

# World Wide Church history dates to 1933

MOUNT POCONO — The influx of 15,000 people into the Poconos for the World Wide Church of God festival is, as all in the vicinity are aware, a minimum, yearly event.

But despite the annual celebration of the Feast of the Tabernacle by the faith's followers, very few residents know the history connected with the religious denomination.

It all began back in the early 1890's when Herbert W. Armstrong, who is now the pastor general of The World Wide Church of God, began a series of lectures near Eugene, Ore., in the summer of 1893.

In his sermons, he expounded the principles of successful living before the small adult groups of listeners.

The lectures by Armstrong provided a spontaneous and enthusiastic response on the part of the listeners.

From that time on his following and faithful began increasing in numbers when ever and wherever he spoke.

Perhaps the first big break for Armstrong was when the local Eugene radio station invited him to present a series of lectures on the air.

After the airings a great and immediate response was made apparent to the radio station owner, who, catching the vision with enthusiasm and recognizing it was in the public interest, suggested a weekly program on his station. He also offered to contribute substantially by reducing the cost of the station time considerably below the cost of operation.

When Armstrong considered the offer he took the incentive and as a result the "World Tomorrow" program was born.

In 1934 the educational radio program was supplemented by

education in print with "The Plain Truth" magazine.

The magazine is a monthly publication comparable to many of the news magazines which touch on timely issues of the day.

In-depth reports on such issues as disorder on the college campus and the racial strife in the United States are among the many articles in the four to five million circulation free subscription magazine.

But the mass explanation media used by what was then called the Radio Church of God was quite naturally the radio, and gradually with increasing momentum other means were added.

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 1946 property was purchased in Pasadena, Calif., and Ambassador College was opened in October of 1947. A second Ambassador campus was established in 1960 in Bricklet 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 and is now one of the largest single purchasers of radio time worldwide. It reaches an estimated 50 million people per week.

Former Ted Armstrong, son of Herbert W. Armstrong, is speaker on the daily radio broadcast. He also prepares a weekly educational color telecast, aired on 33 stations in the U.S. and Canada. The telecast is not aired locally, but the radio broadcast is heard on a number of major stations in the East.

In addition to "The Plain Truth," radio and TV, the Ambassador College Graduate School of Theology publishes a monthly magazine of Bible understanding, "Tomorrow's World," as well as a number of theological booklets and reprint articles.

"Tomorrow's World" is the latest of the World Wide Church of God publications. A little over a year old, the 600-000 circulation magazine is published in German, Spanish,

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