

'Army' conquers Eastern Europe

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editor of publications. His next step was to Territorial Publicity Officer for Canada and Bermuda in 1947. He would hold that job for 16 years.

It was during this time Brown first donned his broadcaster's hat with the radio program, *This Is My Story*. It was followed by a television series titled, *The Living Word*.

"Actually the army, at that time, didn't do very much with the media and I thought it should... so we began with the radio program," he explains. Both the radio and television shows contained Army band music and vocals, and a dramatic episode illustrating the aspects of Salvation Army work.

Brown recalls people could receive free air time for radio productions if the quality was high enough. *This Is My Story* was broadcast on 260 stations throughout North America.

The television program was unique, says Brown, because most others were still filmed in black and white but the Army decided to fork out the extra money and film in color. It proved to be a wise decision that added to the show's longevity and it is still shown in some Third World countries today, says Brown.

His broadcasting career ended when he was made National Secretary for Youth Work in Canada and Bermuda. The position covered work such as scouting and girl guides and Brown helped establish the Salvation Army's summer mu-

sic camps in both Canada and the United States.

In 1964 he was transferred once again, this time to London, England, the birthplace of the Salvation Army, and placed in command of international public relations.

Despite the title, his main task was to raise 3 million pounds for the updating of social service buildings and to establish advisory boards with non-Army people for matters such as finance and property management, throughout the United Kingdom.

In 1969 he took the rank of commissioner and became second-in-command of the organization world-wide. Brown says he was basically a business administrator overseeing the work in 90 countries and 20,000 centres of operation.

Five years later he returned to Canada, a move he was happy to make, and took the position of Territorial Commander for Canada and Bermuda. This could well have been Brown's final job as he had no further ambitions and was content to be home again. But in 1977 he was elected general — the international leader of the Salvation Army — by the top Army members of each country.

"It's something like the election of the Pope," he says of the process, noting it is the only position filled by a vote. All other positions are filled by appointment as the Salvation Army is organized on a similar basis as the military army.

"I actually felt over-awed," he says of being elected to the job. "It's not a position anybody seeks. It's heart-warming to

know you have the support of leaders around the world."

Brown held the position from 1977 to 1982. Two of his achievements in that period stand out among the others.

A new constitution was drawn up and passed by the parliament of Britain. Along with some changes, the Army's new bible brought together various other documents, making it easier to read. Brown says the changes were "technical, but very important to the Army."

Even more importantly, Brown's efforts resulted in the penetration of new areas internationally, including Spain, Portugal and Venezuela. He also spent time trying to access China and the former Russia, both of which had banished the Salvation Army, and the nations of Eastern Europe. Although Brown did not see the fruit of his labor until the Iron Wall crumbled, he believes the work helped pave the way.

"We kept making contacts and I think they all add up, so today there is a very flourishing (Salvation Army) community in the Russian states."

In fact, there are now 19 "feeding stations" in the former Soviet Union.

Brown also travelled to Czechoslovakia in a similar bid to break through. Again his efforts were stumped by the Iron Curtain but today the Salvation Army is well established there.

On a personal note, Brown met his wife, Jean, in the Army and the two were married in 1939. They have two

daughters who have continued the tradition of caring for others. One is a professor of nursing at Seneca College and the other is a senior researcher in psychiatry at Oxford University.

In 1979 Brown received the World Humanity Award, presented by Lord Earl Mountbatten in the Westminster Central Hall, London, England. In 1981 he was presented with the Order of Canada.



Salvation Army band members of 1930, front row from left, Jack Green, Arnold Brown. Back, Joe Johnson, Stan Lessels.

Remember when ...
Sunday Jan. 30, 1994

Multi-Generational.
Brown, Arnold

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