1973

Introducing a New Series Brochure

Herald of Truth

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Introducing a new series of the HERALD of TRUTH
The Churches of Christ Salute You With the:

HERALD of TRUTH

This television series of Herald of Truth, featuring Batsell Barrett Baxter, is built around the everyday life of a preacher, involving classroom, pulpit, home counseling, and office counseling situations.

The program has universal appeal — interest first of all to the religious because it is a religious program — interest to the non-religious out of natural curiosity as to what makes a preacher and how he lives.
THE HERALD OF TRUTH IS PRODUCED BY THE HIGHLAND CHURCH OF CHRIST, ABILENE, TEXAS

With an initial nationwide broadcast on ABC Network February 10, 1952, the Highland Church of Christ in Abilene, Texas, has broadcast this program continuously to date with the financial assistance of other churches of Christ throughout the United States. In 1954 programming was expanded to television; in 1957 a second series of television programs was launched; in 1959 the radio operation was expanded to cover ABC and Mutual Networks as well as scores of independent stations around the world; and 1960 marked the launching of continuous television production.

THE HERALD OF TRUTH IS A POPULAR PROGRAM

The program has been received with an estimated weekly audience of five million and an average mail pull of 1,000 a week. It has been acclaimed for its characters and outstanding singing. Metropolitan dailies, as well as leading magazines such as TIME, have carried features on the Herald of Truth.

THE HERALD OF TRUTH FEATURES OUTSTANDING PERSONALITIES

Batsell Barrett Baxter, who is featured in the new television series, is head of the Bible Department at David Lipscomb College in Nashville, Tennessee; minister of Hillsboro Church of Christ; and holds a Ph.D. in the field of Speech. He has been a speaker on the CBS Church of the Air, and several of his works have been published by MacMillan Company. Each character in the series has been selected because of his outstanding ability to portray the particular personality.

THE HERALD OF TRUTH TELEVISION PROGRAM IS EXCELLENTLY PRODUCED

The series is filmed in 16mm by a highly qualified crew. Production was started only after extensive tests were made for the best in lighting and film processing. One station executive stated, "This is the finest religious program I have ever viewed." The production is 28:30 in length.
Herald of Truth Radio and Television Coverage