

**RICHARD
PLACHE**

*Reveals the PLAIN TRUTH
behind today's world news—
and the good news of...*

**THE
WORLD
TOMORROW**



The Plain Truth — a magazine of understanding — proclaims a vital message for our troubled times. It highlights the MISSING DIMENSION in education and provides solutions to the perplexing problems facing mankind today. It puts into living application the way of LOVE — outgoing concern for the good and welfare of others.

PLAIN TRUTH MAGAZINE

This way of life imparts a unique confidence. It gives a reassuring faith and stability — sorely needed commodities in today's confused world.

This Work proclaims this message in boldness and power worldwide. But we do not proselyte, though we warmly welcome those who wish to have a part with us in this important commission.

We hope these lectures will inspire you to take these vital messages to heart. These meetings are non-denominational. There is nothing to join — no collections taken.



(above right) Herbert W. Armstrong, Editor-in-Chief of Plain Truth, Founder and Chancellor of Ambassador College. (lower right) Garner Ted Armstrong, Associate Editor-in-Chief and voice of the World Tomorrow programme. (above) New Auditorium building, located at the international Headquarters of Ambassador College in Pasadena, California.

RICHARD PLACHE

Our speaker for this lecture series has been directly associated with the PLAIN TRUTH magazine and Ambassador College for sixteen years.

After attending four different institutions of higher learning in the United States, he left his graduate studies to go to Ambassador College in Pasadena, California, in search of the solutions to the perplexing problems facing mankind and to find a sense of purpose for his own personal life.

Since graduation, Richard Plache has discharged a number of interesting and varied responsibilities in Ambassador College's Extension Programme. He has lectured at both the Bricket Wood (near St. Albans) and Pasadena campuses of Ambassador College, and has served as Dean of Students at the Pasadena campus and as administrative assistant to Mr. Garner Ted Armstrong.

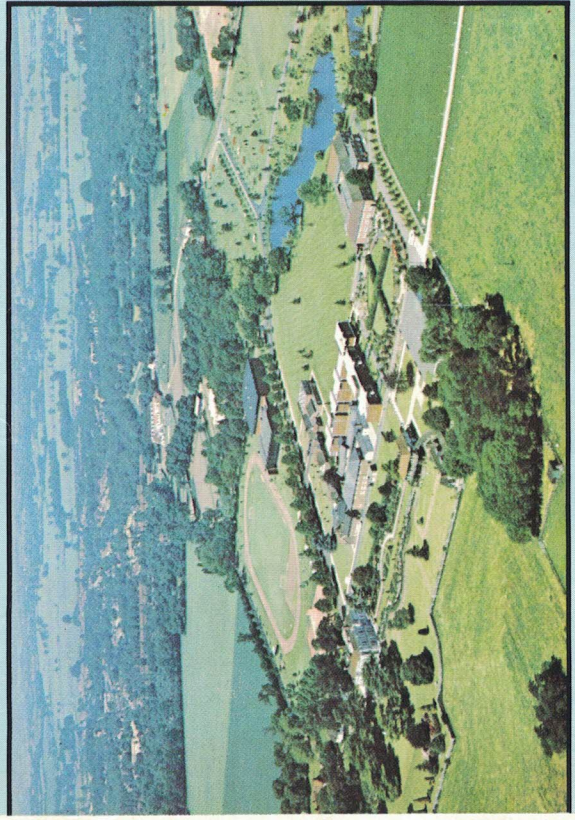
He is presently co-ordinator for the British PLAIN TRUTH lecture series as well as being one of the featured speakers.

Over the past ten years, he has travelled extensively throughout the world, speaking to hundreds of audiences ranging in size up to ten thousand. His insight into the real cause of mankind's problems and his colourful and dynamic speaking style combine to produce a powerful impact on the minds of those who hear him.

Richard Plache is here this evening to bring a message that will reveal the solutions to the global problems facing mankind and to show you personally the way to real happiness and ultimately, abundant well-being.



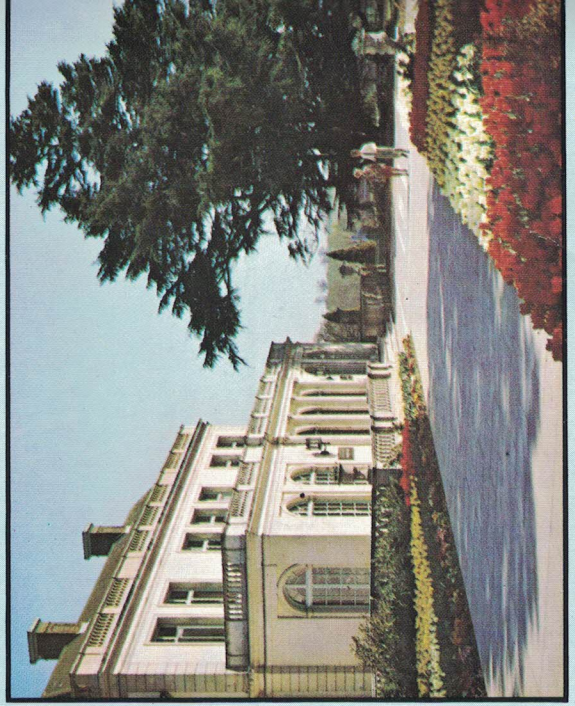
• Radio Stations ★ Offices



Aerial shot of Ambassador College, Bricket Wood shows stately setting in the beautiful green belt.



The unique Japanese garden adds an exotic touch to the College grounds.



Ambassador students enjoy fine library facilities within the neo-Georgian Memorial Hall.

WORLDWIDE EDUCATIONAL SERVICES

Visitors to any of the three campuses of Ambassador College are impressed, and often they are puzzled.

How, many wonder, do you explain such major-scale facilities and operations?

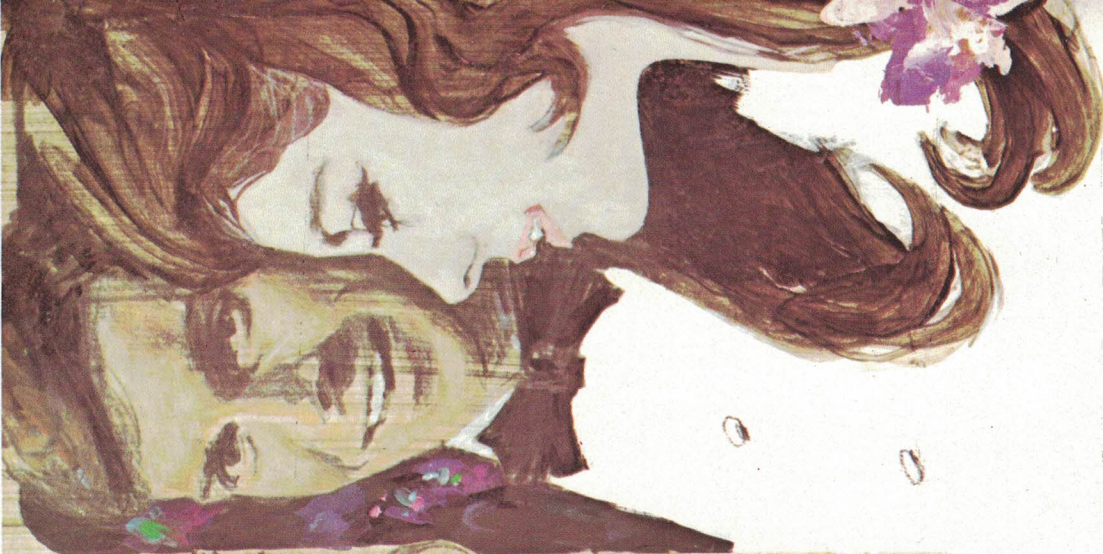
Campus visitors can see a £1,000,000 computer, a modern television studio on the Pasadena campus which is larger and better equipped than most television stations — plus major-size printing plants on each campus with our plant in Pasadena being one of the largest on the West Coast.

All these facilities are necessary components of a worldwide educational service proclaiming our dynamic message to the major countries of the world.

Every day, the good news of the coming "World Tomorrow" goes out over numerous radio stations and TV stations to millions of people. People listen to the biblical solutions to family and social problems offered over the air by Herbert W. and Garner Ted Armstrong. And they respond with questions and requests for additional information. Our mail receipts in the Pasadena office alone average over 150,000 letters per month — most are requests for the colourful, informative booklets offered, without charge, as supplementary reading.

Many letters are answered personally by trained correspondents, all Ambassador College graduates. Our representatives reside in all areas of Great Britain and many other parts of the world. They are always available for personal counsel and to answer any questions from those interested. Please feel free to request such a visit. As always, there is no follow-up or request to join anything.





AMBASSADOR COLLEGE TEACHING AND LIVING "A BETTER WAY OF LIFE"

Ambassador College is a liberal arts college largely supported by the membership of the Worldwide Church of God. It was founded in 1947 by Herbert W. Armstrong, Chancellor. It is not moulded in the traditional "rubber stamp" image of European and American colleges and universities. It is free from the numbing shackles of tradition. It is also free from student protest, violence, drugs and immorality.

The 1,200 resident students of our three campuses (Bricket Wood, England; Pasadena,



This view of the Loma D. Armstrong Academic Center across the Formal Italian Sunken Gardens typifies the beauty of our Pasadena campus.

California; and Big Sandy, Texas) won't accept the idea that we must live in a chaotic world of frustrating problems with no solutions. Our students don't accept the "no future" and "no absolutes" philosophy! There is TRUTH! They believe in laws for right living that guarantee happiness and abundant well-being — and they apply them!

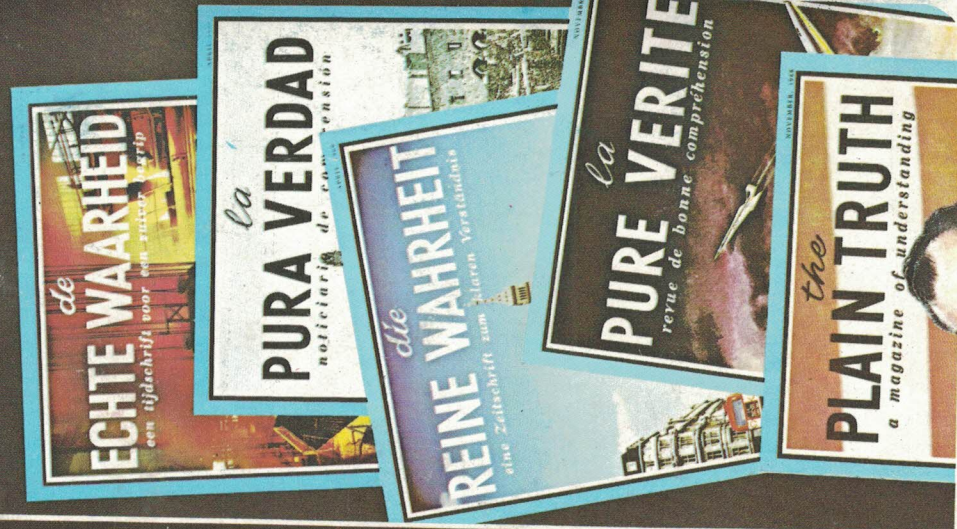
Ambassador College is a unique educational character-building institution. It teaches not only how to earn a living, but HOW TO LIVE — because

an abundant, happy, purposeful life IS worth living!

Ambassador College was originally affiliated with the Worldwide Church of God, but has, since 1951, been incorporated as a separate institution, empowered by the State of California to confer degrees.

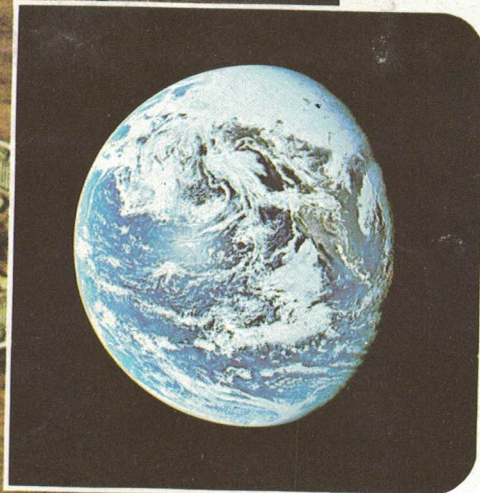
The College is still largely supported by the membership of the Worldwide Church of God. It also receives unsolicited contributions from people worldwide who want to help support Ambassador's worldwide extension programme of education in the home.

THE WORD OF
GOD IS THE
FOUNDATION
OF KNOWLEDGE



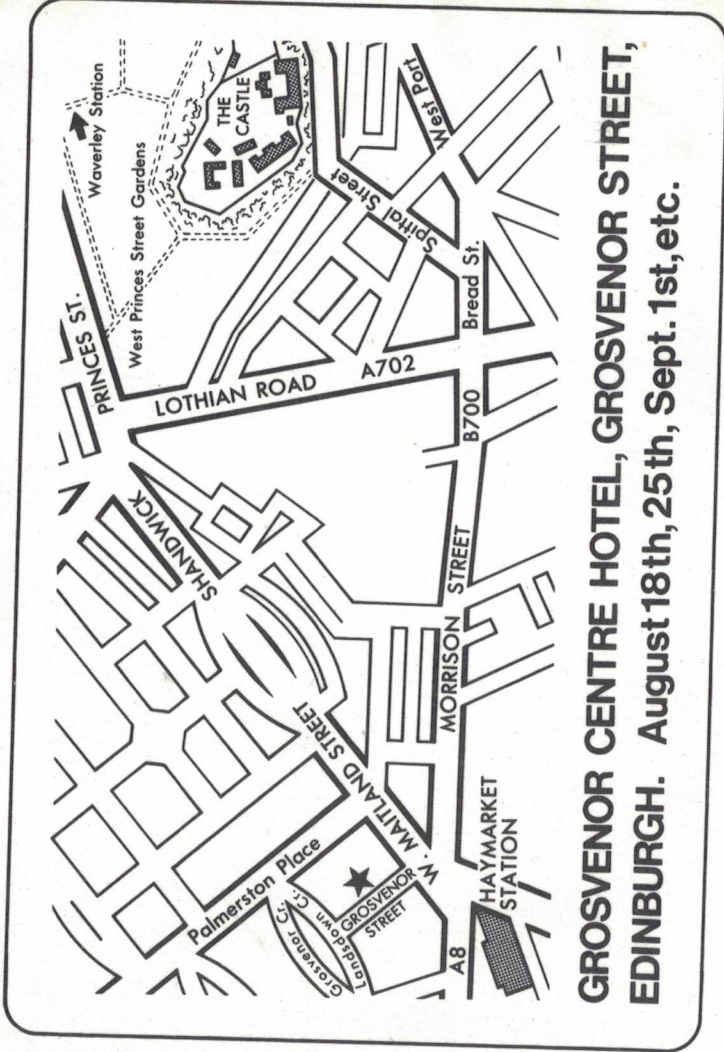
REACHING

The Ambassador College Extension Programme — through radio, television and publishing — provides an in-the-home educational service at all levels, reaching millions of peoples, worldwide. We publish colourful, informative booklets on important social and religious issues, offered without charge or obligation.



THE WORLD

Also offered is the Ambassador College Correspondence Course — researched and edited by the Department of Theology. This course takes you through an in-depth study of the Bible itself. It makes the Bible relevant to your life today. Ambassador College also publishes the *Plain Truth* — a unique news and human-experience magazine. The *Plain Truth* gives the reader understanding of perplexing world conditions, as well as insight into family and personal problems. It's 32 pages, full-colour. The *Plain Truth* is printed in 5 languages and has a readership of over 6 million worldwide.



**GROSVENOR CENTRE HOTEL, GROSVENOR STREET,
EDINBURGH. August 18th, 25th, Sept. 1st, etc.**

WEEKLY LECTURES IN YOUR AREA

We have decided to begin a series of eight regular weekly lectures for those interested — right here in the Edinburgh area!

Subjects chosen will range from mankind's ultimate purpose and destiny to practical guidelines on rearing children and communication with the teenager. We think you will find these afternoon lectures — all presented by dynamic speakers — well worth attending.

Why not detach the handy tear-off card opposite — announcing the first two in this series — and carry the details with you.

ADDITIONAL

WEEKLY
PLAIN TRUTH
LECTURES

WHY MUST MEN SUFFER?

Sunday August 18th 3:00 p.m.

Famine, war, poverty, misery — why? WHY should so many problems plague mankind? If God is all-wise, all-powerful; if he CARES about humanity WHY does he sit idly by? Why doesn't he just step in?

These are questions which DEMAND an answer! And there ARE answers available.

WHY GOD IS NOT REAL TO MOST PEOPLE

Sunday August 25th 3:00 p.m.

Stained glass windows, organ music, candles — is this what God is all about? Must a person be a hermit or a monk to personally know God?

What about the man on the street? Has he been completely forgotten? Could a supreme, living, intelligent being — who seems so remote as to be non-existent — show any PERSONAL interest in him? We think you will be amazed to discover the astonishing answers!



PLAIN TRUTH

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Mark R. B. Ellis
Representative