1983

Why? Brochure

Herald of Truth

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why
Why is the sky so blue? Why is life so full of hardship? Why must I . . . . . ?

WHY?
The question is as much a part of us as an arm or leg. It is the
creak of old men weathering in the afternoon sun, the whitecaps
in a sea of children’s chatter ... day in, day out, we wrestle con-
stantly with the query — why?

And well we should, for it determines life’s values ... it defines
the meaning of a myriad of events and effects which form the
pattern of our lives.

So it is both reasonable and right that you should ask WHY
when your support is sought for a cause. Find out. And then, when
you know the cause is worthy and the need justified, you need have
no reservations about your consideration of assistance.

In recent years, some Christians have asked the question in
regard to the challenge of the Great Commission; and in finding
the answers, they have created an evangelistic outreach so strong
and effective that it went directly into the hearts of hundreds and
thousands, young and old ... reaching them at work and play ...
in their homes ... wherever they might be.

The means — the Herald of Truth radio and television programs.
Since February 10, 1952, the Herald of Truth has been broadcast
well over a quarter of a million times. Today the Herald of Truth
is being broadcast and telecast on
more than 470 radio stations and 130
television stations in 48 out of the 50
states and in 13 countries abroad.

For 15 years this has been made
possible because brethren have asked
and God has answered through the
prayers and financial support of His
people.

**WHY YOU SHOULD HELP?** — be-
cause every single soul has the same
right as you to hear Christ’s
message of help and re-
demption. If men are to be
saved it must be by the gos-
pel, and so the gospel has
to be preached. The prob-
lem then becomes a simple
one of communication —
communication of the message of truth and hope from us, who are so few, to the lost, who are so many.

But the world is not waiting for us, and time is not on our side.

WHY YOU SHOULD HELP? — because the destiny of not only billions of souls but also that of your soul and mine are involved in our response to the violence, turmoil, bloodshed, despair, confusion, hopelessness, loneliness and anxiety of lost souls groping their way from day to day, desperately needing truth and purpose in their lives.

WHY YOU SHOULD HELP? — because the time has passed when we can simply shake our heads and wring our hands. We must be equal to the times in which we live; we must pool our every resource in one power. From pulpit, from classroom, door to door, from printed page and from radio and television — from every means of communication must the message go forth.

WHY YOU SHOULD HELP? — because we have the tools at hand, but lack the funds to use them to best advantage.

Radio! It carries the Herald of Truth directly to the people, all people. Americans own 242 million radio sets. That's more than the entire population! There are radios in more than 60 million automobiles. Truly, the voice of radio is everywhere.

WHY YOU SHOULD HELP? — because television offers op­portunity to enter an astronomical number of homes where Christians might never gain entrance. There are more TV sets than telephones in America!

WHY YOU SHOULD HELP? — because the Herald of Truth reaches into the hearts of people, stirs them into action. More than 750,000 cards and letters have been received. Over 15½ million printed copies of radio and television sermons have been distributed to people throughout the world. The communications industry thinks so highly of this gospel program that 77 TV stations gladly bring it to their huge audiences without charge! — a contribution worth $756,932 in television time for 1966 alone.

WHY YOU SHOULD HELP? — because officials of the television industry have indicated that 60 additional stations will be willing to carry the program free this year if film prints are available.

WHY YOU SHOULD HELP? — because there must be a constant supply
of quality film prints to meet the needs of these stations who will carry the program on a sustaining basis and . . . there are not enough funds now committed to purchase the necessary 30 to 40 prints of each master film to supply the demands of stations willing to carry the television series free.

We face the danger today of losing the opportunity to carry the Word of Christ to unprecedented numbers of people. We face the danger of the defeat of our very reason for existence.

It costs $9,835.00 to produce one Herald of Truth master film in color. Each print is used more than 70 times on TV stations throughout the world. The cost of each film print, however, is $112. Yet the good it accomplishes could never be measured in dollars.

**WHY YOU SHOULD HELP?**—because right now 1100 radio stations are ready to add the Herald of Truth to their programming. They serve communities where the program is not yet being seen or heard. In countries overseas, 128 more radio stations are ready to carry the program.

**WHY YOU SHOULD HELP?**—The answer is simple: We now have barely half the funds needed to take advantage of these exciting opportunities to spread the gospel of Christ. We have reached a major threshold. The opportunity is enormous. We need help.

*This bold program can become a reality with your help, support and prayers. The following charts explain in detail just how much must be given to insure the success of this phase of the Lord's work.*

Prayerfully consider your own situation, study this information and decide where you will best fit. Then review the challenge presented in this booklet—and if you can see the need, pledge yourself for the amount you selected previously.

Please pray about this opportunity; and if you determine that the most modern means of communication should be used to preach the Word, give generously; and may God bless you in your decision.
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