

The Pocono Record, The Stroudsburg, Pa. — Fri., Oct. 12, 1973 3A

## Modern Worldwide Church dates to 1930s

**MOUNT POCONO** — The history of the Worldwide Church of God dates back to early New Testament times, according to Pastor General Herbert W. Armstrong.

However, the present phase of the church began in the northwestern part of the United States in the early 1930s.

Herbert W. Armstrong was ordained in June, 1931, by the Oregon Conference of the Church of God. In the summer and autumn of 1933, Armstrong gave a series of lectures near Eugene, Ore., on what he terms "the way of life that produces peace, true success and real happiness." Armstrong defined that way of life as a "way of give vs. get."

"The world's problems of today can be traced to the fact people don't realize that it is better to give than to get," he says. "Our work has always

been based on that premise." Because of a sizeable response to this early lecture series, an invitation followed to speak on radio KORB, then Eugene's only radio outlet.

According to Armstrong, "From a small beginning this work has grown to be purchaser of the largest radio wattage of any program worldwide."

"On Feb. 1, 1934, The Plain Truth magazine made its humble bow. The Volume 1, No. 1 had a circulation of approximately 250 copies. The Plain Truth was offered to radio listeners gratis, but subscriptions were only entered on personal request. It has never been the policy to put a price on the magazine, nor to request financial support in its column or on the air."

"Today 'The Plain Truth' is a full-length magazine containing no advertising. It is

published simultaneously at Pasadena, Calif.; Radlett, England and North Sydney, Australia.

As World War II was ending, Armstrong saw the need to establish a four-year liberal arts college to supply a vital dimension missing in many institutions of higher learning.

In 1947 property was purchased in Pasadena, Calif., and Ambassador College was opened in October of 1947.

A second Ambassador campus was established in 1960 in

Brickett Wood, near London, England. And the third Ambassador Campus opened in East Texas in 1964.

"The World Tomorrow" radio broadcast, now sponsored by the college, steadily increased in scope and power.

Garner Ted Armstrong, son of Herbert W. Armstrong, is speaker on the broadcast, which is the sound track of his television program, aired daily on numerous stations in the United States and Canada.

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## New festival sites cut Pocono attendance

**MOUNT POCONO** — More than 20,000 Worldwide Church of God followers will attend the nine-day affair this year.

Dilled as a "spiritual as well as recreational" period, the festival this year will not draw as many members as it has in the past five years. This is due to other new sites throughout the United States where some members who came to the Mount Pocono site will be going.

Local resorts, hotels and motels as well as some private homes will house most of the members. Many will use campsites in the area.

Some started arriving earlier in the week and used the time to enjoy the area's spectacular fall foliage and attractions. Most of the 10,000 arrived Wednesday, registration day.

Members will be staying in

areas from South Sterling, Pocono Lake, Pocono Summit, Mount Pocono, Cresco, Monticello, Tolybana and the Stroudsburg's.

Area eating establishments will have extra help to take care of the members. None feel they will have any difficulties since they have accustomed themselves to the rush hours.

Gas station owners and operators in the area anticipate no problems so long as they have received their quota of gas. Most say they have received their October quota. All will keep open the same hours they have all summer.

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