

1979

Two Steps Flyer

Herald of Truth

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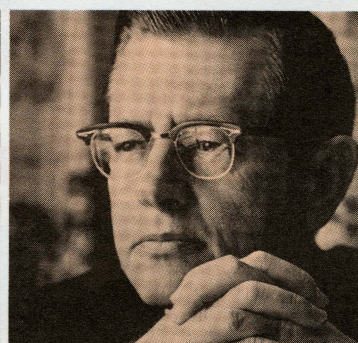
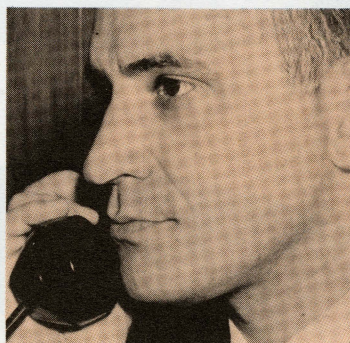
"...these men

who have turned the world upside down have

come here also..." (ACTS 17:6).

THE CALL TO
GREATNESS in 1968

TWO GIANT STEPS--NOW!



RADIO

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. (It is significant that, in cancelling one of its long-standing programs to replace it with Herald of Truth, NBC makes its first major religious programming change in almost 15 years.)

Most importantly, this means Herald of Truth will be broadcast to more people than ever before, bringing us closer to that point of total radio saturation in America which is the first and biggest step toward our goal of ultimately preaching the gospel on radio and TV throughout the entire world.

Herald of Truth

Be sure to listen...
tell your friends...
we are on

at 8:30 a.m.



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

Hoping to match the zeal and devotion of first-century Christians who "turned the world upside down" on behalf of Christ, our programs are aimed at every nook and corner of a troubled world.

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, the agnostics, 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 wholehearted 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.

TELEVISION

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.

"The Knowledge Explosion," "The Pleasure Syndrome," "The Challenge of Materialism," "The Power Struggle," and "The Anatomy of Happiness" are just a few of the dramatic new programs to be seen in color on more than 150 television stations as Herald of Truth examines the nationwide, worldwide suicidal binge of millions of lost men and women in

The Search for Happiness

"... 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 concept 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—than 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.

C O L O R

