapport avec la vue d'ensemble que nous donne l'accomplissement de la prophétie biblique.

"La PURE VERITE" est une nécessité IMPERATIVE à tous les individus et à toutes les familles.

Alors que les nations, avec leur puissance nucléaire, se dirigent

IHRE EHE... GLÜCKLICH?

Nein? — Warum nicht? — Wer ist schuld?

BEHERRSCHEN wir nicht mehr die Kunst, unsere Ehen wirklich glücklich zu gestalten?

Die Scheidungsziffern steigen rapide. In manchen Ländern gehen 30 bis 50 Prozent aller Ehen in die Brüche! Das gibt es noch einen großen Prozentsatz von Ehen, die zwar äußerlich noch zusammenhalten, innerlich aber bereits zerfällt sind.

Sociologen haben bis jetzt erfolglos versucht, die Ursachen für diese schreckliche Entwicklung zu ergründen. Es ist schon so weit gekommen, daß junge, heiratfähige Menschen ernsthaft fragen, ob es sich überhaupt noch lohnt, in den Ehesand zu treten.

Tiere heiraten schließlich auch nicht. Warum dann der Mensch? Genügt es nicht, sich fortzupflanzen? Oder soll die Ehe einen Zweck erfüllen, der den Menschen weit über das hinausgeht, was Tiere können?



läßt sich wohl kaum in Frage stellen. Aber WIE kann man wahres Eheglück erreichen? Bleibt das dem Zufall überlassen oder gibt es bestimmte Gesetze, deren Beachtung den Erfolg einer jeden Ehe garantiert?

Die Antwort hierauf wird Ihnen in einer der nächsten Nummern der illustrierten Zeitschrift 'Die REINE WAHRHEIT' zugänglich gemacht. Sie können kostenlos ein 3monat-

Bedeutung der heutigen Weltnachrichten.

Wir bieten Ihnen auch unentgeltlich eine besondere Informationschrift zum Thema Ehe an. Unter dem Titel "Jede Ehe kann glücklich sein" bringen wir Ihnen eine offene und ehrliche Antwort auf die wichtigsten Fragen über Ehe und Familienleben.

Herausgeber dieser Publikationen ist das Bildungsinstitut AMBASSADOR COLLEGE, das drei Hochschulen und viele Büros auf der ganzen Welt unterhält. Wir haben nichts zu verkaufen, sondern verbreiten dieses höchst lehrreiche Material im Rahmen unseres weltweiten Bildungsprogramms völlig KOSTENLOS.

Es sind keinerlei Verpflichtungen für Sie damit verbunden. Bitte diesen Gutschein ausschneiden und einsenden.

An AMBASSADOR COLLEGE

4, Chateaufort 1, Postfach 1324

Bitte versenden Sie mit KOSTENLOS ein

3monatliches Probeabonnement von "Die REINE WAHRHEIT", das

ebenfalls, während der Dauer des Probeabonnements, IDEE sein kann

gratis zugesandt wird.

The first ad to go in the French edition of "Reader's Digest" (above) and in the German edition (below) will look like this.

Advertising in Foreign Work

(Continued from page 1)

co-worker letter: "there were conferences in New York, then here in London, and then even in Sydney, Australia, and in Hong Kong, with contacts in European capitals, that have resulted in solid two-year contracts for the use of DOUBLE-PAGE advertising space — in full color — in MANY EDITIONS OF Reader's Digest by Ambassador College. This will include the British Edition, the German and French Editions in those two languages, and in the English language the editions covering South Africa, Australia and New Zealand, India, and the Asian Edition — a special English-language edition with subscribers in Malaya, Singapore, the East Indies, Burma, Cambodia, Vietnam — all that part of Southeast Asia, Hong Kong, Taiwan, and Japan, and the Philippines."

The Reader's Digest has the largest circulation of any periodical in the world. Every month more than

17,000,000 copies are distributed within the United States. The foreign editions are printed in 14 languages with a circulation of about 10,730,000. Altogether eighty-six advertising editions are published and distributed in over one hundred countries every month. About 1,350,000 copies are distributed in Britain; 1,250,000 in Germany; 1,000,000 (Continued on page 8)

Visnews Service For Television

Mr. Herbert Armstrong contacted VISNEWS SERVICE of London on his recent trip abroad. Visnews, the International News Film Agency, was formed in 1957 and is jointly owned by the British Broadcasting Corporation, Reuters, the Rank Organization, Canadian Broadcasting Corporation, the Australian Broadcasting Commission and New Zealand Broadcasting Corporation. A corps of cameramen, staff and stringers, numbering approximately 400, work for VISNEWS throughout the world. In addition, VISNEWS has access to all newsfilm shot by its owner-organizations and (continued on page 7)

TV Guide Ads

(Continued from page 1)

ing response of over 1700 letters! Other returns from advertisements concerning the article on pollution, the WORLD TOMORROW booklet and The PLAIN TRUTH magazine have been around three hundred to three hundred and fifty per ad.

The June 23-29 issue of the TV Guide carried ads offering the HIPPIE booklet in 39 of the 79 editions printed for the United States and Canada. The remaining 30 editions carried the advertisement in the June 30-July 6 issue.

A previous offering of Your Marriage Can Be Happy in the Bay area, has brought over 500 requests. These responses indicate the staggering number of hippies, parents with hippies, and unhappily married couples in that area.

These responses are over 90% from new people. The cost per response has been less than the majority of radio stations. Of course, we expect that many of the replies are coming from people who have listened to radio or TV but lacked the initiative to write until a coupon was placed in their hands.

In the future we anticipate running these ads on an every two-week basis where we carry The WORLD TOMORROW on TV. Probably we will list major radio station times as well as (Continued on page 8)

- Guest Cast
- Katherine Daly
 - Frank Padgett
 - Will Chambliss
 - Joseph Daly
 - Al Barnes
 - Tony Chandler
 - Alexis Dargatzis
 - Michael Peterson
 - Anne Baxter
 - Steve Ihnat
 - Mark Roberts
 - Arthur Franz
 - Hal Lynch
 - Sean Ward
 - Dean Harens
 - Tom Palmer
- THE ANSWER—Religion: An attractive teenager tries to participate in too many activities.
 - REAL REVOLUTION—Talk: Indian writer/lecturer Krishnamurti analyzes inner conflicts between what is and what should be.
 - VARIETADES—Music
 - MOTHERS-IN-LAW—Comedy: Wedding mother-in-law have the newsweds launching a fight for independence. The couple moves away from home and into a dormy apartment where the strain and struggle prompt some second thoughts. Eve: Eve Aron; Kaye: Kaye Ballard; Roger: Roger C. Carmel; Herb: Herbert Rudley; Jerry: Jerry Fogel; Susan: Deborah Watley; (Anchor: Jerry Kramer) (Format)
 - UPBEAT—Music
 - Guests include Bobby Vee, the Precious and the Swamps. (60 min.)
 - SPORTSMEN'S AWARDS
 - See Sat. 8:30 P.M. Ch. 11 for details. (90 min.)
 - SPORTS ADVENTURE
 - WORLD TOMORROW—Report
 - FILM FEATURE: Films show how chemicals and nuclear energy are used to improve production systems for long space flights.
 - TORRENTA—Novela
 - CASO Y COSAS—Comedia
 - GLEN CAMPBELL—Variety
 - Guests: comics Flip Wilson and Jerry Stiller and Ann-Maria; and pop singer Freddy Nkey. Flip interviews the coach of a pop team. (60 min.)

HIPPIES—HYPOCRISY and "HAPPINESS"

ARE HIPPIES REALLY HAPPY? What is a hippie? What causes a person to drop out? Is there a legitimate excuse for withdrawing from society? What, if anything, does the future hold for hippies?

For the plain truth — listen to a fascinating, challenging program that dares to answer the questions others fear to ask. And send now for a small, full-color booklet, *Hippies, Hypocrisy and Happiness*. It's sent to you free on an educational public service.

LISTEN TO The WORLD TOMORROW

KPIL — 1300 kc., 12:30 p.m. Mon.-Sat., 2 p.m. Sun.
KBEI — 1240 kc., 6:30 p.m. Mon.-Sat., 7 p.m. Sun.

MAIL THIS COUPON TODAY

AMBASSADOR COLLEGE PRESS
P.O. Box 111
Pasadena, California 91109

Please rush me FREE of charge:

"Hippies, Hypocrisy, and Happiness"

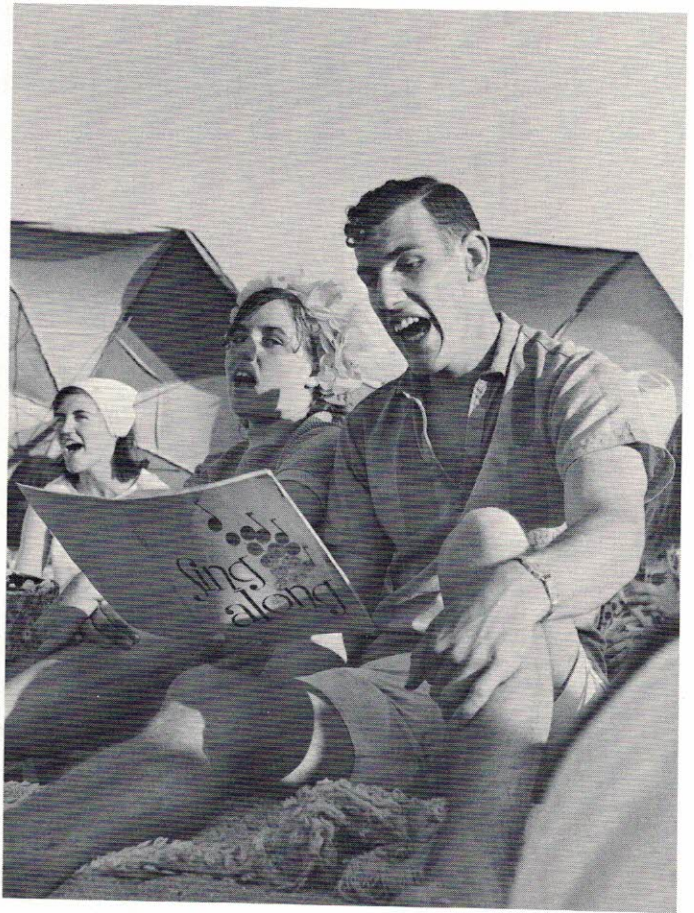
"The Wonderful World Tomorrow"

SENT AS AN EDUCATIONAL PUBLIC SERVICE

Remember Those Final Weeks When...



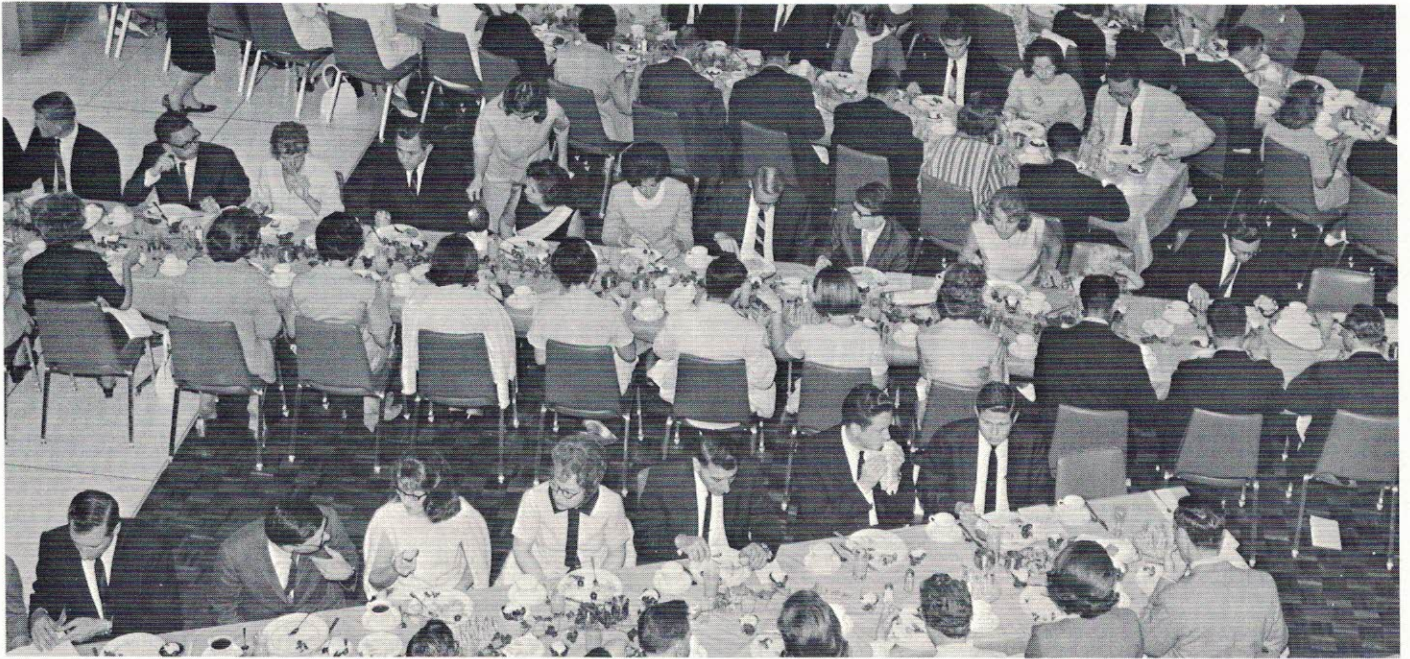
Penny Kennedy is congratulated by Kay Pyle, after being chosen over-all President of the Women's Clubs.



Sun, surf, sand and song fill the day at the beach.



Could it be Gary is evolving into something else?



Faculty, students and guests enjoy a scrumptuous meal at the Brunch.



Sure enough, it's really signed!



They made it!! They made it!!



A typical computer-selected escort from 360-C.



A final look at the Olcott Dormitories before they were demolished.

Attention Co-Eds

Have you ever thought about going to Europe and taking in all the sights such as Big Ben in England, the Alps in Switzerland, the castles in Germany, or even the historical buildings and monuments in Paris!!

We, the men of 360-C, know that all of you can't just take off and go to Europe. But, fortunately, WE can give you a little bit of that European flair. The men here are worried about our sisters, so we are going to offer you a dorm as a group, on a breathtaking date — DUTCH TREAT, (of course.) You will love the Flemish quality of the men at 360-C as we take you to the place of your choice.

Terms are as follows. Your dorm must choose a location or activity it wants to go to, then give Les Stocker advance notice. Les will give you more information concerning transportation, time, etc.

We are *serious* — take advantage of this once in a lifetime offer. We are primarily interested in GROUP dates. Also check in on our super deluxe escort service.

Unclassified Ads

FOR SALE — BRIEFCASE: Purchased new for \$50. Hardly used — a deal for \$35. Chuck Gillette. Ext. 209.

PENTRON 2-speed tape recorder perfect for sending "living letters" to friends and family. On-off switch, and plug included. Total price only \$25, much less than pawn shop price. NOT a cheap Japanese imitation, but made in USA. See John Beaver.

Frontier Outpost Finally Falls

by Tony Wasilkoff

The "Olcottian" era has come to an END. Life in those quaint dormitories is now just another finished page in the annals of Ambassador College history. They've served their purpose; their end is come.

Perhaps you've wondered about the history of Olcott Place. Just how did the College acquire it, when and why?

Originally, this plot of ground was part of the Merritt Estate. Not one building was constructed on its site: everything was moved in by truck. The complex at the base of the hill was used as the *Gun Shop* — one of the largest distributors of firearms in the entire Los Angeles basin. The other houses were rented out as apartments.

The College first considered purchasing this estate from the Merritt Corporation in the early sixties. Somewhere near 1965, the actual transaction was made and we became the owners of the entire strip of buildings. *But* there was one CATCH!

The proprietor of the Gun Shop had a lease that extended into 1969! So in actuality, the College could not move into this particular building until that date. There seemed to be NO WAY around this obstacle!

But somehow the state of affairs changed. For "some reason" the once-thriving rifle business fell off and the shop went broke! Now Ambassador College could obtain immediate posses-

sion — two years *before* the original contract expired.

Immediately after purchase, three of the apartment houses were re-painted and re-furnished to be used as temporary dorms. But a change of plans removed the need and left the apartments idle for one whole year!

The first occupant of Olcott Place was the *Infirmery* which moved into 407. This was due to the demolition of its previous location in preparation for the Administration Building. Shortly, the *Personnel Offices* and *Envoy* followed suit for the same reason. Even the new *T.V. Studio* was placed in this part of the campus.

Yet another construction project began in 1967 — the long-awaited men's dormitory! The structures used for housing on the proposed site were torn down. This brought a flood of enterprising men to occupy Olcott Place: to form the northwest colony of Ambassador College known as "*the outpost*." There they braved the new frontiers and lived in the new unexplored wilds on the periphery of the campus.

But a year has already passed by and the use of the three Olcottian dwellings is no longer needed. 421 and 415 were demolished on July 1. 407 should follow the same course soon after. They've done a good job in providing warmth and shelter. Now its "aufwiederschen" and a cheerful anticipation of the new mens' residence!!



Mr. Joseph Bauer sits at the controls of new TV equipment.

TV PROGRAM GOES FULL COLOR

The last major item of our color TV equipment has finally arrived. With the addition of our Norelco PCF-701 color film chain camera we were able to edit the first color tape on Thursday, May 9.

After viewing the program Mr. Herbert Armstrong commented, "We haven't arrived yet but at least we're on the way."

The TV Studio construction has been an excellent example of Ambassador employee dedication and diligence. It all began with our own Construction Department doing most of the former gun shop remodeling. Even the sub-contractors seemed to catch the vision and work above and beyond their normal pace.

The construction phase of the project was completed in approximately two and one-half months — two weeks ahead of schedule and most gratifyingly, approximately 20% under budget estimate.

Around February 15 the TV Department personnel moved in and began

stringing the miles of interconnecting cable, installing, checking out, and trouble shooting the equipment. After many 12, 14 and even 16 hour shifts supplemented by volunteer work from local church members, the first color tape was recorded by Mr. Ted Armstrong the third week of March.

By beginning with all new equipment we have higher quality equipment than most TV stations: basically we are on a par with the networks.

We were number seven to receive the ECCO editing system. This enables us to edit any particular minute, second and frame on the tape. We received this equipment after CBS, Technicolor and a few other production facilities and stations. NBC was number eight behind us.

Channel 22 in Los Angeles is now playing the program in low-band color. Eventually we hope to add a VHF station in the L.A. area which can transmit a higher quality color. The station in San Jose is also transmitting

Visnews Service

(Continued from page 3)

also by the National Broadcasting Company of America with which VISNEWS has a close working agreement.

In addition to current on-the-spot coverage the library has footage of five of the major newsreel services running from 1910 to 1957. The total footage is well over 28,000,000 feet and is being added to at the rate of half a million feet every year.

A contract has been negotiated and all of this is available to *The WORLD TOMORROW TV* program at a reasonable price. Film stock can be ordered by Telex and probably arrive in Pasadena by air freight within two days. Proper selections from this available footage will enable Mr. Ted Armstrong to document portions of the TV program making it a truly effective means, along with radio and printing, of reaching the world.

the program in low-band color, but KLTV in Tyler, Texas, is at least a year and a half away from color tape. KTAL in Shreveport, La., has been releasing the program since June 2 in high-band color.



From here, the color of the image is balanced.

Graduation '68

(Continued from page 1)

tioned the unprecedented explosion of knowledge but noted that, "...trouble is multiplying with the increase in knowledge." This is because students are not told the meaning of life nor taught true values. "There is a cause for every effect; there is a way that brings right results... This world's colleges perpetuate false values. I submit the results as proof."

In conclusion he looked beyond this turbulent era to the time when the educational methods being pioneered by the three Ambassador Colleges become the standard for the whole world.

Following the commencement address the Class of '68 were conferred their degrees and presented with their diplomas.

In the presentation of candidates for advanced degrees, Mr. Frank Brown received a Master of Arts in Theology. Mrs. LaVonne Knedel, Mrs. Vernice Lochner and Mr. Albert Thomas each received the Master of Arts in Education degree.

TV Guide Ads

(Continued from page 3)

TV schedules in the ads. *TV Guide* with its over twelve million circulation could also become a valuable medium for full page ads prepared by Mr. Armstrong. Along with *Reader's Digest* and other nationally known magazines and newspapers.

A handicapped golfer is one who plays with his boss.



Mr. Apartian joins in congratulating the graduates.

Advertising in Foreign Work

(Continued from page 3)

in France and 675,000 in Italy. Approximately 610,000 copies are printed for Australia, 150,000 for New Zealand, 150,000 for India, and another 200,000 in English for the rest of Southeast Asia. 100,000 copies go to Taiwan in the Chinese edition and over 430,000 are printed for Japan.

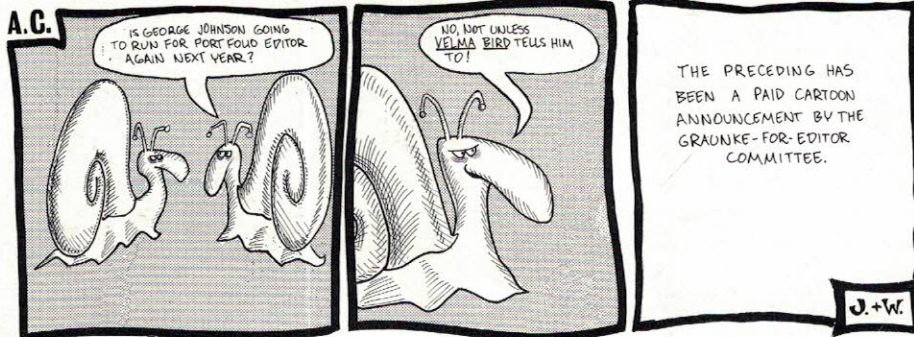
And remember, the *Reader's Digest* is not just a periodical to be read and then discarded. Many people collect each issue for their home libraries. Copies of the *Reader's Digest* are still around after other mass circulation magazines have been thrown away. This means that the opportunity for readers to respond to a particular advertisement

will be extended over a longer period of time.

Another publication in Britain to open up advertising is the magazine, *Drive*, a quarterly publication of a British Automobile Association. Three-and-a-half million copies go to members of the association while another half million are sold on newsstands.

On July 7, the first half-page advertisement appeared in the Sunday edition of the *London Times*. In another two weeks an advertisement will appear in the Sunday supplement to the newspaper which has a circulation of about one-and-a-half million. Ads will continue to appear in the Sunday edition twice a month.

One year ago there appeared to be no way to continue an effective witness to the British people. Now God has provided a means to reach the British people with a greater impact than ever before. Truly, no man or government can thwart God's plans for His Work!



A Texan and an Oklahoman got into an argument concerning the relative importance of their respective states. "Oklahoma," drawled the Texan, "is for the birds. In fact, it's nothing but an outlying province of Texas."

"That can't be," shot back the Oklahoman, "because no one has ever heard of a state that can outlie Texas."