

And Now . . . ON TO EUROPE!

Plans now being laid to broadcast and publish the Original True GOSPEL for the first time in 1800 years to all Europe, Britain—the very lands where the Apostles preached! It must go in MIGHTY POWER!

By Herbert W. Armstrong

AT LAST, plans are beginning to take definite shape to open up over all Europe—over the very lands where the original Apostles preached—over all the British Isles—behind the Iron Curtain into RUSSIA and Communist countries, the most dynamic, sweeping, powerful, world-shaking Gospel campaign in 1800 years!

Five years ago Mrs. Armstrong and I went to England, Switzerland, Italy, France. We made a thorough preliminary survey of the possibilities. Men high in governments, key newspaper men, radio men, were interviewed. We investigated thoroughly to determine the most strategic site for the European headquarters for this greatest work on earth.

At Last, Almost Ready!

But we were not prepared to open up in Europe then. I had no other ministers to help me. One man alone couldn't carry the preaching, writing, publishing, broadcasting, and all the other phases of so great a work to all America, and to Britain, to Europe, and the rest of the world.

We returned to America in March, 1947. Then we plunged full speed ahead into the big task of establishing, organizing and building Ambassador College in beautiful Pasadena. We met unexpected blocks, obstacles, difficulties which would discourage the stoutest heart. Thru the grace of God the college opened its doors on the slightly delayed date of October 8 that year. We didn't tell you, then, how few students we had—it seemed too discouraging. There were only four. But they were the four God wanted—the four He sent. How, following that, even more terrible opposition and difficulty confronted us during those first two or three years, our readers already know—and you know how God sustained us, delivered us, preserved His college! Today Ambassador College is a fine, growing institution full of vigor and life. To date it has shown a more remarkable record of growth and development than most of our famous large colleges did when they started.

Now, *at last*, I have trained HELP! At last this great work has the called, consecrated, competent, trained ministers coming along to make it possible to carry this world-shaking Message beyond the seas and to all the world! In two or three more years we shall have several such men!

Two Men to Europe

This summer, God making it possible, two of those four pioneer students, who opened this college with only half as many students as professors, will go to Europe. Plans will be further developed toward launching this mighty campaign to make the Old World conscious, after 1800 years, of the dynamic Message of Christ, which has been buried under an avalanche of pagan superstitions these 1800 years!

These men now going to Europe as college graduates are Herman L. Hoeh and our son, Richard David—always familiarly called "Dick." As this is written, we still have to rely upon God to move Dick's draft board to grant permission for him to leave the United States. Mr. Hoeh's permit to go just arrived from his draft board as this was written.

As an example of how their hearts are in this European crusade, both of these young men are putting their entire savings into the expenses of this mission to Europe. In each case this will amount to about three-fourths of the cost of their travel fare over and back, so that this expense will not have to come out of the Gospel work going out here in the United States.

Purposes of Present Mission

One purpose of the trip this year is to further prepare the way to launch the big campaign in Europe, which we now hope may get under way full power by next year. Another purpose is to observe, investigate, and report on world conditions in Europe which are rapidly bringing to fulfillment the Bible prophecies.

We will broadcast their reports to you regularly. They will speak to you over the air, direct from Europe by tape recording, reporting to you what they are finding over there while on the spot.

Mr. Hoeh, a native of California, is of German parentage, and instructor in the German language in the college. He will make every effort to learn what really is developing, UNDERGROUND, in the Nazi plans to regain control and revive their fanatical crusade to conquer Britain, America, and the world. He will be able to meet and talk with Germans just as if he were one of them. We believe he will learn a lot that is of real world-shaking importance, which never would come to light thru regular news-reporting channels.

Dick has studied the French language for eight years. He is to teach first year French at the college beginning next fall. It is necessary that he actually *live* in France a few weeks, mingling and talking with the French people themselves, preparatory to this teaching assignment. Fresh from France, he will certainly make the first-year French class sparkle with interest.

Radio LUXEMBOURG

In the tiny nation of Luxembourg, in the very heart of Europe, bordering on France, Germany, and Belgium—comprising only 998 square miles and 300,000 people—are two giant super-power radio stations, each of 150,000 watts. That is the same power as XEG, XERF, and XELO, and three times more powerful than anything in the United States. These, so far as we know, are the only stations in Europe on which time may be purchased for broadcasting the Gospel.

Besides English, Mr. Hoeh speaks German, Spanish and French, and Dick speaks French rather well. These two men, with these languages, can be understood by a large majority of all the people of Europe. Our giant Mexican radio stations bring us hundreds of letters from Canadian listeners. The Luxembourg stations are the same great power. That means they are heard clear across Europe, and on past the Iron Curtain, past Moscow, Russia. They are heard down south thru Italy, and across the Mediterranean into all of North Africa, and as far east as Egypt, and Asia Minor (where the Apostle Paul raised

The Good News

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 reporting on campus happenings*

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up the churches from Gentile converts). They reach all the British Isles just like a local station, and most of Sweden and Norway.

What a THRILL to be able to send out the true Gospel with such tremendous POWER, after 1800 years, even back into the very country where Paul made his journeys! Yes, WHAT A THRILL to have God-chosen and called men, now fully trained, speaking these different languages, now able to carry Christ's own Message in these closing days over ALL EUROPE!

When Mrs. Armstrong and I returned from our original survey of the situation in Europe five years ago, there were no radio stations open to us. I could speak only English. I didn't even know of Herman Hoeh. Dick was only a senior in high school. LOOK WHAT GOD HAS CAUSED TO HAPPEN IN THOSE FIVE BRIEF YEARS!

You've read many of Mr. Hoeh's articles in *The Good News*. He was then an all-"A" student finishing up his senior year in high school. Our professors and those who've come to know him marvel at his intellect, his deep comprehension and understanding, his ability to accomplish a phenomenal amount of work in short time. His talents are truly remarkable, but no one realizes more than he that any such abilities were given by God and should be dedicated

to God's use as mere instruments in His hands; and with it all, he is one of the most humble and modest men I have ever known. Since Dick is my own son, I will say nothing except that it is recognized by all in the college, professors and students alike, that no student in college excels him in talents and abilities, and God has blessed him with a perfect radio-speaking voice.

Jesus' Own Prophecy

Yes, as the time arrives for the fulfillment of Jesus' great prophecy, to herald the coming Great Tribulation, the final world chaos, Armageddon, the END of this world, the Second Coming of Christ, and THE WORLD TOMORROW—which is the KINGDOM OF GOD—the Almighty by His divine and miraculous power is RAISING UP THE MEN AND THE RADIO AND PRINTING FACILITIES to execute this Great Mission!

Jesus said: "This GOSPEL OF THE KINGDOM shall be preached in *all the world* for a witness *unto* ALL NATIONS; and then shall the END come." (Mat.

24:14). He was speaking of the END OF THE PRESENT WORLD.

We have had to be tried as by fire. We have had to SUFFER, as you readers can never know or understand. We have had to meet every temptation, trial, test, obstacle, opposition, and persecution. We have had to learn to rely utterly upon GOD to lead, direct, give wisdom, prepare the way, deliver from trouble, provide the needs. We have had to learn to yield SELF to God—to become merely an unresisting instrument in His hands, for HIM to use as HE wills. We have had to grow slowly, gradually, steadily, in experience and in know-how. We have had to continually acknowledge and purge out error, and be able to recognize and accept light and truth new to us, without being sidetracked into false doctrines.

We have had to be PREPARED for the gigantic WORLD-WIDE mission by first learning how to let God use us to spread His Truth thoroughly and effectively in one little country community—then in a larger section—then in one state—then in two, then three—then gradually over the entire United States and North American continent. We have had to make many mistakes, and learn from them, and suffer much criticism, opposition, and persecution.

This is no new, sudden burst of human fancy or emotion or imaginary sense of mission or destiny. Nothing of the kind was ever felt. It has been a nineteen-year-long hard, difficult, gradual development and lesson in letting GOD do the leading, directing, providing, delivering, which has made us realize more and more how futile, how weak, how puny and incapable is human ability, reasoning, or effort or power or strength—and HOW MIGHTY is that of THE ETERNAL GOD! It has been a nineteen-year preparation and development over a very hard, ratty, difficult road.

But now, as we approach GOD'S "D"-Day for thundering His Message of HIS KINGDOM world-wide into ALL NATIONS, in this short five years since we were in Europe, God raises up and sends to the Ambassador College campus those HE has chosen and equipped with the necessary talents, abilities and powers, to be trained, educated, even schooled in the foreign languages for this final Supreme Mission in this decaying world!

Suddenly, it seems, these two giant super-power radio-station towers rise up in the very heart of Europe!

This Is the Work, and the Working, of God Almighty!

Are you rejoicing—giving God thanks and praise? Are you a *part* of it—fulfill-
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RADIO LOG

"The WORLD TOMORROW"

Herbert W. Armstrong analyzes today's news, with the prophecies of THE WORLD TOMORROW!

TO THE NATION & CANADA:

XERF—1570 on your dial (extreme top of dial) every Sunday night, 7:15 P.M. Central Standard time.

XEG—1050 on your dial, every night, 8:00 P.M. Central Standard time.

XELO—800 on your dial, every night, 9:00 P.M. Central Standard time. (8:00 Mountain Standard time.)

XEFW—810 on dial, every night, 9:00 P.M., and every morning, 6:30 A.M. (heard in Eastern states one hour later).

HEARD ON PACIFIC COAST:

XERB—50,000 watts—1090 on dial—7:00 P.M. every night.

XEDM—1580 on dial, every night, 8:00 P.M. Pacific Coast time.

KALI—Los Angeles—1430 on dial—7:30 A.M. every morning.

KXL—Portland—10,000 watts. 750 on dial—2:30 P.M., Sundays.

KVI—Seattle-Tacoma—570, first on dial—10:30 P.M. Sundays.

OTHER STATIONS

WAIT—Chicago—820 on dial—1:00 P.M. Sundays.

KMAC—San Antonio—630 on dial—7:00 P.M. Sundays.

KLEE—Houston—610 on dial, 10:00 P.M. Sun. and 7:30 P.M. Mon. thru Sat.

What You Should Know About Ambassador College

By Herbert W. Armstrong

HERE are some things you should know—especially if you are a student who has graduated from high school.

First, the college catalog for the 1952-53 academic year is ready for distribution. It contains complete information about the college—the college calendar for the coming school year, with dates of all major events, two full page maps showing location of the college, its faculty and vital information about each professor, the history and purpose of the college, its policies, description of its location, of the campus and buildings, facilities, campus life, special advantages, employment opportunities, tuition, room and board, applications, the degrees offered and requirements, full curriculum information, courses offered—68 pages, illustrated, giving you complete information.

A copy will be mailed to all who are interested, upon request.

All prospective students, especially, should write for a copy immediately. I would like all regular co-workers who have this college at heart to feel free to request a copy. We believe you will be proud of it, with its eight full pages of beautiful pictures of the college, the campus, the facilities, its complete factual information of YOUR COLLEGE.

What This Location Means

Was it a coincidence? Just before the college opened in 1947, *Holiday* magazine devoted an entire section to education in America. It made the statement in summarizing educational advantages in America that the most desirable location in the nation for founding a new college or university is Pasadena.

Here in beautiful Pasadena is found every advantage any college could wish,—the marvelous climate and sunshine, outdoor living and recreation, world-famous astronomical observatories, great libraries, noted museums and galleries, near-by mountains and winter sports, beaches—every advantage.

Pasadena is a cultural community of beautiful streets and fine homes. Pasadena has less crime than any city near its size in America. There are no slums. Over 70% of its residents own their own homes. There are no night clubs, not even any dirty local politics, but a profusion of gardens, nurseries, homes

with spacious and beautiful lawns. Almost no disease. Its people are so different in character from those of Hollywood or Beverly Hills the contrast is striking. It's the most pleasant place in America to live, with every advantage to the student.

The college occupies some five acres of magnificently landscaped grounds in the heart of Pasadena's most famous section of fine homes, mansions, and large estates. The campus, in its quiet seclusion, with its majestic and stately trees, and lovely contoured carpets of green lawn, is in walking distance of the city center, shopping district, City Library, Civic Auditorium and post office. The fine substantial buildings and elaborate landscaping were designed by the nation's top architects, built by nationally known Chicago multimillionaires—actually planned and built as if for our very use and purpose—and yet all this has come into our possession in such providential manner that it actually has cost us *less than nothing* to acquire! The savings afforded by the facilities here are considerably larger than the payments for the properties!

The Most Important Advantage

But the most important thing is not the beauty of the physical plant. It is the CONCEPT on which this college is built, and the CHARACTER of its students, its faculty, and the entire staff which combines to create here perhaps the most unique family, or little community, in all the world today.

These people are all REAL PEOPLE. They're "just folks." They are God's people. But you'll never find around this happy campus any trace of religious sanctimoniousness. There's no "put-on" pseudo "spirituality." There is no narrowminded prudery. Our fellows are real "he-guys." Our girls—well, they're all just "MY girls"—the finest I've ever known. They like their share of fun. But they are sincere, they are in earnest—they know what life is all about, its real purpose, and are conscious of their mission in life. They're common folks, studying hard, working hard, playing hard—wholesome, sincere, REAL FOLKS, appreciating deeply and taking full advantage of this marvelous opportunity to live and work and play in such a fine and cultural setting, eager to make the

most of it and the most of their lives. They've learned the joy of the busy, abundant, happy life. There's a certain "Ambassador spirit," which every new student quickly catches. He soon imbibes its vision, understanding, initiative, application, reasoning power, sense of true values, its way of accomplishment, its way of HAPPINESS!

Ambassador is a REAL COLLEGE—a full liberal arts institution, as well as a theological seminary. Its students enjoy all the *good things* of ANY college campus life, minus the usual evils.

But, most of all, it is a CHARACTER-BUILDING institution, and a number of its leading students are rapidly developing into the called, God-chosen, talented, trained, competent ministers of Jesus Christ who are to carry out the world-shaking and world-wide Great Final Commission, carrying HIS Message of HIS Kingdom into all the world for a witness unto ALL NATIONS.

On to Europe

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ling *your* responsibility by the faithful and prompt payment of the TITHES of all your income, and with liberal and generous offerings? Are *you* happy and grateful and rejoicing over it instead of fault-finding and criticizing, are you PRAYING CONTINUALLY, DAILY, EARNESTLY, WITH PREVAILING FAITH AND IN HAPPY JOY FOR THE GUIDANCE, THE PROTECTION, AND ADEQUATE PROVISION, FOR THIS TREMENDOUS WORK?

If you've watched the growth and development of this work for any length of time—the rich and abundant harvest of precious souls being reaped by it—the miracles of healing and changed lives God is performing with and thru it, then you'll recognize, and you'll KNOW—and exult in joy and great rejoicing in the recognition—that THIS IS INDEED THE VERY WORK OF GOD!

You'll know it by its FRUITS—rich, abundant, continuous. It's going to need more and more money. GOD WILL SUPPLY IT. It is to be hoped, for *your* blessing and *your* sake, that you will grasp the vision, yield yourself as one of God's servants in this cause, and beseech Him to prosper you that you may have an ever-increasing part in God's great cause.