

AMBASSADOR COLLEGE

PASADENA, CALIFORNIA

HERBERT W. ARMSTRONG, *Chairman*
Publisher of The PLAIN TRUTH magazine

EXTENSION DEPARTMENT
*An educational service at all levels
for all people worldwide*

Dear Friend:

This is to announce a BRAND-NEW MAGAZINE! I want to tell you about it, and give YOU first chance to subscribe!

As you well know, Ambassador College and the Worldwide Church of God have for many years been carrying on a Work of international scope. Our worldwide educational program has enriched lives and brought new hope, understanding and happiness to untold thousands. Our motto has been "Recapture True Values" -- and, without apology, true values are based on a right understanding of the Word of God.

I learned years ago that the revealed Word of God, as recorded in the Bible, is the source of VITAL KNOWLEDGE basic to the well being of all humanity! Yet, this fact has gone undiscovered by science, education, and even religion!

We have, through our extensive broadcasting, editorial and publishing programs, made this valuable knowledge available FREE worldwide, and in several languages. Millions have heard my son, Garner Ted Armstrong, on both radio and television. Millions have received our booklets and magazines.

Since 1968 I've been meeting personally with kings, presidents, and government leaders throughout Asia, Europe, Central and South America, the Mideast and Africa. I'm explaining WHY no PEACE -- WHY humanity can't solve its own problems -- WHY Christ's coming WORLD GOVERNMENT is our only hope. I'm explaining our ultimate HUMAN POTENTIAL -- our very PURPOSE FOR BEING! With the help of top officials, I am also holding large-scale PUBLIC APPEARANCE CAMPAIGNS reaching hundreds and thousands of leading people in these countries with this powerful spiritual message. And I have been warmly received.

Now, about the new magazine. Some weeks ago I authorized the formation of a new FOUNDATION -- the Ambassador International Cultural Foundation (AICF). It is non-profit, dedicated to serving humanity worldwide. It has become a necessary adjunct to this new dimension of getting our VITAL MESSAGE to all nations through heads of government. The Foundation will direct projects that do not rightfully belong under the administration of either the College or the Church. And it is already receiving great favor and prestige.

AND, under the auspices of the new Foundation, I have just authorized the publication of a NEW MAGAZINE -- a magazine that will go before KINGS! Bi-monthly! It will be the very highest quality in every respect. It will contain, in easy-to-understand language, articles on the very PLAN of God, the PURPOSE for human life, the AWESOME human potential, HOW PEACE will soon come. It will also carry thought-provoking and timely full-color features on all aspects of human endeavor -- international relations, science and explorations, the arts, ethnic cultures, history, the mental and physical capabilities of man -- written by experts.

The first "dummy" edition is simply beautiful -- absolutely TOP QUALITY -- larger in physical size than our other magazines, more pages, high-quality paper, with vivid photography and graphics. (I've enclosed a brochure with a full-color print of the first cover, actual size, illustrating a feature article on Pygmies.)

The title? What could be better than HUMAN POTENTIAL? Understanding and developing our incredible human potential is the REASON we are alive on earth.

We are already receiving enthusiastic responses from many of our international friends. These top people in government, education, and industry, who endorse what I stand for and proclaim, will also be writing articles for HUMAN POTENTIAL that will be read by other world leaders. This alone staggers the imagination. Here is an editorial policy unprecedented in the entirety of international journalism and publishing. HUMAN POTENTIAL magazine will be in a class by itself. My personal articles will provide the spiritual dimension and biblical UNDERSTANDING, and world leaders will read them, I assure you.

HUMAN POTENTIAL will perform a necessary job which our other publications cannot. It will be edited for a different audience and have a different approach. It will be read by top government and professional people worldwide. And, of course, we are also producing the magazine with YOU in mind. You'll find HUMAN POTENTIAL a beautiful and prestigious magazine -- with interesting and informative articles and features not found in our other publications.

Of necessity, it will be an expensive magazine to produce. But we feel the quality justifies the cost. The magazine and AICF projects will be financed by paid memberships in the Foundation -- a method of financing similar to that of National Geographic. The recommended minimum for participating memberships is a \$25.00 contribution -- tax deductible, of course. We will soon begin to actively promote AICF memberships throughout the U.S., Canada, and worldwide.

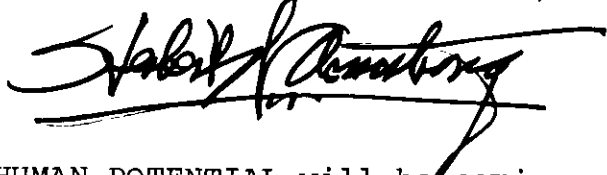
BUT, before we begin our mass mailings, I wanted to give you -- our family of PLAIN TRUTH readers -- the FIRST opportunity to join with us in this wonderful new effort.

I sincerely hope you will accept this offer to become an AICF member -- in support of this Work. A donation of \$15.00 will make you an associate member and assure your year's subscription (six issues) to HUMAN POTENTIAL. A donation of \$25.00 or more will bring you the magazine, plus full membership status which entitles you to additional valuable benefits that are now in the planning -- to be announced shortly. Contributions of any amount, of course, are gratefully welcomed. See details on the response card.

Please review the enclosed brochure for a glimpse into our forthcoming issues. We'll be publishing some very timely and exciting features -- in striking full color -- that you won't want to miss. Be sure to use the response card and the envelope provided, and make all checks payable to Ambassador International Cultural Foundation.

Thank you!

With love, in God's service,



P.S. Our first "live" issue of HUMAN POTENTIAL will be coming off the presses before the end of summer. Your prompt reply will be a big help in planning our initial printing -- and will guarantee your subscription right from the start. I know you won't want to miss a single issue, for HUMAN POTENTIAL is not just any magazine -- it's a beautiful one-of-a-kind publication!

Canadian Readers:

The Ambassador International Cultural Foundation does not have mail receiving facilities in Canada and, at this time, the government of Canada does not allow donations made to a non-Canadian corporation to be tax-deductible. It would greatly expedite communications if you would send all your correspondence to Ambassador International Cultural Foundation, 300 W. Green Street, Pasadena, California, 91129.