

Our NEW C



WORLDWIDE MASS

Reaching the **MILLIONS** through
outstanding mass-circulation mag



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

REACHING MILLIONS WORLDWIDE in PRINT

NOW A NEW CAMPAIGN IS dropping a bombshell IMPACT upon the world!

In six weeks, the worldwide campaign committed to AMBASSADOR COLLEGE has taken a bigger leap ahead than in any previous six years!

People are reached about ten times more effectively through the eye than through the ear. On radio we have reached 50 million every week through the ear. But by RADIO we have been able to reach them DAILY, and with several thousand words lasting 30 minutes each broadcast.

Now we have launched the new campaign IN PRINT — reaching another 100 million THROUGH THE EYE!

In this campaign we do not try to get over the WHOLE message in one advertisement. The aim is to gain new subscribers to *The PLAIN TRUTH*, our booklets, correspondence course and books — and to turn additional millions into DAILY LISTENERS to the radio program.

The first two ads have increased *The PLAIN TRUTH* readership by more than 50,000. The IMMEDIATE IMPACT was tremendous!

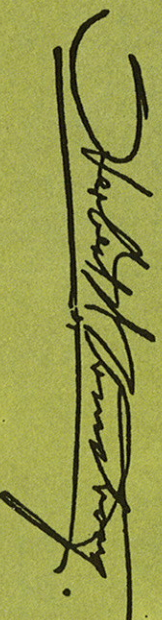
Meanwhile the TELEVISION version of *The WORLD TOMORROW* is proving to be far more effective than the radio program. It is full color. Garner Ted Armstrong is far more effective on TV than on radio. TV reaches people through BOTH eye and ear! TV, too, will add greatly to *PLAIN TRUTH* circulation. We plan gradually to go on more and more TV stations over the next two years.

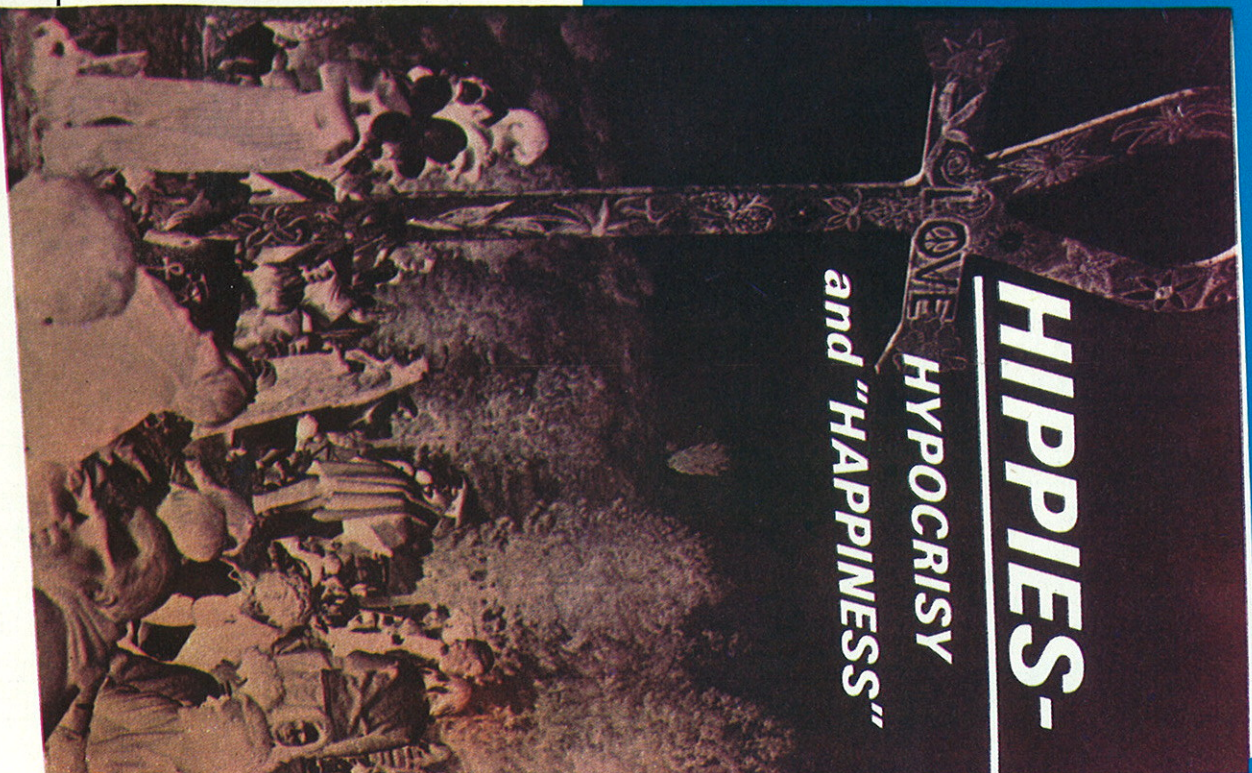
The PLAIN TRUTH will quickly become *THE HOUSEHOLD FAMILY MAGAZINE THE WORLD AROUND!*

So NOW!! THINK OF IT! Radio DAILY, worldwide — TV weekly, soon blanketing the United States and Canada — and BIG-SPACE advertising monthly in the world's outstanding mass-circulation magazines and newspapers!

That is WORLDWIDE TOTAL MASS IMPACT!

We show you here the first few ads of this powerful campaign.





The REAL Why of the upsurging HIPPIE Movement

**What it means... Where it is going
... What Hippie life is really like!**

WHAT IS a hippie's day-to-day life really like? Many people — especially parents of teenagers — have wondered about what goes on behind the closed doors of the hippie society.

Some hippies claim, "Only WE know how to really live." A few even claim Jesus Christ was the first true hippie!

The Hippie Revolution

The hippies have emerged as a whole new subculture around the world. The drug-taking cult has rejected modern society, rebelled against the Establishment, and withdrawn to a psychedelic world of bizarre thrills.

Ambassador College felt you needed to know WHY the hippies are a BAROMETER of a social drift that will affect YOUR LIFE!

So we sent researchers and PLAIN TRUTH editors to leading headquarter hippie groups in the United States and in Britain. You may have, FREE, a copy of the special booklet containing their in-depth report, objectively written, revealing the plain truth about this revolution, and what it portends! Well illustrated, in full color. Also, FREE, a three-months' trial subscription to The PLAIN TRUTH, the world-news, human-interest family magazine of UNDERSTANDING, bringing you the real meaning of world events and conditions — as well as the ANSWERS to social, family and personal problems. Something for children every issue. Circulation 1,292,000 copies. Readership over 4 million. These are offered free, as a part of the Ambassador College worldwide educational program, as a public service. We have nothing to sell.

MAIL THIS COUPON TODAY...

Ambassador College Press
P. O. Box 111
Pasadena, Calif. 91109

Please send me FREE the 3-months' trial subscription to The PLAIN TRUTH, starting with the September, 1968 number; and also, free, the 40-page full-color illustrated booklet, "Hippies, Hypocrisy and Happiness."

Name
Address

100-588



Actual Magazine Size Is 8 1/2" x 11"

**FREE!
3-MONTH
TRIAL
SUBSCRIPTION**
to
**The
PLAIN TRUTH**

startling truth totally overlooked by psychology, science, religion, education and society.

★ In the September issue: An amazing, eye-opening article: "Marriage Soon Obsolete?" Is MARRIAGE on the way out? Is adultery still wrong? Some psychologists are voicing shocking predictions. In the September number, The PLAIN TRUTH takes a new look at marriage and chastity. It reveals a

★ Also an eye-opening article: "SOVIET EMPIRE CRUMBLING? — I Saw These Surprising Changes in the U.S.S.R." by the Managing Editor, heading a team of PLAIN TRUTH observers, writers and photographers on an 8,000-mile fact-finding tour of the Soviet Union. The truth made plain!

IN THIS ISSUE:

LIFE



FREE! 3-MONTH TRIAL SUBSCRIPTION

*Add with it also from the full-color booklet "Your Marriage Can Be Happier." Actual magazine size is 8 1/2" x 11 1/2".

MARRIAGE --Soon Obsolete? Is Marriage on the way out? Is Adultery still wrong?

SOME PSYCHOLOGISTS are voicing shocking predictions about Marriage.

Indeed, in their professional eyes, with marriages breaking down all around us, the very desirability of the custom is being questioned!

Animals do not marry. If men is merely the highest of the animals, at what stage in the evolutionary process did he adopt the institution of marriage? And WHY?

In the September number, *The Plain Truth* takes an in-depth new look at the marriage institution—the home, and family life. And with it the question of chastity. It reveals a startling, even shocking truth which has been

World's Unique News Magazine

NONE LIKE IT!

The **PLAIN TRUTH** is the world's most interestingly magazine. It brings you eye-opening facts that may mean life or death TO YOU—because the big problem before us all today is THE QUESTION OF SURVIVAL! Never was the world as it is today. Never so much trouble and strife within families in our homes. Never was it so unsafe to walk on a street. Never so much crime, such infamed hatreds, such revolt, riots, violence—so many WASTES!

Commercial news channels—newspapers, newscasts, news magazines—report these social and world happenings. But ONLY THE **PLAIN TRUTH** gives you the meaning, the answers, the solutions, the REASSURANCE!

Our sources and resources are worldwide. Our offices, in major cities around the world, are staffed with our own experienced regional reporters. We do, write, photograph the three major news services: AP, UPI, Reuters—with telegrams bringing us the news as it happens 24-hours around the clock.

LISTEN!—along with 50 million others, worldwide, to the most gripping, eye-opening BROADCAST The **WORLD TOMORROW**

Garner Ted Armstrong brings you the real meaning of today's world news—with the advance news of the **WORLD TOMORROW!**

Heard on 400 leading radio stations worldwide
Among them:
WJW and WGVY Cincinnati; WJL and WSN Nashville; WVA Philadelphia; WJVA Rochester; WOK and WJLH Jacksonville; WJLA Baltimore; WJAM Baltimore; WPTF Raleigh; WAT Charlotte; WOL San Antonio; KRID and WJLA Dallas; KTRH Houston; KWYN Silverton; WJCF New Orleans; KIRO Seattle; KEAK Spokane; KJZZ Reno; KOA Denver; KSWB Roswell; WJLD Chicago; WISN Milwaukee; KXEL Waterloo; KXIN St. Louis—all 50,000-watt.

SEE FULL LOG IN THE PLAIN TRUTH

MAIL THIS COUPON TODAY!

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

INCLUDE FREE

Please send me, FREE, a 3-month trial subscription to *The Plain Truth*, starting with the September, 1968 number; and also free, the illustrated booklet, "Your MARRIAGE Can Be Happier."

NAME

ADDRESS

100-119



overlooked by psychology, by science, by religion, by education, and by society.

Also an eye-opening article: "SOVIET EMPIRE CRUMBING?"—I Saw These Surprising Changes in the U.S.S.R." by the Managing Editor, heading a team of **PLAIN TRUTH** observers, writers and photographers, on an 8,000-mile fact-finding tour of the Soviet Union. This amazing article, objectively written, will give you a real UNDERSTANDING of the Communist movement.

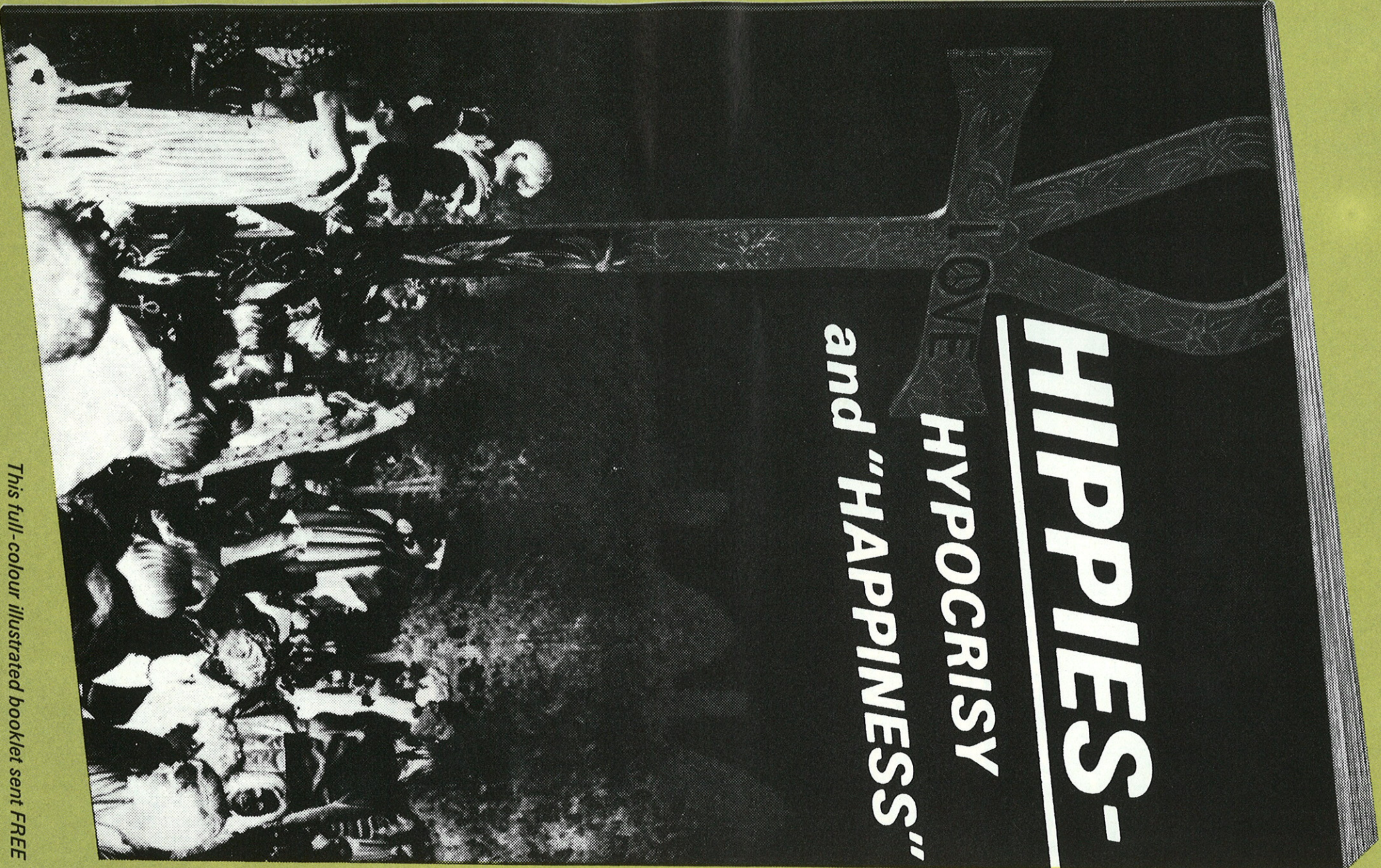
Also other timely, important, vitally-interesting articles you can't afford to miss. Something for children, every issue.

See for yourself (no cost whatever) why an enthusiastic readership of more than four million say there is no magazine like it—attractive, well illustrated (full-color), high quality, extremely informative, dynamically interesting—unique among magazines!

Full pages in LIFE magazine.

On opposite page, we reproduce, full size, the page appearing in the August 30, edition of LIFE. Above, reduced size, the page appearing in the September 6, edition (it will be the same size as the ad on page opposite). These will appear in Ohio, Kentucky, Tennessee, western Pennsylvania, northern West Virginia, Texas, New Mexico, Oklahoma, Kansas, the Kansas City (Mo.) marketing area and the St. Louis marketing area; also in the states of Washington, Oregon and Idaho; and the San Francisco marketing area. This gives us a circulation of 1,800,000. Ads will appear once a month, and on certain occasions twice. We expect, later, to gradually add the LIFE circulation in other states, until we use the entire United States circulation of 7,200,000 copies—reaching a readership of perhaps more than 33 million people.

HIPPIES- HYPOCRISY and "HAPPINESS"



This full-colour illustrated booklet sent FREE

THE REVOLUTION *of the upsurging Hippie movement.*

**What it means. Where it
is going. What Hippie
life is really like.**

WHAT IS a hippie's day-to-day life really like? Many people – especially parents of teenagers – have wondered about what goes on behind the closed doors of the hippie society. Some hippies claim, "Only WE know how to really live." A few even claim Jesus Christ was the *first true hippie!*

The Hippie Revolution

The "Hippies" have emerged as a whole new subculture around the world. The drug-taking cult has rejected modern society, rebelled against the Establishment, and withdrawn to a psychedelic world of bizarre thrills. You need to know **WHY** the Hippies are the **BAROMETER** of a **SICK SOCIETY**!

You may have, FREE, a copy of this special booklet, prepared by Ambassador College researchers and **PLAIN TRUTH** editors, after visiting Hippie groups, carefully questioning them in U.K. and U.S.A.

Also, FREE, for three monthly issues, *The PLAIN TRUTH*, the world-news, human-interest magazine of **UNDERSTANDING**, bringing you the *real meaning* of world news and world conditions, social, family, and personal problems. These are offered free, as a part of the Ambassador College worldwide educational programme, and as a public service. We have nothing to sell.

THE REAL WHY

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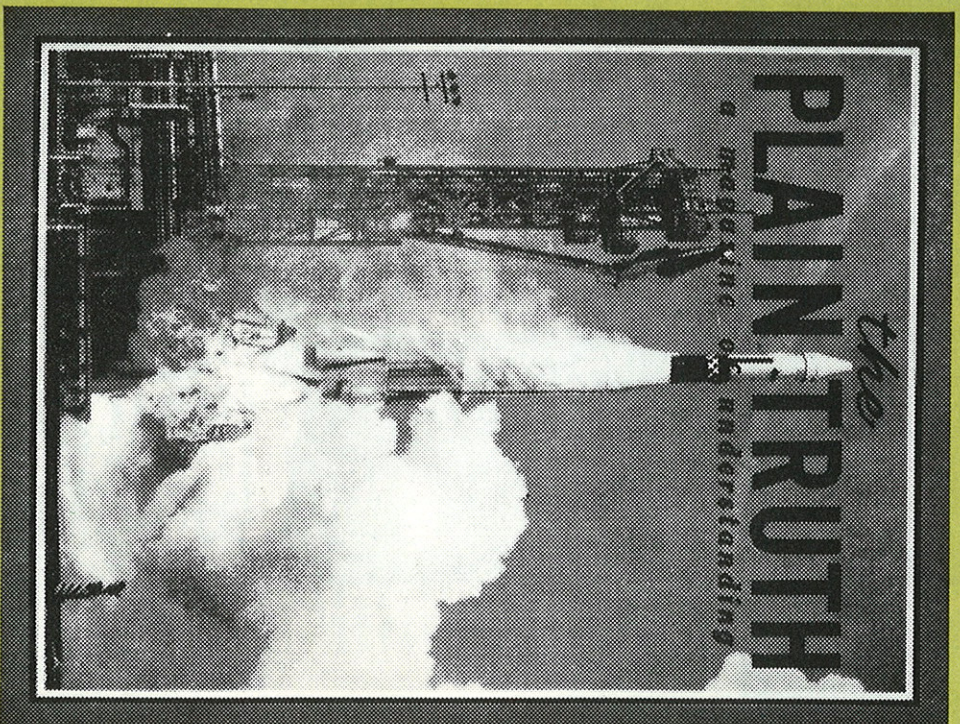
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Hippie Revolution

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FREE, a copy of this special booklet, pre-parator College researchers and PLAIN TRUTH visiting Hippie groups, carefully questioning U.S.A.

For three monthly issues, *The PLAIN TRUTH*, a human-interest magazine of UNDER-lying you the *real meaning* of world news, social, family, and personal problems. and free, as a part of the Ambassador College educational programme, and as a public service, to sell.



Actual magazine size is 8½" x 11"

SPECIAL: Among the important eye-opening articles coming in the July PLAIN TRUTH: "Kennedy Assassination — What it Portends!" "Real Meaning Behind The FRENCH CRISIS." Other informative articles. A unique, full colour, high quality magazine, circulation 1,250,000 copies, readership over three million.

Fill in and post coupon today

Ambassador College Press

P.O. Box 111, St. Albans, Herts., England.

Please send me FREE three monthly issues of *The PLAIN TRUTH*, starting with the July, 1968 number; and also, free, the 40-page full-colour illustrated booklet, "Hippies, Hypocrisy and Happiness."

Name

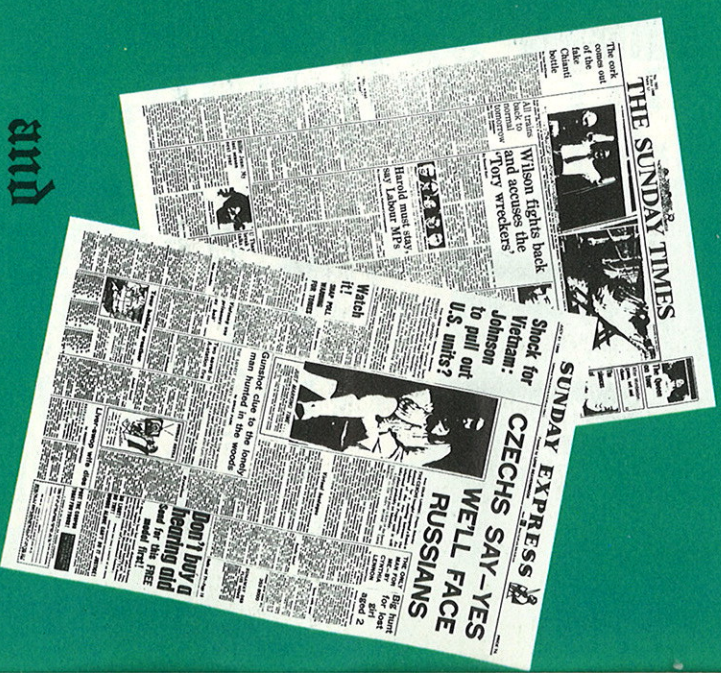
Address

EOO-478



THE SUNDAY TIMES

The LONDON TIMES, daily and Sunday, is probably the highest-standard, highest-prestige newspaper in the English-speaking world. Circulation, 1,500,000 copies, mostly middle and upper economic and social classes.



and

SUNDAY EXPRESS

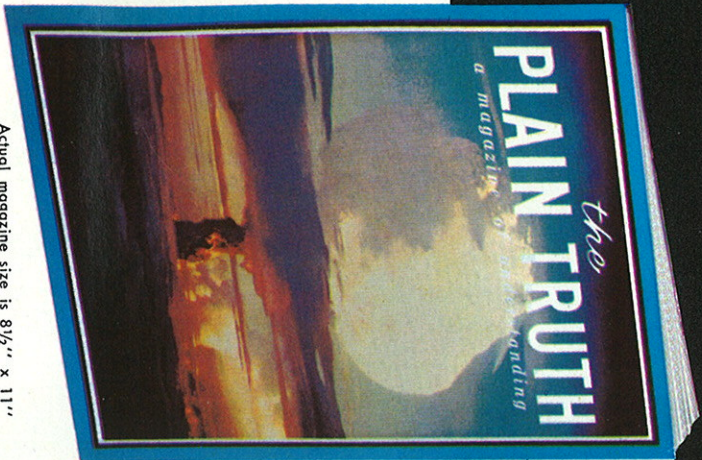
The LONDON EXPRESS, daily and Sunday, is the largest-circulation newspaper in Britain (perhaps the world) which is a "respectable" newspaper. Circulation over 4,000,000 copies (Sunday edition), mostly middle and upper lower-class, with a considerable upper-class (in number, but not percentage) readership. Probably read by at least 15 million people. We have no such enormous circulations in the United States.

Reader's Digest

(ENGLISH EDITION)

THE 21ST CENTURY —What Will It Be Like?

Will it be **EXTINCTION . . . or a NEW WORLD OF PEACE, with incredible scientific achievements?**



Actual magazine size is 8 1/2" x 11"

ALREADY PAID 3-months' trial subscription:

COMING: In October PLAIN TRUTH: "Century 21 — what it will be like." A startling, eye-opening article, picturing tomorrow's world today. Also, "WHY the Crisis in Cities Threatens Rural Areas." This crisis affects everybody.

ALL OF A SUDDEN — A WHAT'S HAPPENED? It was never like this before.

Unsafe to walk on streets—in city or in town! Your house may be broken into if you're away! Crime rampant, even in residence areas! Student revolt in 20 countries—violence on campuses. Disheveled hippies loling about aimlessly. Unhappy marriages—increasing divorce—juvenile delinquency! WHY this sudden breaking down of family life? Racial strife, mass demonstrations, riots, looting, VIOLENCE! And threat of nuclear war!

Suddenly It Involves YOU — WHY?

It would have seemed unbelievable ten years ago! What kind of world will you live in ten short years from NOW? Many sci-



ALSO SENT GRATIS:
...the special full-colour booklet, "Who Will Rule Space?" The notion that conquers space will be able to rule the world. Will the U.S. get there first?

32 PAGES
FULL
COLOUR

entists are frightened! They and even military leaders are now using such phrases as "Armageddon" — and "the end of the world." Humanity's BIG problem, now, is SURVIVAL! Humanity will survive! There ARE solutions! But WHERE, today, do you hear them?

There ARE SOLUTIONS

Telecasts, newspapers, news magazines REPORT these never-before happenings. But ONE magazine makes clear the MEANING — the CAUSES — and courageously SPEAKS OUT with the ANSWERS!

More than FOUR MILLION now read The PLAIN TRUTH — world-news family magazine of UNDERSTANDING and ASSURANCE! You never read a magazine like it — utterly unique among publications! It makes plain WHY these things are happening now — and what is GOING to happen. Its news sources and resources are world-wide! It

POST THIS COUPON TODAY

Ambassador College Press
P. O. Box 1111, St. Albans, Herts.

Please send me, FREE, a 3-months' trial subscription to The PLAIN TRUTH, starting with the October, 1968 number, and also free, the illustrated booklet "Who Will Rule Space?"

Name

Address

R10-008



WORLD'S LARGEST CIRCULATION

Reader's Digest has the largest circulation of any publication in the world. They publish many international editions, in several languages. The United States edition, with 17 million copies (estimated readership 40 million adults) has not, as yet, opened to us. But 13 foreign editions have. We are now using two-page ads in the following editions: British, (includes U. K. and Irish Repub.); Canadian, (both English and French language editions); South Africa (including South West Africa and Rhodesia); Australian; New Zealand; India (English language); Asian (English language, including Southeast Asian countries such as Burma, Thailand, Cambodia, Vietnam, Malaya, Indonesia, Hong Kong, Taiwan); French (France); Belgium (French language edition and Flemish language edition, including Luxembourg); Switzerland (German language and French-language editions); German edition (German language, covering Germany and Austria); Holland (Dutch language edition). TOTAL CIRCULATION, 6,770,000 copies — read by estimated 17 million adults.

TV GUIDE

Below we show you three ads we have used in TV GUIDE. We used the entire national U. S. and Canada circulation (over 12,700,000) once, and smaller areas at other times. Many thousand NEW readers have been added to The PLAIN TRUTH through this.



WHO WILL RULE SPACE? WILL MAN REACH THE MOON?

Will man conquer outer space? World leaders know the first nation to rule space will RULE THE WORLD!

Fantastic advances are made almost daily in the race for improved rocketry, guided missiles, nuclear warheads and earth-shaking! What does it all mean? Where is it leading? Where will it ultimately END?

Read the shocking truth in a new, free, full-color booklet summarizing in plain language the facts you need to know about the future! Send today for your vital, eye-opening copy.

Watch

The WORLD TOMORROW

SPACE PROGRAM HISTORY AND APOLLO 6 LAUNCH IN COLOR

KWHY-22 8:30 PM SUNDAY


ON RADIO DAILY
KRRD — 1150 kc., 96.3 FM, 7 p.m. Mon.-Sat., 6:30 p.m. Sun.

MAIL THIS COUPON TODAY

AMBASSADOR COLLEGE PRESS 040
 P. O. Box 111
 Pasadena, California 91109

Please rush me FREE of charge:
 "Who Will Rule Space?"
 SENT AS AN EDUCATIONAL PUBLIC SERVICE

NAME
 ADDRESS
 ZIP



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 vital, full-color booklet *Hippies, Hypocrisy and Happiness*. It's sent to you free as an educational public service.

"The WORLD TOMORROW"

LISTEN TO

WJLD — 1160 kc., 11 a.m. Sun.
WEAW — 1330 kc., 8 a.m. Mon.-Fri., 7:30 a.m. Sat., 12 noon Mon.-Sat., 9:30 a.m. Sun. (105.1 FM 7 a.m. Mon.-Sat., 8 p.m. Sun.)
WWCA — 1270 kc., 6:30 p.m. Mon.-Sat., 4 p.m. Sun.

MAIL THIS COUPON TODAY

AMBASSADOR COLLEGE PRESS 010
 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

NAME
 ADDRESS
 ZIP



WORLD IN PIECES? OR WORLD PEACE



FREE!

Send now for your vital eye-opening copy of the answers to today's chaotic conditions.

These conditions have been accurately predicted for over 30 years by the author of this shocking, fascinating book. But even more astounding are the predictions for the next 10 years. The future of this world is known and it is certain. Here is your chance to see the plain, simple, positive answer. The only answer!

"The WORLD TOMORROW"

KRLD Dallas — 1080 kc. 8:10 p.m. Daily
WFAA Dallas — 820 kc. 10:45 p.m. Mon.-Sat.

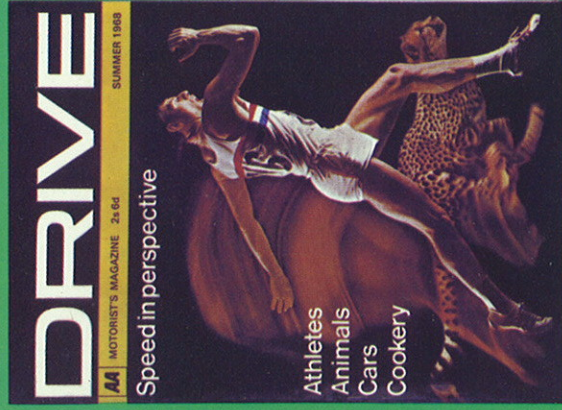
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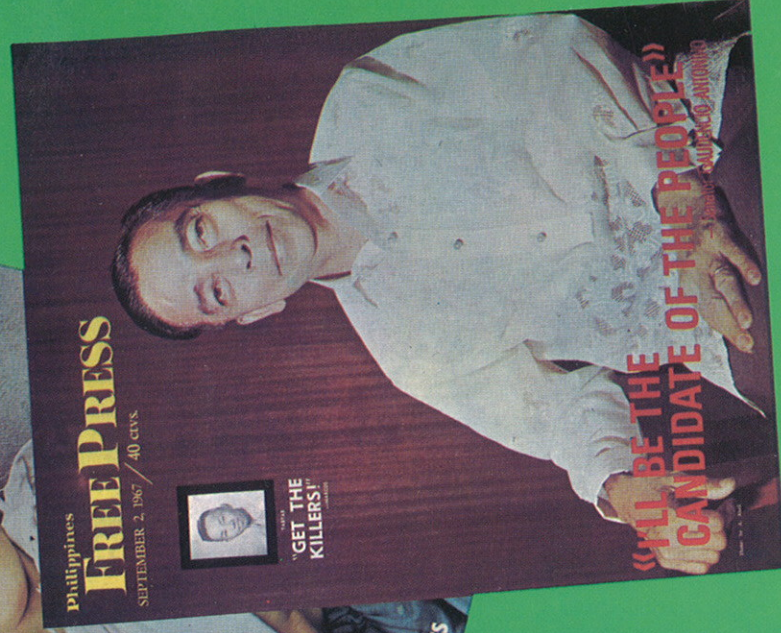
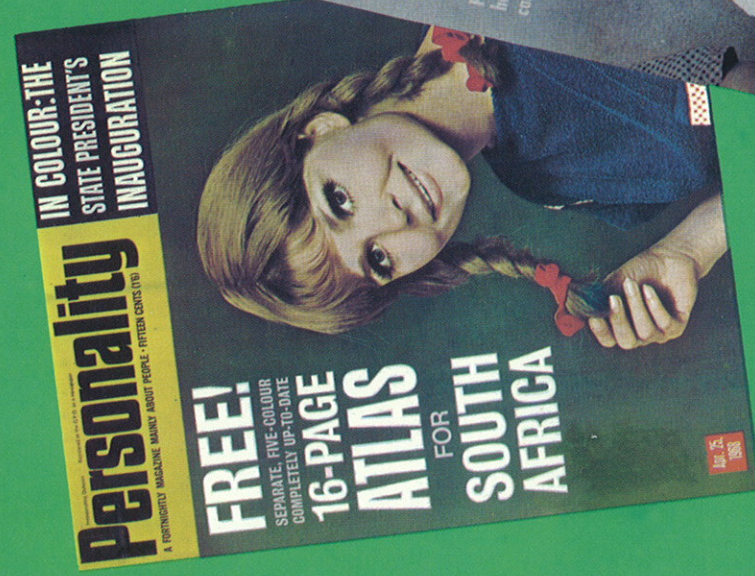
NAME
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Add to
 ROW
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 GOSP



(Other Publications)

For some time we have used full pages in the leading magazines of South Africa (Personality), Australia (Women's Weekly), and the Philippines (Free Press) with good results. Now we use double pages in DRIVE, with 4 million copies circulation in the British Isles, in addition to Reader's Digest, The Sunday TIMES and Sunday EXPRESS.



Total Circulation of This Worldwide Advertising in Magazines and Newspapers, 30.5 Million Copies, Reaching 100 Million Readers!!!

That Is a STUPENDOUS Worldwide IMPACT!

Add to this, 50 million listening to The WORLD TOMORROW broadcast every week, and 4 MILLION reading The PLAIN TRUTH! Never in all history did Christ's own GOSPEL reach such vast masses of the world's population!

PRINTED IN U.S.A.