Two Steps Flyer

Herald of Truth

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"...these men who have turned the world upside down have come here also..." (Acts 17:6).

The Call to Greatness in 1968
Sunday, February 4, 1968, Herald of Truth is on NBC

We come to 1968 with the greatest nationwide evangelistic opportunity we have ever had.

Crowning 15 years of work to preach the gospel coast to coast and in every major metropolitan area, Herald of Truth will be heard each week on stations of the vast radio network of the National Broadcasting Company.

This means greater coverage than ever before, since many NBC affiliates are powerful, long-established stations in the 5-to-50,000-watt category—some of whose signal ranges extend throughout an entire state.

It means more on-the-air and newspaper publicity about Herald of Truth programs, plus the prestige and recognition of being selected as one of six religious programs regularly scheduled by the nation's first radio network.

John Allen Chalk's hard-hitting sermons in 1968 are designed to extend and broaden our sphere of influence and impact—to talk to the burgeoning and explosive ranks of youth: to talk to the enormous untapped numbers of non-church people: the uninformed, the indifferent, the backsliders, theagnostics, the atheists.

We fervently believe we can turn the world upside down again, that we can set straight the course of human events toward love and hope and eternal life.

We have the broadcasting facilities at last; we have the message. Now we must have the wellrounded support and contributions of every member of the churches of Christ and every person who believes Christ and His gospel are meant for all men.

We must have your support now or we will fail.

During 1968, Herald of Truth on television will launch the most timely and dramatic appeal in the history of religious broadcasting to the millions of misinformed who somehow feel that Christianity has lost its meaning in modern life and is incapable of dealing with today's complex problems.

Based on Solomon's search for happiness through materialism, power, sensual pleasure, and secular knowledge, this series will step into the contemporary scene to illustrate graphically that Christ is the only hope and salvation for modern man, just as He has been for men of all the ages.


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"...You will be able to interest a great number of unsaved people with this approach."—Norvell Slater, Public Affairs Director, WFAA-TV.

By defining and analyzing modern man's search for happiness, Batsell Barrett Baxter draws dramatic contrasts between the teaching of the Bible and first-century Christianity, and the moral, social, and spiritual dilemmas that seem to confound the best of modern minds.

Program directors and station managers who have seen the pilot film of the series have, without exception, been enthusiastic toward the dramatic format which enables us to preach the gospel to contemporary men by demonstrating how the gospel relates to modern problems.

Clearly, we can expect to be on more stations and attract more viewers—that ever before. The program is ambitious, forceful, and timely, for in a very real sense, we are competing against an alarming increase in violence, immorality, and godlessness that occupies many hours on the world's most influential communications medium.

Will you contribute today? At this moment, the hope of the world is in your hands. There is no simpler way of putting it. Give generously so that hope can be broadcast to all mankind.
CHURCHES OF CHRIST SALUTE YOU

-ROM 16:16-

Herald of Truth

...radio and television programs

Produced by HIGHLAND CHURCH OF CHRIST - Abilene, Texas