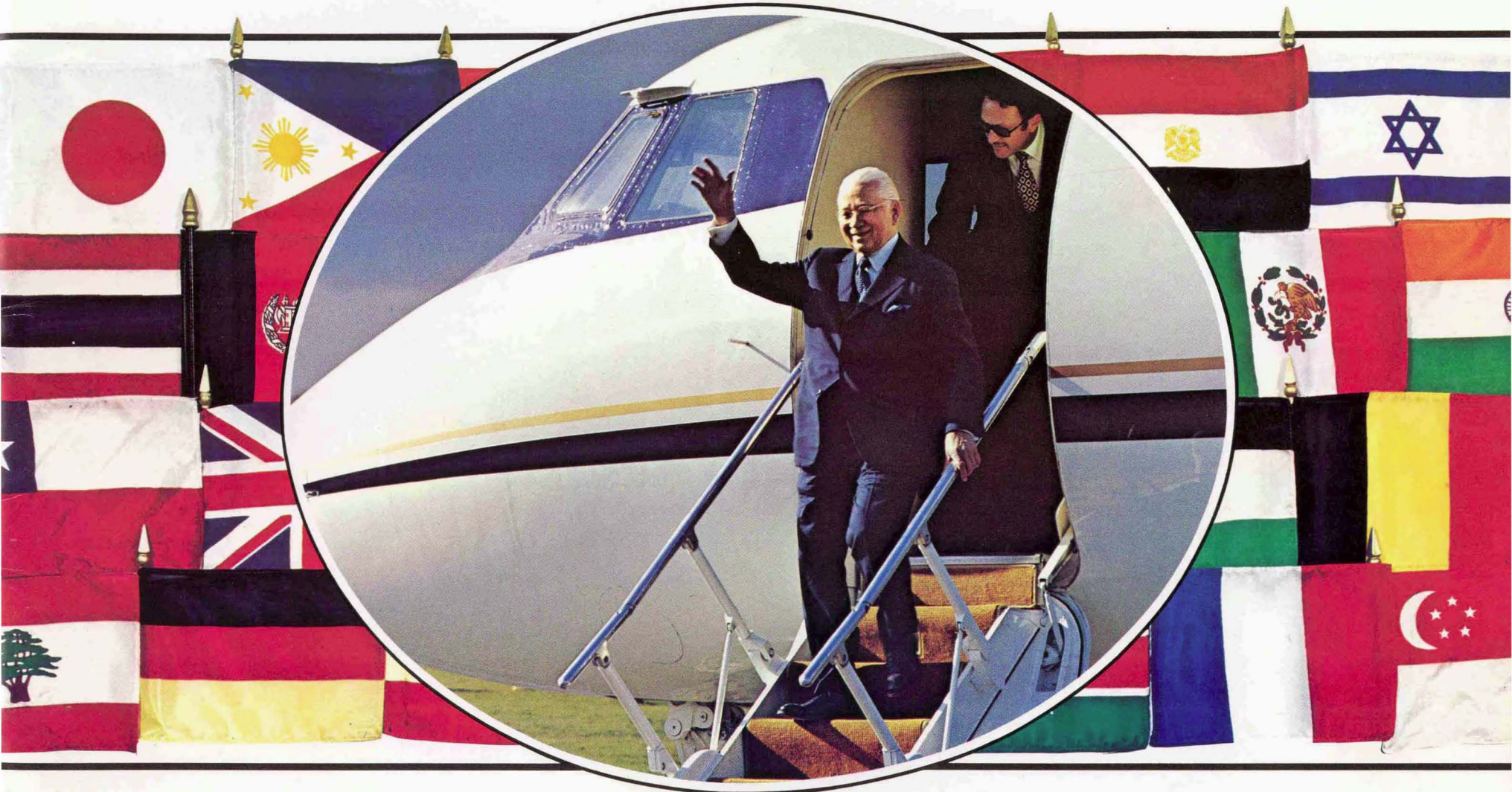


# HERBERT W. ARMSTRONG



## AMBASSADOR FOR WORLD PEACE



HERBERT W.  
ARMSTRONG

"A BUILDER  
OF BRIDGES  
BETWEEN  
ALL PEOPLES  
EVERYWHERE."





World War I was the war supposed to "make the world safe for democracy" — the war to END ALL WARS!

After the armistice, King Albert of Belgium visited one of the battlefields. He was appalled, and emotionally sick at heart at the realization of the human slaughter that had occurred there. It moved him deeply.

He had one of the iron cannonballs remaining on the field melted and cast into four watch cases — pocket watch size — to encase four fine watches. It was his intention to present these to the four men whom he felt had made the most significant contribution toward world peace.

He gave one watch to Field Marshal Foch, Supreme Commander in Chief over all allied armies. The second watch was given to General Pershing, Commander in Chief of all United States forces. The third went to Georges Clemenceau, Premier of France during World War I. King Albert apparently found no one he felt qualified for the fourth watch. It was passed on to his son, King Leopold, to give.

In solemn and subdued voice, in November of 1970, King Leopold said he felt the fourth watch should go to Mr. Herbert W. Armstrong.

"I feel it was the very highest honor the King could have paid anyone. Whatever contribution to world peace I may be making is not through war, but through EDUCATION, teaching millions worldwide THE WAY TO PEACE!"





# ...AMBASSADOR

## From Mr. Armstrong's "Personal" in the *Plain Truth*.

During the past four years, I have had personal meetings with many heads of state — kings, emperors, presidents, prime ministers, and many other officials high in government all over the world. I have talked with them as an ambassador without portfolio for world peace. We discuss domestic and world problems and changing conditions. They all face more and deeper problems than they can solve. All are interested in world peace.

I have found that there is a certain advantage in being an unofficial ambassador for peace and being one who is constantly discussing these problems and conditions with many other executive leaders of government. In meetings of one government leader with other heads of government, a great deal may be at stake. They cannot be as free to relax. In meetings with me they feel more free, and they are often interested in hearing of the problems, opinions, and views of other leaders. Occasionally, one executive chief may ask me to carry a personal message to another.

Today we are in the intolerable paradox of a world-cataclysmic collision course.

On the one hand, the human mind has proved so superbly capable that it can produce the incredible computer and send men safely to the moon and back, among other marvels.

But on the other hand, the same human mind has proved utterly helpless before our human problems, troubles and evils here on earth. Human leaders for six thousand years have striven in vain to bring about world peace, and yet science, technology and industry has

produced nuclear and other weapons capable of blasting from off the earth all life — erasing humanity from this planet.

Today more than half of all humanity is illiterate or nearly so, existing in abject poverty and starvation, wracked with disease, living in filth and squalor.

Does this paradox of human greatness and human impotence make sense?

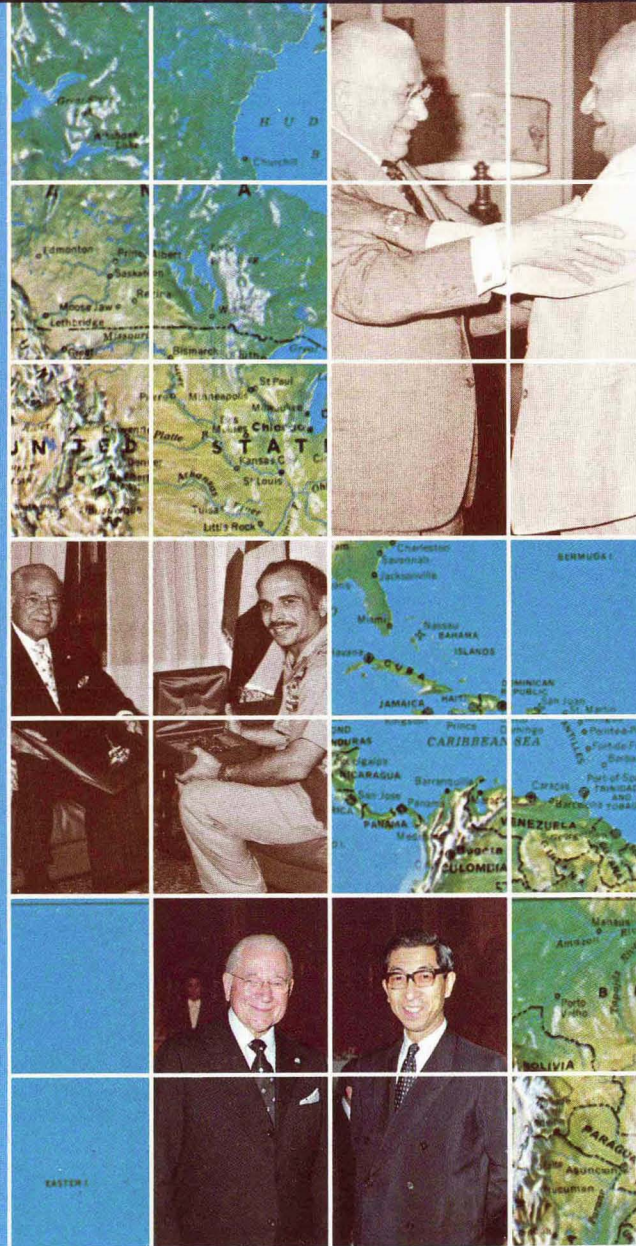
The world has produced modern science, the great religions, the intellectual *institutions* of higher learning, its great governments!

And yet modern science cannot find the answers nor solve our fatal problems. All religion has *utterly failed* to make this a better, happier world or show us the way to world peace. Higher education, intent on constant *knowledge production*, does not know, and cannot teach us the answers! Governments, supposed to be the benefactors of their peoples, are more and more being overthrown, because dissenters conclude that they have failed!

*Could the whole world be wrong?*

Forty-eight years ago I was challenged — both on a point in religion and the theory of evolution. I was then certainly a "biblical illiterate." But this dual intensive research took me not only into the writings of Darwin, Haeckel, Huxley and the supporters of evolution, but also into Genesis and other books of the Bible.

In Genesis I was intrigued with the incident of the "forbidden fruit." There I read of a Creator God revealing basic knowledge to the first two humans He had just created. Connecting the Genesis account with additions revealed elsewhere in the Bible, I saw that their



S O U T H



# WITHOUT PORTFOLIO FOR WORLD PEACE

Maker was revealing to this man and woman *what* they were, *why* humanity was put on earth, the way to peace, and happiness and joy in material and spiritual abundance. What He taught them, strangely, seems to have been entirely overlooked by all religions. I saw there, also, the cause of *all* humanity's troubles, evils, sufferings and woes.

That message covered the way to world peace — and how it actually will yet come! It revealed the cause of all human troubles and evils. It revealed the incredible, awesome human potential. It revealed the purpose for which humanity was put here on earth. It revealed the way that will cause universal happiness and abundant well-being.

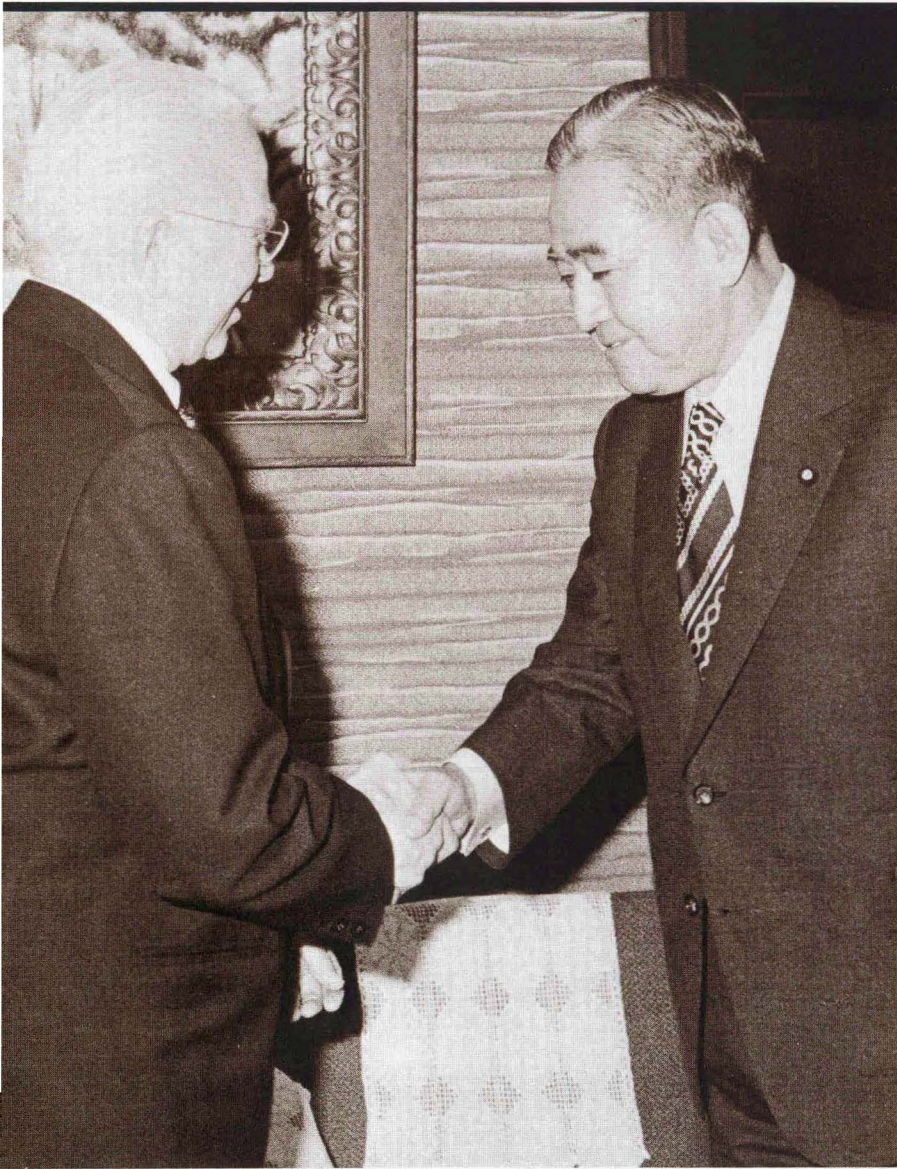
I call it the “missing dimension” in knowledge. This is the basic, most vital of all knowledge, undiscovered by science, untaught by education, unrevealed by religion, unused by government. It is not in competition with, but outside the realm of science, religion, education or government.

Everything is a matter of cause and effect, and the cause of our evils is revealed and made clear, and also, what will cause world peace. And it must come — in our time.

The revelation of the cause of the world's evils is made clear in that book of all books — rejected by science, not understood by education, overlooked by religion. Actually, it is the message the eternal creator God sent to humanity. And that message has not been proclaimed to the world since the first century — until now. And, as those who heard it then were astonished, so are people today. □



## ...HERBERT W. ARMSTRONG IN JAPAN



*Above: Prime Minister Sato of Japan, who recently won the Nobel Prize for Peace.*

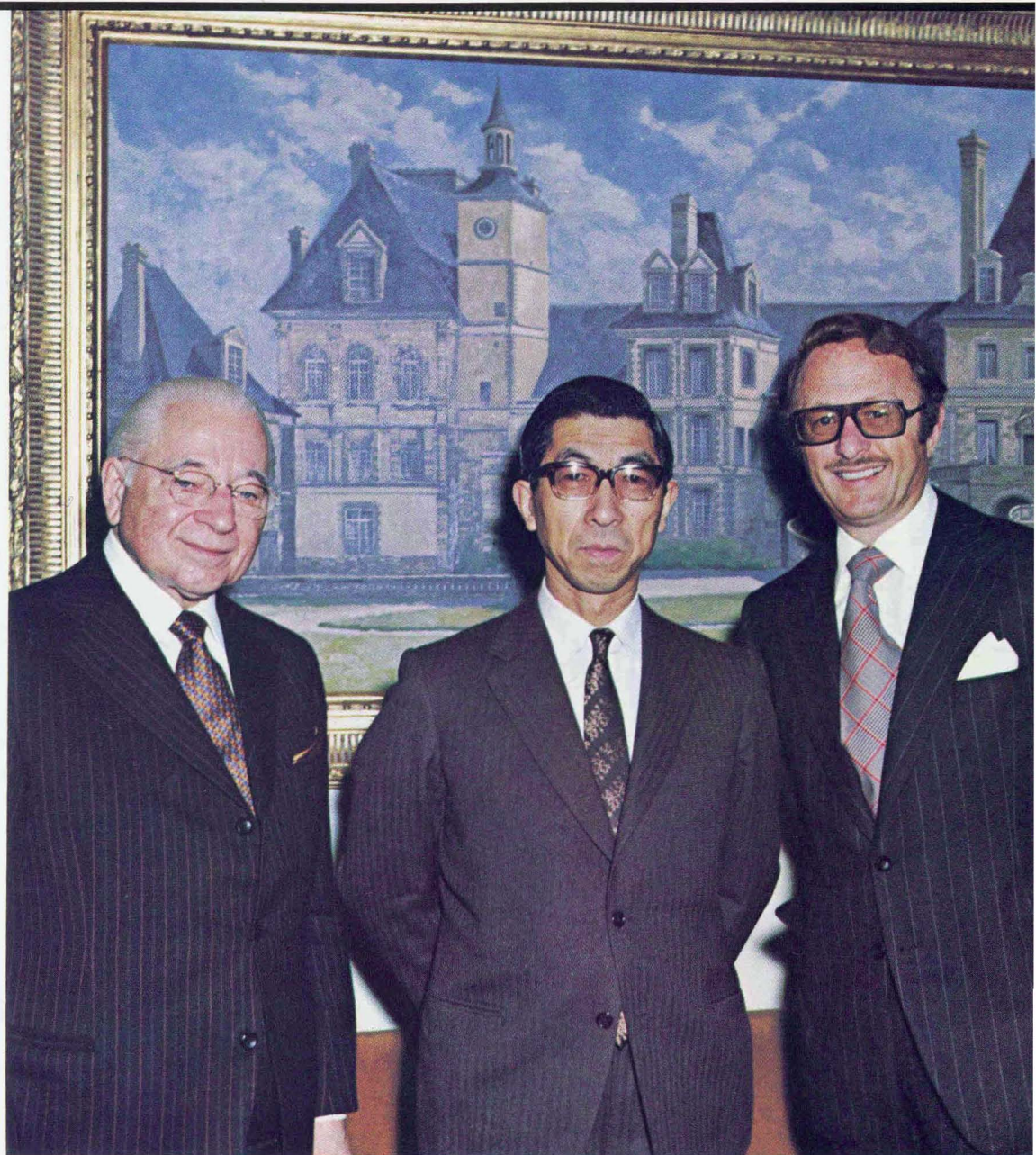






*Above and Left: In a special ceremony at the Foreign Office in Tokyo on the behalf of Emperor Hirohito, the Chief of Protocol, Ambassador Chikaraishi, confers on Herbert Armstrong the Order of the Sacred Treasure – the highest honor the Japanese government can bestow on a private citizen of another country.*

*Emperor Hirohito personally received Mr. Armstrong in 1973.*

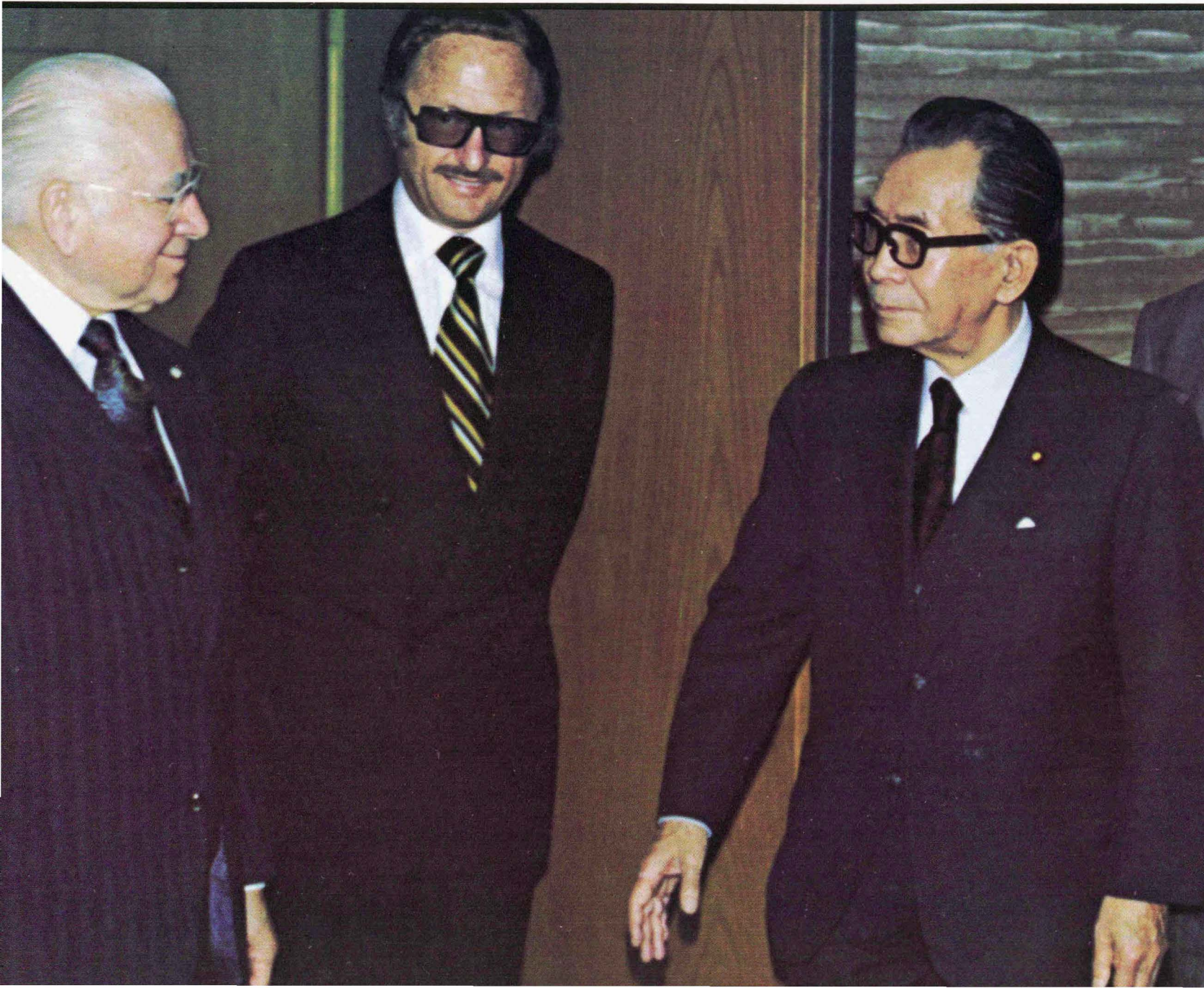


*Right: His Imperial Highness, Prince Mikasa of Japan. The Prince received Mr. Armstrong for the first time in 1968.*

*Mr. Armstrong works closely and continuously with Prince Mikasa in the field of education in order to promote common goals and objectives in Japan and elsewhere. To the right of His Imperial Highness, brother of the Emperor, is Ambassador College's General Counsel, Mr. Stanley R. Rader.*



# ...IN JAPAN

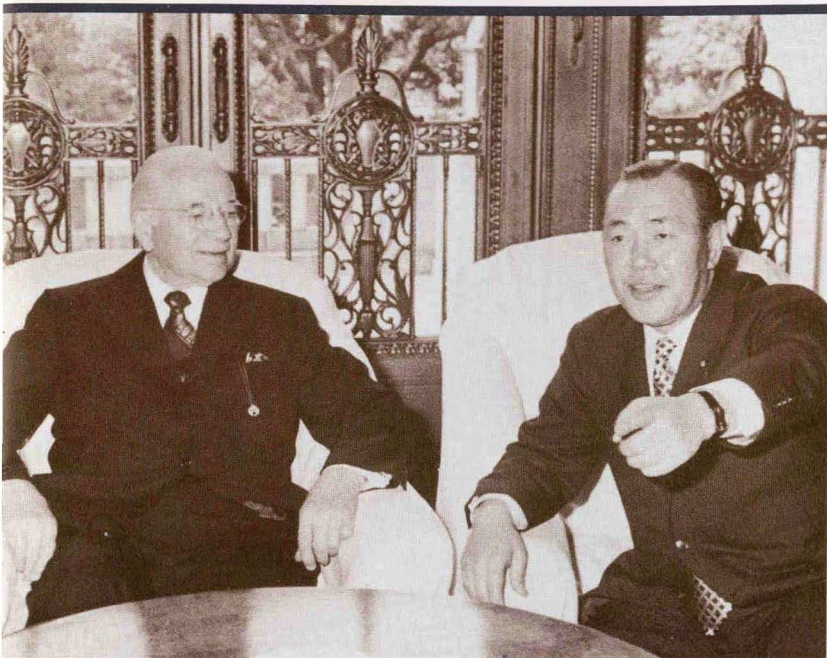


*Left: Mr. Armstrong and Mr. Rader, the first foreign visitors to be received by Prime Minister Miki of Japan.*

*Right: Prime Minister Tanaka.*

*Bottom Right: Mr. Armstrong and Japanese Diet members visiting Egypt together in January 1974, moments before the arrival of Secretary of State Henry Kissinger at the Luxor airport. Also pictured are Egyptian government officials.*





Bunsei Sato



## Bunsei Sato

Member of the House of Representatives  
The Liberal Democratic Party

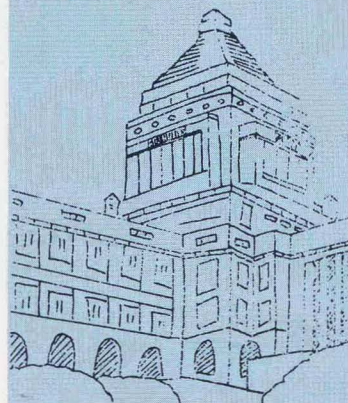
Office: No. 534, 2nd Members Building 21-2, Nagatsuta  
Chiyoda-ku, Tokyo, Japan Tel. (581) 5111 Ext. 355

April 23, 1974

Ever since President Armstrong of Ambassador College became good friends with eight young Japanese Dietmen, he has indicated great interest in the relations between the United States and Japan. The friendship between President Armstrong and the Japanese Dietmen was nurtured during the Japan-America Ministerial Conferences in San Clemente and Hawaii in 1972 and also by his accompanying the Dietmen to Arab and African countries. During the party commemorating the completion of the Music Hall at Ambassador College, I was sitting next to President Armstrong listening to the Vienna Symphony Orchestra. I saw President Armstrong following the motions of the conductor with his left hand throughout the concert. President Armstrong belied his age of eighty and I prayed that he would live to a still ripper old age.

*Bunsei Sato.*

Bunsei Sato  
(Former Vice Minister of Transportation)  
Member of the House of Representatives



衆議院議員 佐藤 文生

会館 東京都千代田区永田町2の1の2  
衆議院第二議員会館534号室  
電話 東京 (581) 直通5756番



## ...AT THE WORLD COURT

*Right: Mr. Armstrong and Mr. Rader visit the International Court of Justice at the Hague and are received in the Peace Palace Headquarters by President Manfred Lachs (second from right) and Dr. Nagendra Singh (far left) of the World Court.*



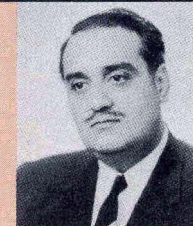


# ...HERBERT W. ARMSTRONG IN INDIA

11.



"1/19 SHANTINIKETAN"  
RAO TULARAM MARG  
NEW DELHI/110021  
NOVEMBER 23, 1973



Mr. HERBERT W. Armstrong, Chancellor and President of Ambassador College, Pasadena, Calif. (U.S.A.), is an educationist and a philanthropist well known in South Asian region. He is devoted to the cause of eradicating poverty and of bringing international peace. In this endeavour of his it is the duty of every citizen of the world to give him all the support that he deserves. I wish him great success in his religious pursuit to bring about world peace through change of heart of man by fostering the feeling of love and brotherhood among human beings irrespective of their caste, creed or affiliation.

*Karni Singh*

(DR. KARNI SINGH) M.P.  
MAHARAJA OF BIKANER.

Left: President  
V. V. Giri of India.

Below: Mrs. Bandaranaike,  
Prime Minister of Sri Lanka (Ceylon).





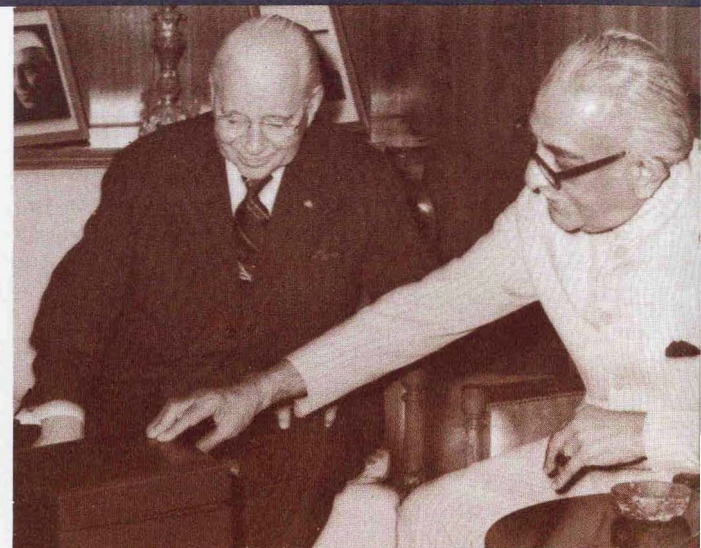
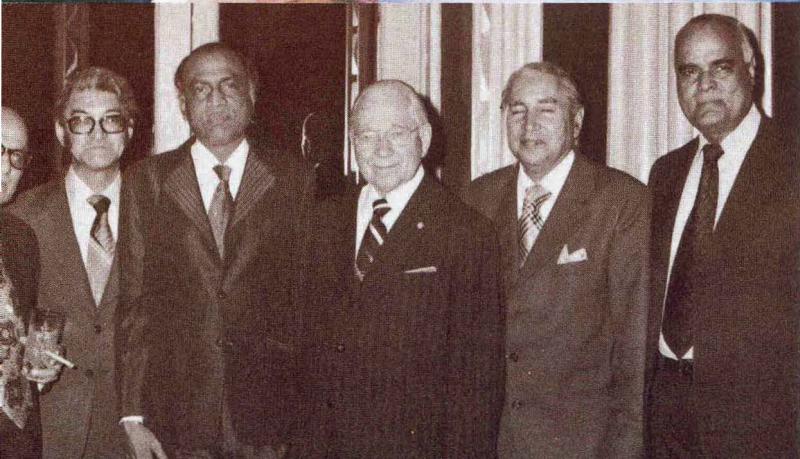
# ...IN BOMBAY, INDIA



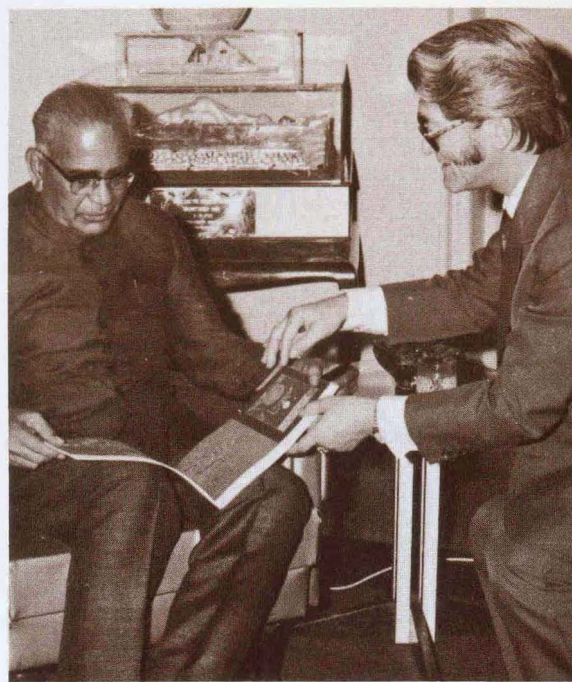
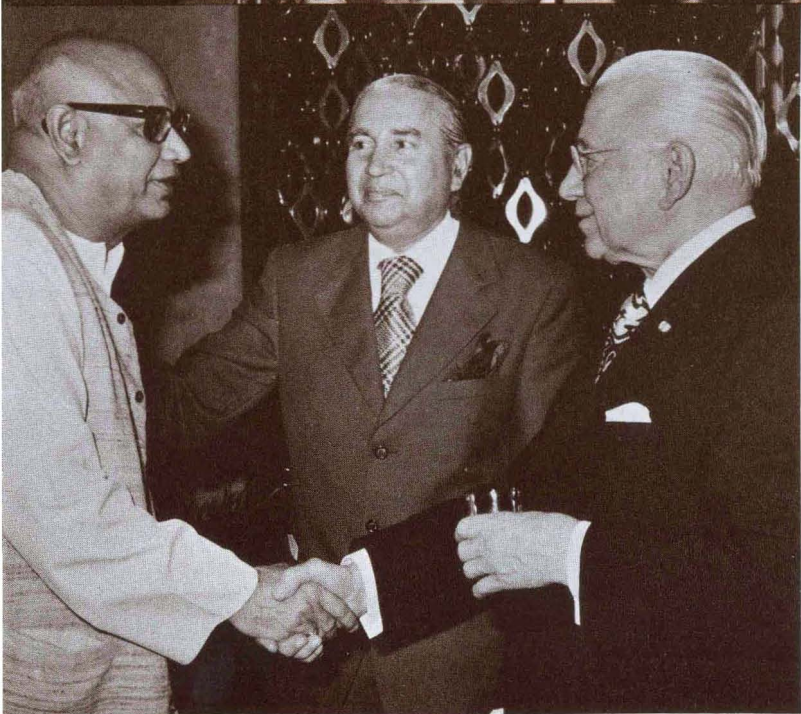
*Nawab Ali Yavar Jung (immediate right) formerly Ambassador to Argentina, Egypt, France and the United States, now Governor of the State of Maharashtra, which includes Bombay.*

In preparation for his March 1 public appearance in Bombay, Mr. Armstrong was honored by more than 400 distinguished guests, who had been invited by Dr. Nagendra Singh, one of India's leading citizens and a close personal friend of Mr. Armstrong.

The audience included the Chief Justice of the High Court of Bombay, his associate justices, the vice-chancellor of Bombay, professors from Bombay universities, the governor of the Reserve Bank of India and important civil servants of the federal and state governments. Also present were leading Indian industrialists and commercial magnates, headed by Admiral S. M. Nandra (immediate right). Admiral Nandra, who heads the Shipping Corporation of India (sixth largest in the world), was declared a national hero for his service as Chief of Staff of the Indian Navy during the India-Pakistan war.

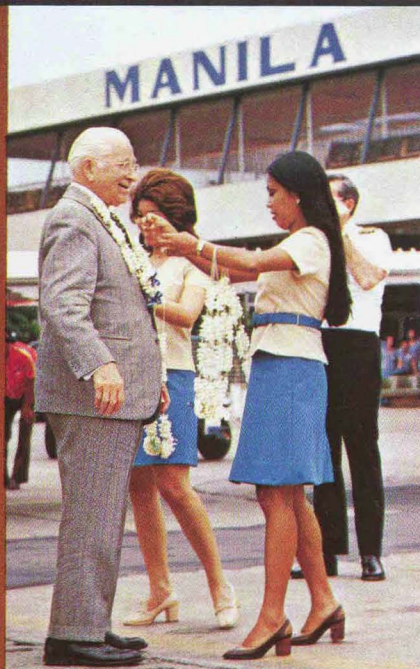








# ...IN THE PHILIPPINES



*Immediate Right: Mr. Armstrong lecturing to thousands in Manila.*

*Lower Left: President Ferdinand Marcos of the Republic of the Philippines wishes Mr. Armstrong success in his forthcoming campaign in Manila.*

*Page 15*

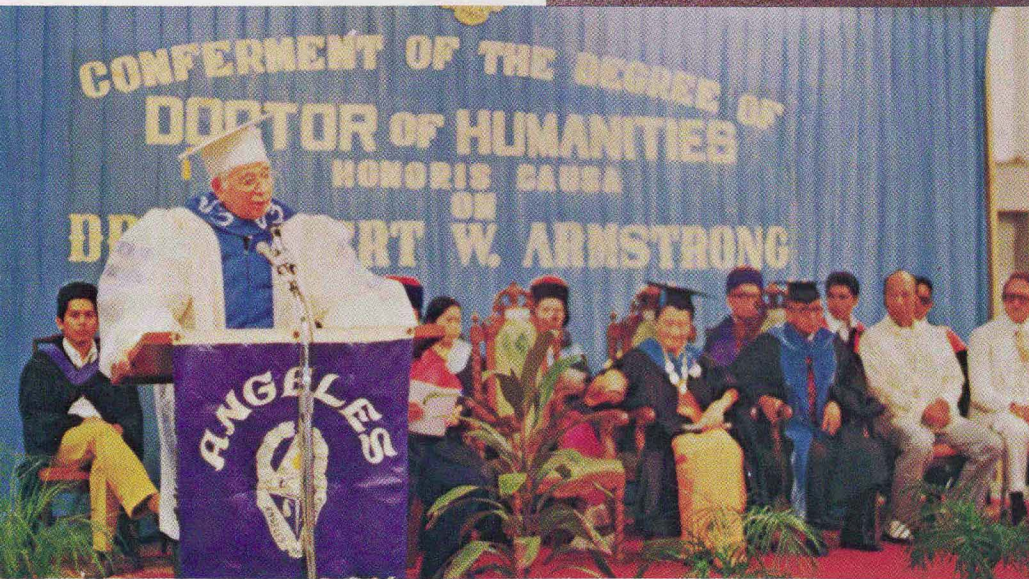
*Top Left: Mr. Armstrong receives the key to the city from the Mayor of Manila.*

*Top Right: Mr. Armstrong and President Angeles of Angeles University just prior to the conferment of honorary degree.*

*Bottom: Mr. Armstrong addressing graduation ceremonies.*







THE UNIVERSITY OF ILOILO  
To  
HERBERT W. ARMSTRONG

GREETINGS:

HERBERT W. ARMSTRONG, a citizen of the world, outstanding educator, distinguished humanitarian, and dedicated advocate of world peace:

In recognition of your self-imposed mission of searching for more pathways to peace among all peoples of the earth;

For your altruistic use of the media of radio and television in seeking to promote understanding and brotherhood among men;

For your fearless use of the printed page in discussing global issues with unusual insight and candor;

For your missionary outlook in viewing education as a doorway to the development of youth for service to humanity;

For dedicating a lifetime to the noble task of meeting with many peoples of many races in many countries so that all may move in step toward universal fraternity and peace;

THE BOARD OF REGENTS OF THE UNIVERSITY OF ILOILO, by unanimous vote of its members and upon recommendation of the University President and the Committee on Honorary Degrees, today confers upon you the degree of

DOCTOR OF HUMANITIES  
(Honoris Causa)

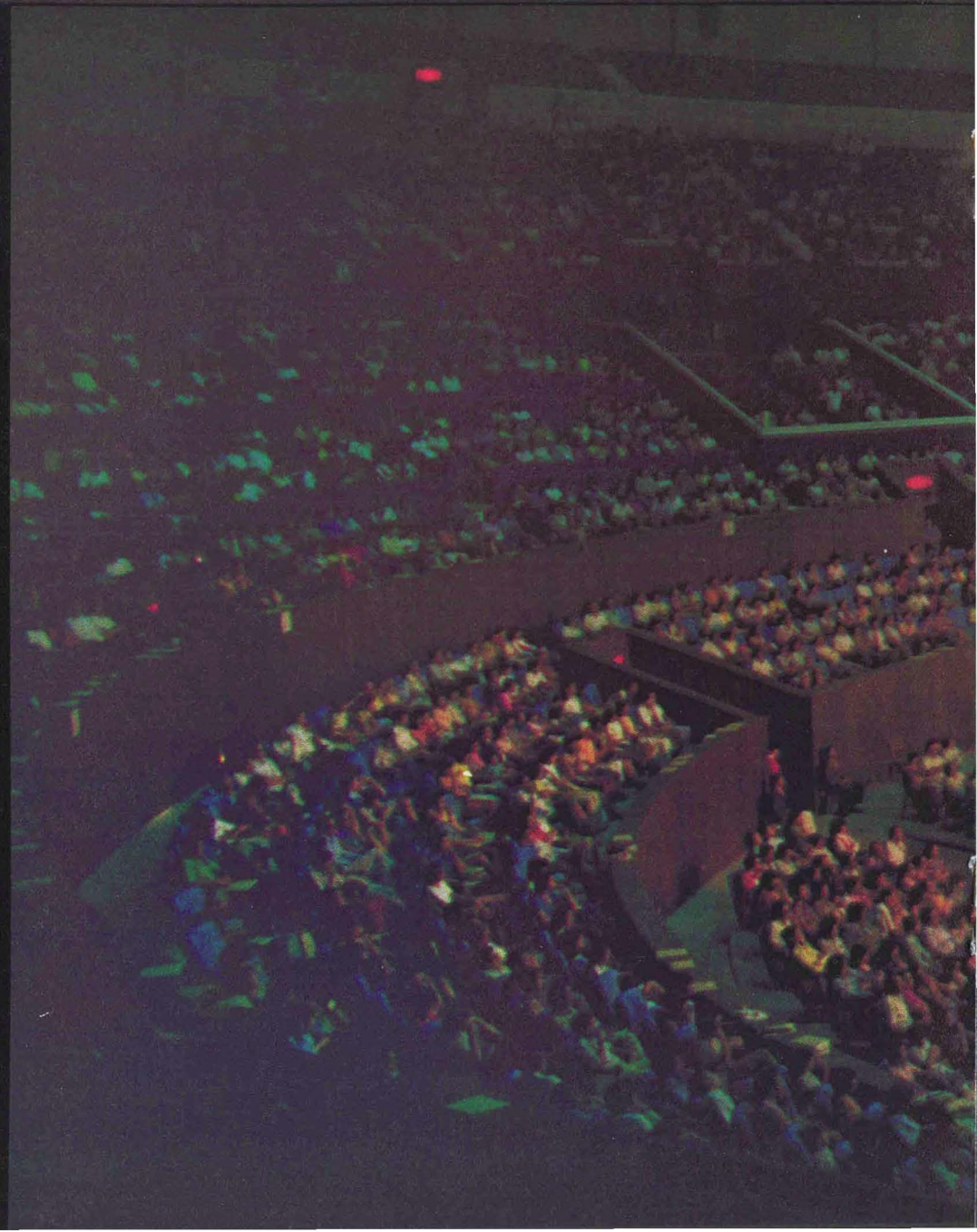
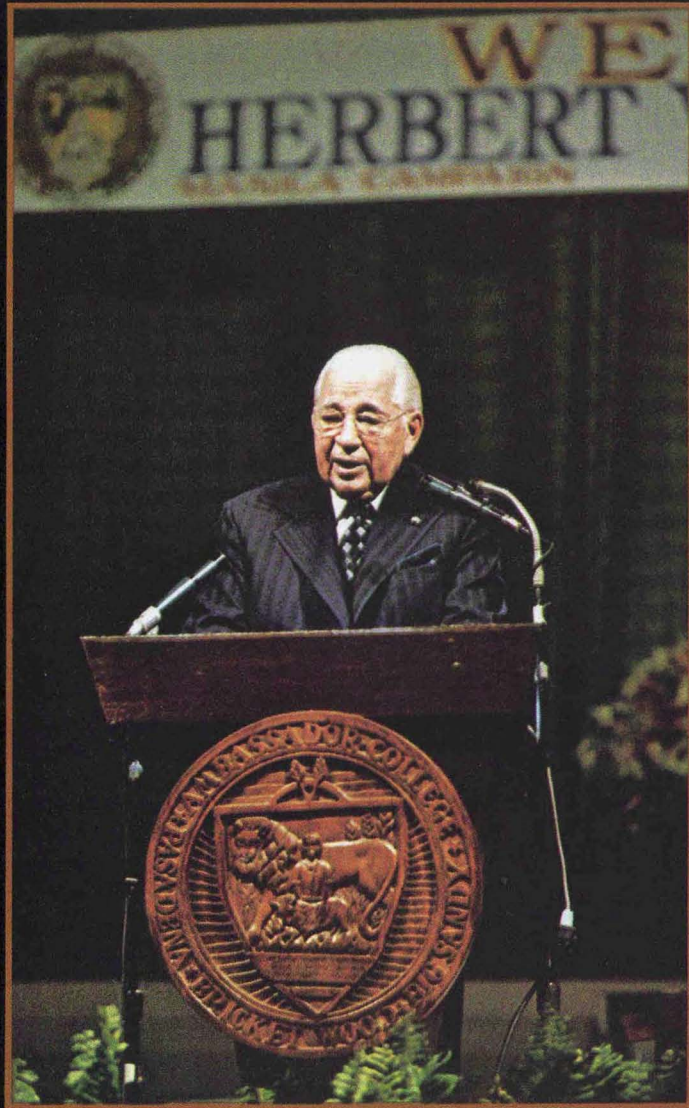
IN TESTIMONY WHEREOF, this diploma and these vestments of distinction of the highest rank of honor in the University of Iloilo are hereby presented to you on this, the twenty-second day of November, in the year of Our Lord, One Thousand Nine Hundred and Seventy-Four, and of the University of Iloilo, the Twenty-Eighth.

*Fernando Lopez*

FERNANDO H. LOPEZ  
President of the University



## HERBERT W. ARMSTRONG IN MANILA,





# REPUBLIC OF THE PHILIPPINES

17.





## ...IN CAIRO, EGYPT



*On October 30, 1974, in the ballroom of the Nile Hilton Hotel in Cairo, Egypt, Mr. Armstrong, as the distinguished guest, delivered an address to a most illustrious group of Egyptian citizens – all of whom were invited by Dr. Abdul Lader Hatem. Dr. Hatem was twice the Deputy Prime Minister of Egypt, as well as the Minister of Culture and Information, and he is presently the Chairman of the National Council for Science and Education, as well as a direct assistant to President Sadat.*

*There were over 100 people present, including four ministers of the government, many former ministers of the government, several presidents of universities in Cairo and in the upper Nile area, several former presidents and rectors of colleges and universities, members of the National Assembly (which is the parliamentary body of the Republic of Egypt), and noted professors from one discipline or another, all of whom were very much interested in politics in the broader sense, as well as culture and education.*

*The following is excerpted from Mr. Armstrong's lecture.*

### **MR. ARMSTRONG:**

Dr. Hatem, Excellencies, ladies and gentlemen: It's a great privilege to be able to speak to such a distinguished gathering as we have here tonight.

I am very sobered, because as I fly over the world and see the conditions, I think most of us somehow are so occupied with our regular interests that we don't realize just what the world situation is. I know in America nearly





*Above: Dr. Abdul Lader Hatem, assistant to President Sadat and former Deputy Prime Minister.*

everybody is concerned with their daily routine and with the comforts of life, and the pleasures and interests of the moment.

But more than half of the earth's population today is living in extreme poverty, in ignorance, living in filth and squalor — so many of them actually starving. And when I see the condition in the world and also the conditions of crime, of violence — every evil that you can think of — I see a world where men have been striving for peace, and leaders of nations have been striving for peace, for more than 4,000 years — and yet we don't have world peace.

I say there's a cause for every effect and I think we should look for the cause and then look for the way that will change conditions.

In my early business life, I was thrown constantly in contact with successful men — and I mean presidents and board chairmen of our largest industrial corporation in the United States and the largest banks in New York and Chicago. In my twenties I had an office for seven years in Chicago.

I found that these successful men — many of them — were not happy at all. They had one goal: to make money — and they made money. And as I often have said: Their bank accounts were full, but their lives were empty. And that made me think a little more.

I have found men driving themselves, even depriving themselves of many pleasures, in order to succeed. And when they get the success, when they make the money, it never satisfies and it's never enough. The more they get, the more they want and they're not happy, and I have to wonder why.

Why do we have such conditions in the world?

I didn't have the answer.

What are we anyway? Are we really highest of the animals? And where did we get human intelligence?

How do we come to be here? At what time did the human mind develop from an animal brain? And did we just happen? Or was humanity put on this earth for a purpose, and if so, what was the purpose?

What are we? Are we an immortal soul? Are we just an animal developed from some form of an anthropoid ape? Is there any real meaning to life? Are we here for a purpose? Where are we going? Do we know? What is the way? What is the way to a happy life? What are the true values?

We have the mind power to send men to the moon and back successfully. Entering the earth's atmosphere is something that requires the highest technical skill. If they miss it by the smallest fraction, they either burn up or they go off into endless space — and yet we brought the men back safely every time — and yet we can't solve our problems here on earth.

Some of these questions I have called "The Missing Dimension in Education" — and I have found that missing dimension. And someday all humanity is going to wake up to it.

When you find that all life begins to make sense, that there is a purpose to human life and most of us are so unaware of it, it's pitiful. We don't seem to know why we're here or where we're going or what is the way.

Now, I don't think these are just a lot of nonsensical questions. I think these are sober questions we ought to appreciate — and answer.

I found the answer to many of them. I might

*Far Left: President Anwar Sadat and Dr. Abdul Lader Hatem.*



## ...IN CAIRO, EGYPT



give you just a little portion of one of them tonight. I have found there are two ways — if you want to put it very simply — of life, two philosophies of life. They go in opposite directions. And everyone is going one way or the other, or perhaps a combination of each.

I simplify it so that even a child could understand. I call one way the way of *get*; the other the way of *give*.

Now human nature doesn't like to give. Human nature wants to get. And this whole world is based on the get principle.

The give way is the way of outgoing concern. I was interested one day in finding a good definition of the word "love" — l-o-v-e. The real definition is "an outgoing concern toward the one loved" — a concern for the welfare of the other, equal to your self-concern. And not very many have that.

The get way is based on vanity, elevating the self, on lust and greed; and toward others — on envy, jealousy, resentment and, you might say, human nature is resentful of any authority over it — which is vanity and competition.

There was a great teacher who once said it is more blessed to give than to receive. And I don't think very many people believe that. That was just one of those impractical platitudes — or so most people think.

But I have been putting that way to practice for over 40 years and I find it does succeed, and it is better.

These main questions that I'm interested in are the basic questions of life. What are we? Why are we here? Is there purpose? Where are we going? What is the way? What is the way to peace? To have happiness? To make life beautiful and worthwhile? What are the true values?



You know very few people know! People don't know what is worthwhile and what is worthless. And there are entirely too many people in this world driving themselves to some goal that never satisfies, never makes anyone happy and they've accomplished nothing in the end.

You know, there was one very wise man once that wrote that everything is vanity anyway. He compared it to getting a handful of wind.

For more than 40 years now, I have been sharing the things that I know — knowledge that

is clear outside of the realm of science. It's knowledge that science has never produced; it is undiscoverable by science. It is knowledge that religion has never given us — it's outside of the scope of religion.

My studies and researches have discovered the answers to some of these basic questions most people don't give much time thinking about. And one basic truth I've given you: the two ways of give or get. And I will say that this get philosophy is the real cause of all of our earth's troubles. Maybe that has something to do with why we don't have world peace.

There's a cause for every effect. Everything in this world is a matter of cause and effect. And when we see the evils in the world, and we see the poverty, the filth and squalor, the ignorance — it just shouldn't be. When we have the mental capacity to invent the computer; when we can send men to the moon, but our families break up in divorce — that has happened to our astronauts — when we can't solve our own problems among ourselves here on earth, it makes me wonder why.

And it's time we gave a little thought to some of these things.

I am working for world peace. And I discuss these problems, and especially the way to world peace, with heads of government all over this world.

Sometimes I think I can do a little more as a private individual than I could if I were in an official capacity. Quite often I cross paths with Secretary of State Kissinger, but he works in an official capacity. I work in an unofficial capacity.

For example, when just a couple of months ago I met President Sadat, I had a message for him from Prince Mikasa of Japan. The Prince wanted to visit Egypt but, of course, in his official position he needed an invitation. So I told President Sadat about it and he very smilingly said, "I will issue an invitation immediately."

I believe the invitation was issued the next day and Mr. Gotoh, who is Japanese and part of my team, carried it in person. I'm glad you're going to get to see a little something of Prince Mikasa. He's a very close friend of mine.

I am trying to proclaim the way to world peace. And I want to assure you that in a way you may not realize, we are going to have world peace. I'm hoping to live to see it myself.





## ... IN TEL AVIV, ISRAEL

*On November 6, 1974, a dinner in honor of Mr. Herbert W. Armstrong, was hosted by the Minister of Tourism, Moshe Kol, in Tel Aviv, Israel. Some 110 people from all walks of political, cultural, and educational life, as well as ambassadors from 16 different countries, heard Minister Kol, the Vice-Mayor of Tel Aviv, and Professor Benjamin Mazar, former President of Hebrew University and Director of the Israel Exploration Society, extol the worldwide efforts of Mr. Herbert W. Armstrong, Ambassador College, and all of its representatives in an everlasting effort to bring about better understanding between peoples everywhere and to build bridges between nations that will never be broken.*

*Ambassadors from the following countries were present: Great Britain, Denmark, Belgium, Netherlands, Italy, Austria, Rumania, Turkey, Japan, the Philippines, Australia, South Africa, Chile, Bolivia, Brazil, and the Dominican Republic. Others present included prominent members of the Knesset, representing the various parties in Israel, professors from both Hebrew University and the University of Tel Aviv, and publishers of three leading Hebrew newspapers.*

*Following are excerpts from the speeches:*

### **MINISTER MOSHE KOL:**

First of all, I want to tell you the purpose of this dinner. Mr. Armstrong is the President of Ambassador College and an outstanding personality, with wonderful connections all over the world.

I think that two men are competing now in travelling between the countries in the world, Kissinger and Armstrong, because they both have their planes and coming all the time





with their planes to visit different countries. Kissinger came here now from Jordan, and will be here tomorrow, and Mr. Armstrong was just in Egypt and other countries and is now here in Israel. Kissinger is travelling to settle the problems of the world, how to continue with efforts for peace in this region and to try to solve world problems. Herbert Armstrong is travelling for humanitarian purposes, for educational purposes, and for the purpose of building bridges of goodwill between peoples of different regions — and he is quite successful. In our country he and his colleagues of Ambassador College are responsible for some projects. They are, I would say, in partnership with us.

First of all, they are partners to the Jerusalem excavations headed by Professor Mazar, and Professor Mazar and Mr. Armstrong became very close personal friends. Second, they are partners to some extent to the excavations in the Jewish quarter in Jerusalem, headed by Professor Avigad, who is here with us tonight. Third, they are partners together with the Japanese professors at the excavations near Hadera. And then they are partners to the International Cultural Center for Youth in Jerusalem. They are working to build bridges between Israeli youths: Jewish, Arabs, Moslems and Christians, Armenians, etc. So, as you see, they are partners in archaeological projects and educational projects — especially among youths — partners in the future of Israel, and they are working also in other countries of the world.

I think Mr. Armstrong has already visited and established personal contacts in the many countries who are tonight here represented by Your Excellencies, the Ambassadors. And,

most important, he is fulfilling the mission of goodwill. In our times it is very important to build bridges of goodwill, of cooperation, and especially build up understanding in our region. Mr. Armstrong and Ambassador College are very close to us, and they have great sympathy and understanding for what we are doing in Israel.

So tonight we came here to honor Mr. Armstrong, the President of Ambassador College.

We have here a very important gathering, because we have the diplomatic corps very well represented, but we have also the Israeli Parliament well represented. Members of Parliament from different parties have always united for cultural activities, for good will, and we have also mayors here and deputy mayors, and editors of our most important papers in Israel, and many professors of archaeology in our universities, and other distinguished guests.

Professor Mazar is the President of the Israel Exploration Society, and he is the dean of all the archaeologists in Israel. And I know that the excavations he is conducting in Jerusalem have an historic meaning for the culture of the world, not only for the culture and science of our country.

Sometime ago Arab leaders were visiting the excavations headed by Professor Mazar, and they were told about the Omayyad period, the Moslem period, which was a very glorious period in Jerusalem's history. They were astonished because our archaeologists reported so accurately all the details about the Omayyad period in our country, especially in Jerusalem — apparently they believed that if

Professor Mazar and Israeli archaeologists are conducting the excavations they would try to forget other periods and only be interested in the glorious period of our Temple, of our independence, which Professor Mazar has reported to the world many times. But we are not others.

Our scientists, our professors, our archaeologists, are people of science, and they are interested in the history and the archaeology of all periods: of the Jewish period, the Christian period, the Byzantine, the Moslem, and all the others. We cannot miss anything. We are loyal to history and we know what was in this country, how many invaders were here, how many different periods are here.

So Professor Mazar, our dear Professor Mazar, I am now asking you now to bring your message and your greetings.

#### **PROFESSOR BINYAMIN MAZAR:**

Since February, 1968, archaeological excavations have been taking place to the south and west of the Temple Mount in Jerusalem, and later by Professor Avigad in the Jewish quarter of Jerusalem under the sponsorship of the Hebrew University and the Israel Exploration Society. We have worked without interruption, gradually expanding the field of operation to the south, to the City of David, and to the west, to the Rephaim Valley, the central valley of Jerusalem. The main aim of this archaeological project is to provide evidence on a well-founded scientific basis for constructing the developments in the history of the 5,000-year-old city, as well as to reveal the greatness and the monumental splendor of



## ...IN TEL AVIV, ISRAEL



Dr. Binyamin Mazar

Jerusalem in the biblical times and later periods, a privilege which has been denied to mankind for 1900 years from the destruction by Titus until the modern excavations.

It is for us a privilege that this important project is continuously supported — technically, manually, morally, spiritually and, may I say in addition, *enthusiastically* — by a prominent institution of learning, Ambassador College, headed by its distinguished Chancellor, Mr. Herbert Armstrong.

Every year, every summer, a group of able and interested students with their teachers from Ambassador College in Pasadena and in Texas are helping us as volunteers, working at the excavations from early in the morning until the afternoon, or giving us technical assistance in engineering and photography. It

is a wonderful opportunity to express my gratitude and appreciation to Mr. Armstrong and to the authorities and the students of Ambassador College for their most welcome cooperation and collaboration and for a great deal of help and support. Let me say in Hebrew *todo-raba* (thank you very much).

It is also an extraordinary occasion to say a few words about my dear friend, Mr. Armstrong. He is rather a unique personality in a world of terrorism, animosity, prejudices, and evil inclinations. Mr. Armstrong is a cosmopolitan in the best sense of the word, humanitarian, a sponsor of eternal, universal world ideas. He is a great believer in the ideas of world peace and brotherhood between nations and, therefore, he is often using the Hebrew term "shalom." But, primarily, he has firm faithfulness in the prophecy of Isaiah, the

prophet of Jerusalem, the vision concerning Israel and Jerusalem in the days to come when all the nations will stream to the Temple Mount in Jerusalem, since the law will go out from Zion and the word of the Lord from Jerusalem, and nation will not lift sword against nation. There will be no more training for war.

Mr. Armstrong loves and admires Jerusalem, and wholeheartedly he believes in the future of Israel and the Holy City, and for him Jerusalem, the united Jerusalem, is not only the metropolis of Israel and the spiritual center of the monotheistic religions, but also the symbol of the great past and the hope for a better future of mankind.

We wish Mr. Armstrong many years of intellectual, social, educational activity, good health, and the satisfaction or reward of all that he has accomplished in his lifetime.





Mr. Stanley R. Rader.

#### MINISTER KOL:

Mr. Stanley Rader, who is with us here tonight, is the right hand of Mr. Armstrong and also a very good adviser, a colleague and friend, working together with him for many years for humanitarian purposes.

#### MR. STANLEY R. RADER:

It was almost six years ago this month that Minister Kol first suggested at the Knesset that an iron bridge might be built between Ambassador College and Hebrew University. At that time Mr. Armstrong and I were on our way to visit Japan, where we were to be received for the first time by his Imperial Highness, Prince Mikasa of Japan. At that time we stopped here and we met Professor Mazar and he introduced us to some of his colleagues and told us about the Temple Mount Dig — and we became very much interested in

what its possibilities would be for the world.

It was Minister Kol who first suggested that term of an iron bridge, a bridge that would never be broken. And one month after Minister Kol made that statement, we returned to Israel and that iron bridge was constructed, and it has not been broken.

The first head of state that received Mr. Armstrong was the late and beloved President Shazar of Israel, and Mr. Armstrong made the promise on that occasion that there would be an iron bridge established, and, to quote the words of the President of Austria, who received Mr. Armstrong just some four or five weeks ago, "that iron bridge must be used by peoples." And that is what Mr. Armstrong has been attempting to do for the past six years, not only here in Israel but throughout the world, and I believe that he has established better understanding between peoples and nations everywhere. As he goes around the world trying to promote understanding between people, and as he attempts to help people everywhere lead more abundant and full lives, Mr. Armstrong has also entered into tangible activities with these peoples, activities which are meaningful and are relevant for the peoples involved. Generally they are programs which are suggested by the local officials as programs which would be well received and much needed by the particular country and people involved.

You have heard here tonight about our projects in Israel. There are many others. We are educating hill tribe people in Thailand and mountain tribe people in Nepal. We have archaeological projects in Indonesia. We have an anthropological Society, which is conducted under the auspices of Leopold III of Belgium. I could go on and enumerate the many different projects which we have engaged in

during the past six years, but basically I want to stress not the projects themselves, but what we believe to be the results, because everyone that has met Mr. Armstrong realizes that he is a man to be respected and admired and indeed loved. Wherever contacts have been established between people and representatives of Ambassador College, we find that those contacts develop into full and rich experiences for all the parties involved.

We also have what is called a worldwide extension program that is a means of bringing educational material into the home without cost. We publish a magazine called the *Plain Truth*, which some of you might have seen, with circulation in five languages in excess of three million copies per month. There are many other booklets that are printed, in even more languages and distributed in the same way. Our organization is one of the largest users of radio and television broadcasting time in the world, with a daily radio program that is heard in every market in the United States and Canada, and a major television program, one half-hour, in full color, that can be seen in many metropolitan centers in the United States. Some of the people who have represented the government of Israel have seen a very important documentary that was made some time ago in four parts that was shown throughout the world, and we have had very fine comments about it.

Basically, everything that we do, as I said, is designed to bring about better understanding between people everywhere. The first of these dinners that Mr. Armstrong had was in Bangkok, about a year or so ago, and since that time he has been sharing his beliefs with people everywhere, and what he believes is very important, not only to him, but to mankind.



# ...HERBERT W. ARMSTRONG IN THE MIDDLE EAST







*Above and Left: In August 1974 Mr. Armstrong was decorated by His Majesty King Hussein of the Hashemite Kingdom of Jordan.*

*Far Left: President Anwar Sadat of Egypt.*



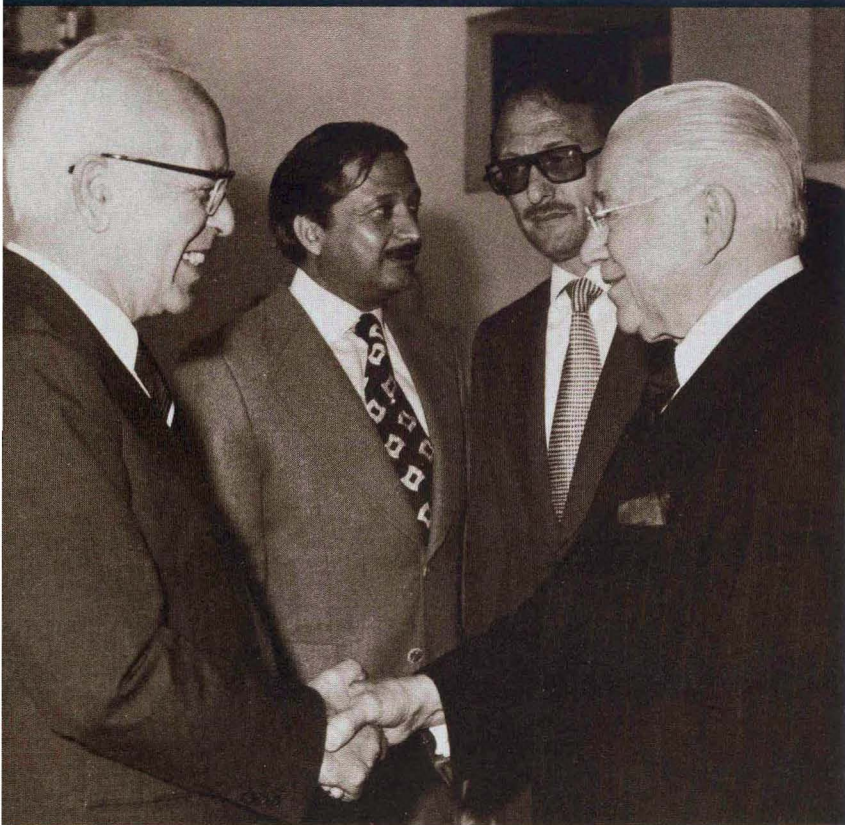
*Top Right: Ambassador Abdullah Salah of Jordan, His Majesty's ambassador to the United States.*

*Bottom Right: Gideon Hausner, member of the Knesset of Israel and minister without portfolio, the former attorney general who prosecuted Adolf Eichmann.*





# ...IN THE MIDDLE EAST



*Top Left: President Franjeh of Lebanon receives Mr. Armstrong and party.*

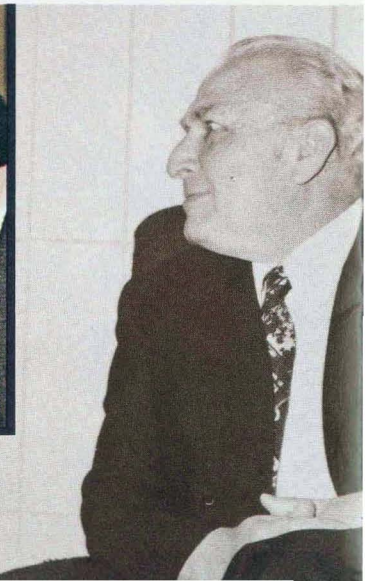
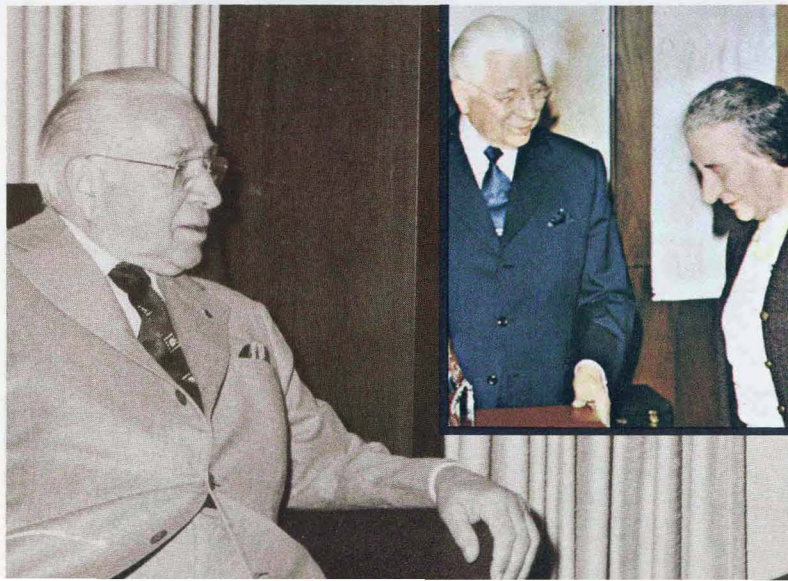


*Top Right: The late and beloved President Shazar of Israel, the first head of state to receive Mr. Armstrong.*

*Bottom Left: Teddy Kollek, the Mayor of Jerusalem.*

*Bottom Right: President Ephraim Katzir of Israel.*

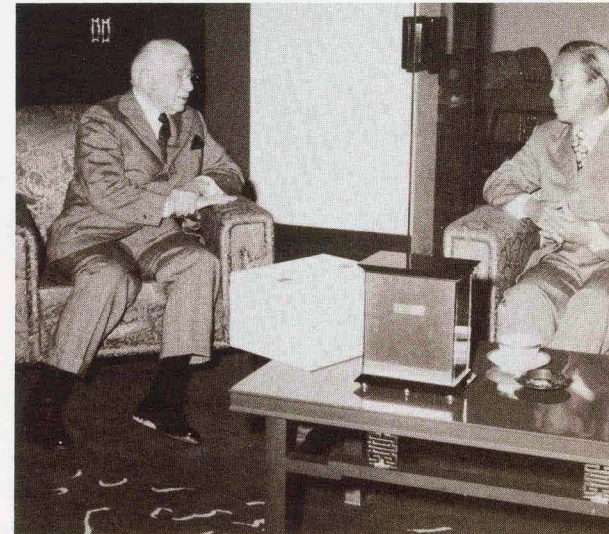
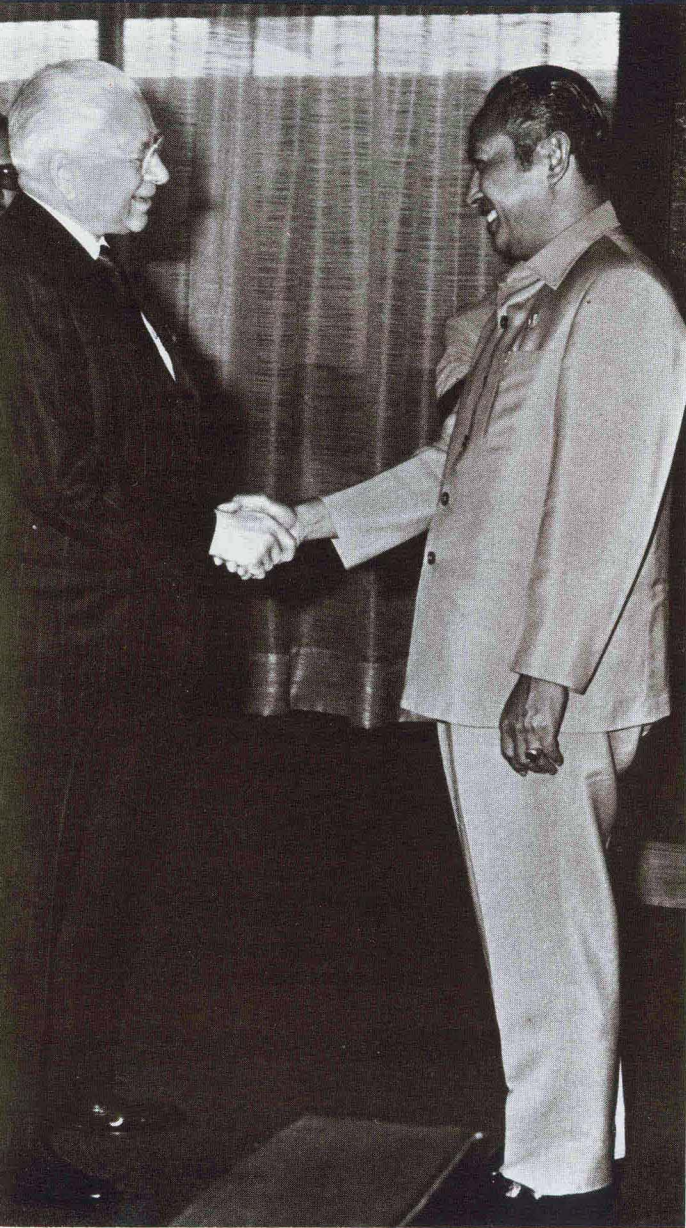
*Inset: Mrs. Golda Meir.*





# ...HERBERT W. ARMSTRONG IN SOUTHEAST ASIA

29.



*Immediate Left: President  
Suharto of Indonesia*

*Top Middle: Prime Minister  
Sanya Dharmasakti  
of Thailand.*

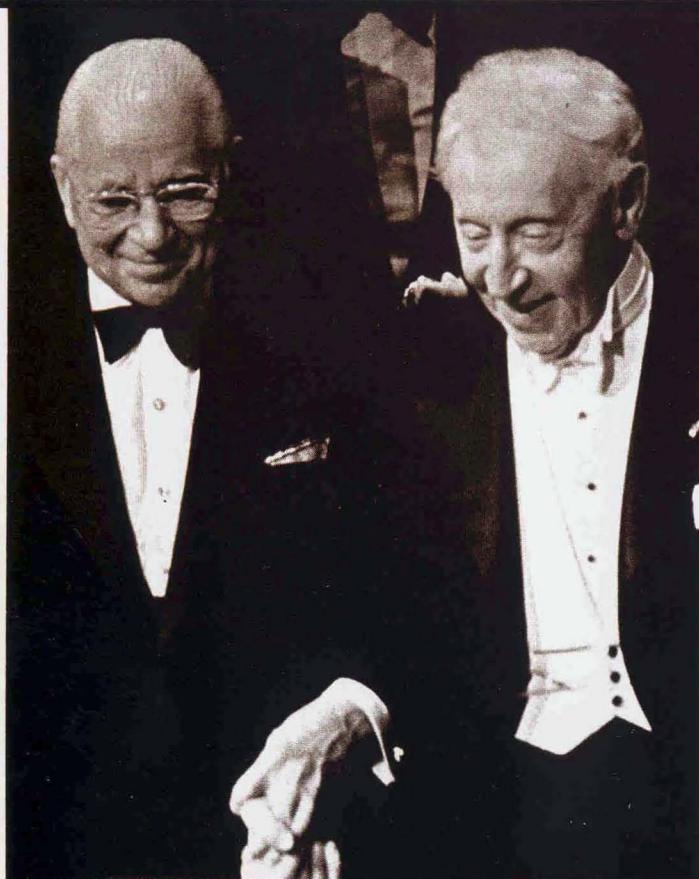
*Top Right: President Thieu of  
the Republic of Vietnam.*

*Lower Right: Prime Minister of  
Thailand with three prominent  
student leaders and Professor  
Osamu Gotoh, Overseas  
Campaign Director.*



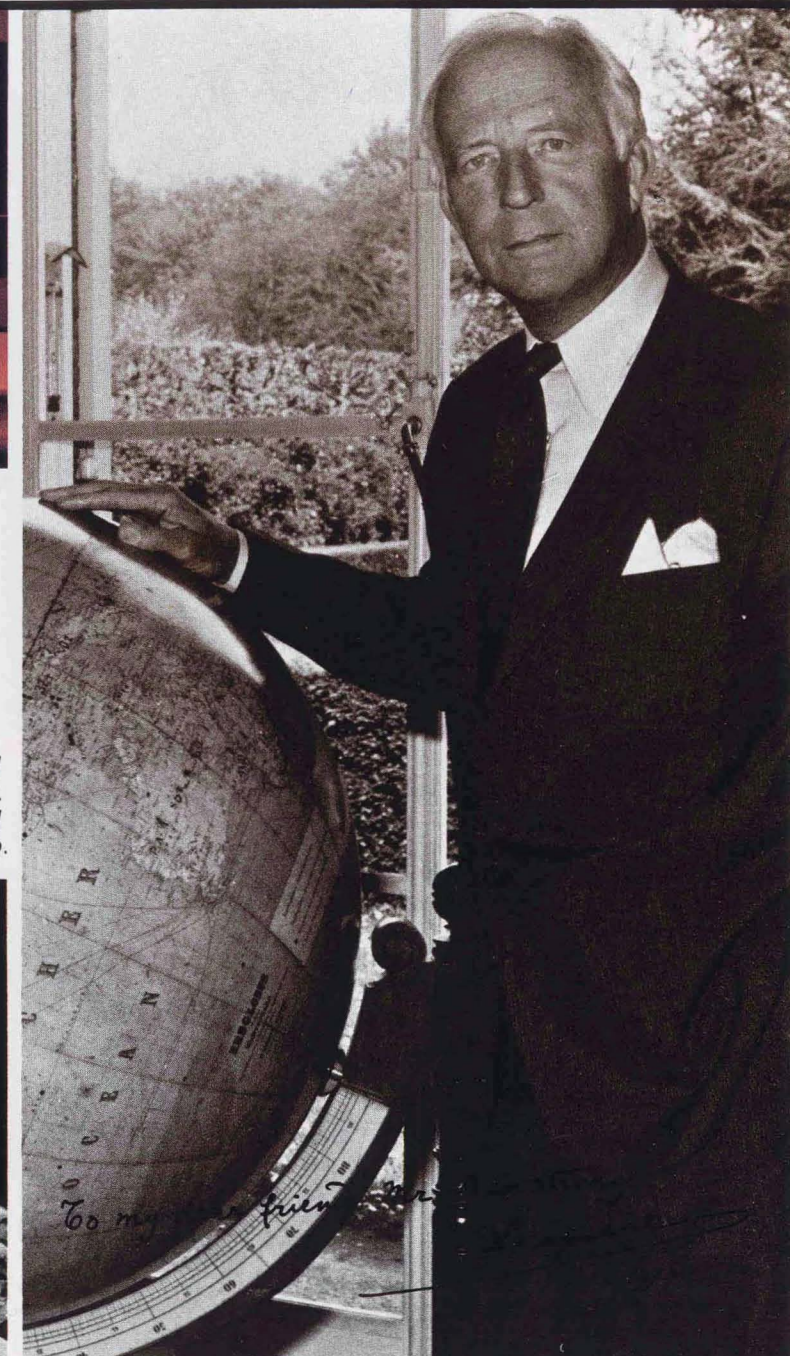


# ...HERBERT W. ARMSTRONG "A BUILDER OF BRIDGES..."



*Left and Above: Herbert Armstrong hosts Maestro Arthur Rubinstein in benefit concert for Israel at Ambassador Auditorium. Lower Left and Below: Carlo Maria Giulini conducts the Vienna Symphony at the premiere concert of Ambassador Auditorium.*

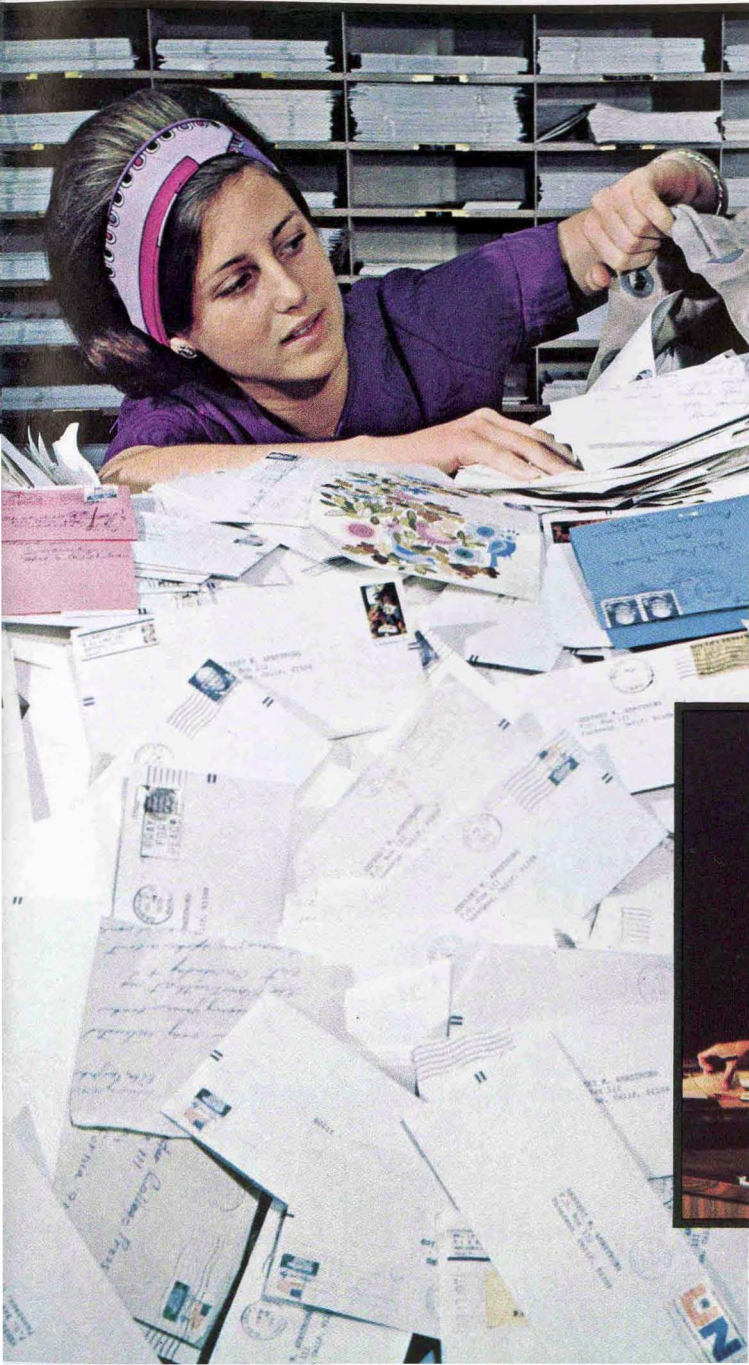
*Right: King Leopold III of Belgium, with whom Mr. Armstrong has had a long and personal relationship.*





# "...FOR ALL PEOPLES EVERYWHERE."

31.



Every phase of this globe-girdling Work has been something altogether unique — a first — the blazing of a new trail.

- *Ambassador College* is refreshingly unique among institutions of higher learning.

- The *Plain Truth* is utterly unique in the publishing field, an international affairs, human interest publication, coming to grips with the ultimate questions of human existence. Its increasing circulation is approaching 3,000,000 copies twice a month.

- The *World Tomorrow* program, viewed and heard by millions on both radio and television is entirely unique in broadcasting. Mr. Garner Ted Armstrong, Mr. Herbert W. Armstrong's son and the Executive Vice-President of the entire organization, is the renowned, brilliantly incisive speaker.

Mr. Armstrong with his son, Garner Ted Armstrong.



- And the *Worldwide Church of God*, behind these global enterprises, is altogether unique on the earth — practicing, as it does, the revealed ways of the living Creator God, and for the first time in 18½ centuries, thundering His all-important Message over all continents of the earth. Our hundreds of congregations, and tens of thousands of members, around the world are a credit to their local communities, as well as to the Church's teachings.

Since 1934, in the United States alone, we have received about 30,000,000 letters and mailed out 375,000,000 pieces of literature — all this in addition to what we have received and mailed out in Canada, England, Australia, Africa, Mexico, France, Germany, the Philippines, Singapore, etc.

In 1974, over 3,000,000 pieces of mail were received at our Pasadena Mail Processing Center, representing a stack of mail over 1½ miles high. It would take one person about 2000 years just to read all this material. But with the help of our many dedicated employees, and sophisticated electronic equipment including an IBM 370/158 computer, all these letters are handled quickly and efficiently. Our Postal Center mailed out almost 40,000,000 pieces of literature in 1974.

Our entire worldwide Work is devoted to educating all peoples everywhere about the "missing dimension" in human knowledge, giving the physical and spiritual answers to the big questions of human life, the real solutions to mankind's problems, which are otherwise unattainable.





Seal of Ambassador College

**CREDITS:** Dr. Robert L. Kuhn, Editor; Ronald D. Taylor, Art Director and Designer.  
**STAFF:** Michael Miles, Assistant Art Director; Ron Grove, Leonard Olive, Terry Wood.