



**Soon! on TV**  
 a religious release  
 for network  
**TV**



**Herald  
 of  
 Truth**

directed by  
 the HIGHLAND  
 CHURCH of  
 CHRIST



**facts  
 you  
 need  
 to  
 KNOW**

## Facts You Should Know About the Herald of Truth

Our goal is to have the Herald of Truth on the Du Mont Television Network in addition to the radio network by February 12, 1954.

The television target is sixty-two Du Mont television stations.

To make this a reality requires that necessary funds be assured by December 18, 1953.

This goal can be attained by 1,000 congregations pledging \$27.00 per week to be paid in 1954.

The sixty-two Du Mont stations which we plan to carry the program reach an area comprising 82.29% of the television homes in the U. S.

The radio time costs us 48% less than it would if the stations were bought individually.

The television time costs us 13% less than if each station were bought individually.

The television production costs are an average of 77% less per station than programs produced for individual stations.

With all expense involved of preparing the program, printing and mailing of sermons, handling of correspondence, the cost of the Herald of Truth for radio and television is 42% less than the time and station production costs of a comparable program on the network stations if bought individually.

### BREAKDOWN OF EXPENSES

|                          |      |
|--------------------------|------|
| Broadcast .....          | 90.9 |
| Preachers .....          | 1.1  |
| Sermons and Tracts ..... | 3.0  |
| Answering Mail .....     | 1.8  |
| Overhead .....           | 3.2  |

100.0%

December 18—Fund Target

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An estimated ten million will be reached by the combined Herald of Truth Radio-Television network per week.

It will cost \$2.70 to reach each 1,000 people with the Herald of Truth Radio-television network.

On January 1, 1953, 41% of all families in the United States had television sets.

The A. C. Nielson Co., research organization, found that 69.3% of purchasers interviewed named television as the medium influencing their purchase.

The Herald of Truth is supervised by and under the immediate oversight of the Highland Church of Christ, Abilene, Texas.

Each program is reviewed by the elders of the congregation for approval before broadcast. The Highland Church is simply asking sister congregation to have fellowship with her in this good work.

The speakers are James D. Willeford and James W. Nichols. The program has thirty minutes of gospel songs, reading of scripture, and sermon.

Phil Kendrick, Jr., an outstanding announcer, serves in this capacity for the Herald of Truth.

An estimated 5,000 have been converted in eighteen months as a result of the radio network.

Every contribution is accurately recorded and acknowledged. Our records are kept in such a way that our books may be examined at any time as to the receipts of contributions and disbursement of funds. And in addition to the standard records, special ledger cards are kept for each contributor showing the date and amount of each contribution, so that any time this information might be desired, it can be immediately provided.

The Highland elders have taken every precaution in the handling of funds for the protection of the congregation, the workers, and all contributors.

We must have the funds raised by December 18.

One thousand congregations could easily put this over with an investment of \$27.00 per week. Will your congregation be one of the 1,000?

## Television Target Stations

1. New York ..... WABD
2. Chicago ..... WGN-TV
3. Los Angeles ..... KTTV
4. Philadelphia ..... WFIL-TV
5. Boston ..... WNAC-TV
6. Detroit ..... WJBK-TV
7. Cleveland ..... WXEL
8. Pittsburgh ..... WDTV
9. San Francisco ..... KPIX
10. St. Louis ..... WTVI
11. Washington ..... WTTG
12. Milwaukee ..... WTMJ-TV
13. Baltimore ..... WAAM
14. Indianapolis ..... WFBM
15. Cincinnati ..... WCOP-TV
16. Minn.-St. Paul ..... WCCO-TV
17. Atlanta ..... WLW-A
18. Kansas City ..... WDAF-TV
19. Dallas-Ft. Worth ..... WFAA-TV
20. Charlotte ..... WBTV
21. Columbus ..... WTVN
22. Seattle ..... WTNT
23. Toledo ..... WSPD-TV
24. Galveston ..... KGUL-TV
25. Birmingham ..... WAFM
26. Louisville ..... WAVE-TV
27. Memphis ..... WMCT
28. New Orleans ..... WDSU-TV
29. Oklahoma City ..... WKY-TV
30. Omaha ..... KMTV
31. Denver ..... KFEL-TV
32. Salt Lake City ..... KSL-TV
33. Albuquerque ..... KOB-TV
34. Austin ..... KTBC-TV
35. Jackson ..... WJTV
36. Jacksonville ..... WMBR
37. Macon ..... WMAZ-TV
38. Miami ..... WTVJ
39. Nashville ..... WSM-TV
40. Phoenix ..... KTYL
41. Portland ..... KPTV
42. Rock Island ..... WHBF-TV
43. San Antonio ..... KEYL
44. San Diego ..... KFMB-TV
45. St. Petersburg ..... WSUN-TV
46. Amarillo ..... WGNC-TV
47. Bakersfield ..... KAFY-TV
48. Boise ..... KIDO-TV
49. Baton Rouge ..... WAFB-TV



|                         |         |
|-------------------------|---------|
| 50. El Paso .....       | KROD-TV |
| 51. Little Rock .....   | KRTV    |
| 52. Lubbock .....       | KDUB-TV |
| 53. Montgomery .....    | WCOV-TV |
| 54. Mobile .....        | WKAB-TV |
| 55. Madison .....       | WMTV    |
| 56. Roswell .....       | KSWS    |
| 57. San Angelo .....    | KTXL    |
| 58. Spokane .....       | KXLY-TV |
| 59. Springfield .....   | KTTS    |
| 60. Wichita Falls ..... | KWPT-TV |
| 61. Ft. Smith .....     | KFSA-TV |
| 62. Brownsville .....   | XELD-TV |

## What Others Say . . .

It always gives me a thrill to hear the Herald of Truth program come on the air from coast to coast. The wonderful singing attracts many listeners in this area. The truth in love is certain to do much good.

M. Norvel Young  
Broadway Church of Christ  
Lubbock, Texas.

The Herald of Truth program has impressed me favorably from the beginning. The singing is a wonderful demonstration of the fact that we do not need mechanical instruments in praising God. Your song program is very impressive to all who hear. The teaching has been true to the Book. It is plain and simply done. You and Brother Nichols are doing an excellent work in that respect. The Highland church is to be commended in its great undertaking. It seems to me that they are helping the cause of the Lord in many places where the church is weak. They are also helping to convince our religious neighbors of the fact that there is Power in simple New Testament Christianity.

H. A. Dixon  
Freed-Hardeman College  
Henderson, Tennessee.

Last Lord's Day I baptized two from a neighboring congregation. One of these converts was married to a Christian, but had been considerably influenced in his decision by the teaching over the Herald of Truth program. In this section of the

country, it is often difficult to get non-Christians to attend the services of the church. The value of the Herald of Truth program in teaching these people in their homes cannot be measured. We find the broadcast one of our most effective means in contacting people interested in the simple gospel.

Monroe R. Hawley  
3413 South Alabama Ave.  
Milwaukee 8, Wisconsin.

This is to tell you that we think you are doing a superb job with the Herald of Truth network broadcast, and that untold good is resulting and will result from it.

In this great Rocky Mountain region the Lord's church is being made known as never before, and given a prestige that otherwise it would take decades to achieve. At the same time the morale of faithful members in struggling congregations is being given a boost by such tangible evidence of the strength of the Cause elsewhere.

We hardly see how the program of this broadcast could be better designed to appeal to the man of the street who has never before known of undenominational Christianity. May the blessings of God continue to be upon the Herald of Truth and upon all making it possible, to the end that it may be a mighty factor in glorifying Christ, extending the borders of His kingdom, and saving souls, for many a year to come.

Cecil N. Wright  
1496 South York Street  
Denver 10, Colorado.

Emporia Avenue continues to benefit from the Herald of Truth program. It is bearing fruit in this area. I have studied with several who have learned of the church from the broadcast. It is a powerful eulogy to our Lord and His religion as it brings a "charter of freedom" for the millions of earth's lost.

James C. Bays  
3621 West 2nd Street  
Wichita, Kansas.

The Herald of Truth is heard in the Portland area over Station KEX, a fifty thousand watt station. For the past ten years, I have long hoped for a gospel broadcast to be given over this powerful station that reaches the greater portion of the Northwest country. It was a real joy to me when I learned that the Herald of Truth would be broadcast over this strong and powerful station. The Herald of Truth has been effective in the Portland area.

L. D. Webb.



We appreciate the straight forward preaching and the simplicity in which it is presented and do believe that it is presented in a way that the radio in the home will not be turned off,

Personally, I believe that you have a wonderful program for all concerned and that much good will be accomplished for the Lord in His vineyard and the good will grow as the program continues and souls are taught the Truth. May God bless you in the work and the borders of His Kingdom spread through the whole world.

M. A. Wright  
Salt Lake City 5, Utah.

We here in Sioux City and the great Sioux land area have been very pleased with the fine program produced and with the reception it has had in this section. The Herald of Truth has been of great value to the church the nation over, but it is especially valuable to the northwest and north central sections where the church is so young and so little known. It is unlikely that any other single project our brethren have cooperated together to accomplish has been so helpful to the cause of Christ in these difficult and neglected fields. Our one great regret has been that the two most neglected states in the Union have not had the coverage that we would desire.

Arthur W. Francis, Jr.  
Sioux City, Iowa.

I feel that the Herald of Truth Radio Broadcast of the Gospel of Christ is proving to be a very effective means in Tulsa in reaching the masses in this area. A few weeks past, a lady who was a member of a sectarian church, learned the Truth by listening to the broadcast, and she is now a member of the New Testament church. The value of such a high type radio broadcast to the Cause of our Lord will not be fully known in this generation. The fact that the support of the East Side congregation to this work has doubled in 1953 over the 1952 support indicates that we feel that this work is a fruitful field in which to spend the Lord's money.

Delmar Owens  
Tulsa, Oklahoma.

Thousands of people in the Houston area hear the Herald of Truth broadcast. Christ and the fifty congregations which He has in Greater Houston are being exalted in a manner worthy of the Gospel of Christ. The results are immeasurable.

It would be exciting if we could hear each of a thousand testimonials to the good that the program has accomplished. Recently four patients in a local hospital came to a knowledge of the truth through this program which is presented locally over KXYZ. When they were dismissed from the hospital, they obeyed the gospel.

When we realize that it would cost \$2,860 a year for us to secure thirty minutes on the local ABC station each Sunday, we are thankful that our small contribution is not only helping to present such a program locally, but also helping to preach the gospel to millions of people all over the nation. Christ and His church are magnified locally and nationally through

the Herald of Truth, a medium that would be prohibitive financially for any one congregation.

Carl Spain  
Houston, Texas.

In travelling over the country I have talked with people about the Herald of Truth broadcast in most every state from Florida to the state of Washington. It is my impression that this program is worthy of support by brethren who are interested in the spreading of the Gospel. The outstanding singing that is heard over this network and the simple Gospel preaching that is done can accomplish only good. I heartily commend the Herald of Truth broadcast to the brethren.

G. K. Wallace  
Florida Christian College  
Tampa 4, Florida.

The Herald of Truth is paying dividends in a section of the country where programs sponsored by the Church of Christ are virtually unknown. Each month we receive several responses asking for broadcasted sermons. The Herald of Truth is our primary means of keeping the church before the people since there is no evangelist in this area.

I. E. Hendrix

The Herald of Truth program is the outstanding achievement of the church in this century. True that immense strides have been taken in evangelizing countries, but this network broadcast of the gospel has blanketed the nation as has no other project. What the preaching of the gospel does in influencing a community, the Herald of Truth has done for the nation



and other countries touched. This program has placed the gospel of Christ before multiplied millions. It has attracted the attention of the nation and the world to the gospel as has not been done before in the church's history—or, if ever. It has paved the way for individuals taking the truth into many new areas, and fast. It has increased the respect of the world for New Testament churches, and has served notice on hostile elements that they cannot with ease ignore the voice of churches of Christ. It has stirred New Testament churches to greater zeal. It has improved the singing in the assembly worship of the congregations, as we have listened to the unsurpassed singing of this program. It has also helped us to give more thought and planning in building worship services that have point and relation. I know of no New Testament principle violated or even endangered by the Herald of Truth program as presently constituted, and it is a matter of regret that some cannot see their way clearly to support it. If it had to cease tomorrow, the results up to now, plus the results that will flow on for generations, more than justify the expense and effort. But I trust that it will continue for years. I honor the elders of the Highland church for engineering this effort, the brethren who do the speaking and the churches and individuals who contribute to make it possible. We advertise it weekly in a paid gospel article in our newspaper.

Jack Meyer  
Homewood Church of Christ  
Birmingham, Alabama.

I feel that you are entitled to a letter of appreciation from someone in the Kansas City area for the fine work you are doing, in cooperation with churches of Christ all over the nation, in bringing to us, and the people all over America, the "Herald of Truth." Locally, the program is released through the facilities of KCMO, one of the most powerful and popular radio stations in the city. We know that thousands of people in this area hear the program every week. It is so well received that one week not long ago KCMO listed it as "THE PROGRAM OF THE WEEK."

I have talked to elders, preachers and others about the broadcast, and with one consent they praise it for its many outstanding gospel sermons, its fine renditions of the good old songs and hymns, and the influence for good it is having upon those

who hear it regularly. We all think, however, that the greatest good is being done in communities, and whole sections of our country, where the church and the gospel of Christ were wholly unknown before.

The churches of Christ of Kansas City rejoice in the good work being done, and we all earnestly pray that more and more stations can be added to those now carrying the program, until every city and town throughout the whole country will have an **opportunity to hear and obey the gospel of Christ.**

G. Henry Towell  
Kansas City, Missouri.

It has long been my purpose to write and express my appreciation for the Herald of Truth and what I believe it means to the ultimate evangelization of our nation.

In areas where the church is weak in numbers and in faith we realize much more keenly some of the benefits of such a program as that which you have brought to our nation. It speaks of a strength of the movement for pure Christianity that makes many people willing to listen who otherwise would pay no heed at all. It is a witness to a power to do things—very impressive things—by a people who know but one organization, the church of the Lord Jesus Christ. How many times when we have told people that we have no denominational headquarters or super-organization have they asked, "But how do you do mission work?" Now we have your program to which we point. They are the more amazed that such a thing could be done on the simple basis of voluntary brotherly cooperation.

J. Harold Thomas  
516 Union Street  
Bangor, Maine.

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HERALD OF TRUTH  
P. O. Box 1858  
Abilene, Texas