

## Network Broadcast Starts

# 5th Year on ABC

For the past four years the words, **CHURCHES OF CHRIST SALUTE YOU**, have rung out from coast-to-coast on the stations of the American Broadcasting Company Network. The program, *Herald of Truth*, carried in 46 states in America, is also heard in several foreign countries. The 1955 broadcast year has been one of the most successful years in this radio ministry.

Plans are now being made to start the **FIFTH CONSECUTIVE YEAR** of nation-wide broadcasting.

The Highland elders, who oversee the work, have announced plans for additional coverage in both the radio and television fields.

In addition to the present line-up of radio stations, the Abilene brethren plan to add the remaining stations on the ABC Network located in cities where there are but few congregations.

The television program, which has run continuously since its launching in May, 1954, will also be expanded. The goal for 1956 in television includes the purchasing of time in the large, metropolitan centers such as New York, Chicago, Philadelphia, Los Angeles, and Detroit. Stations in these five cities alone will reach a total of approximately 37,000,000 viewers.

- + **THOUSANDS** have obeyed the gospel as a result of these **NETWORK BROADCASTS**.
- + **NEW CONGREGATIONS** have been established.
- + **More than 1,000,000** sermon copies have been mailed to listeners.
- + **120** congregations have mailed tens of thousands of correspondence courses which were requested by listeners.
- + **Several denominational preachers** have been converted during the past **6 months**.

Your contributions have helped convert men and women from many parts of the nation. They have brought new hope to struggling congregations and have opened doors for personal workers.

Network television and radio broadcasting is not expensive. The work has been accomplished on an approximate budget this year of \$300,000. \$1.00 pays for preaching to 10 people every Sunday for an entire year.

**You can help carry the gospel to this potential weekly audience.**

**37,000,000 – Television**

**15,000,000 – Radio**

**52,000,000**

WE COVET YOUR PRAYERS AND INVITE YOUR SUPPORT AND FELLOWSHIP IN THIS WORK

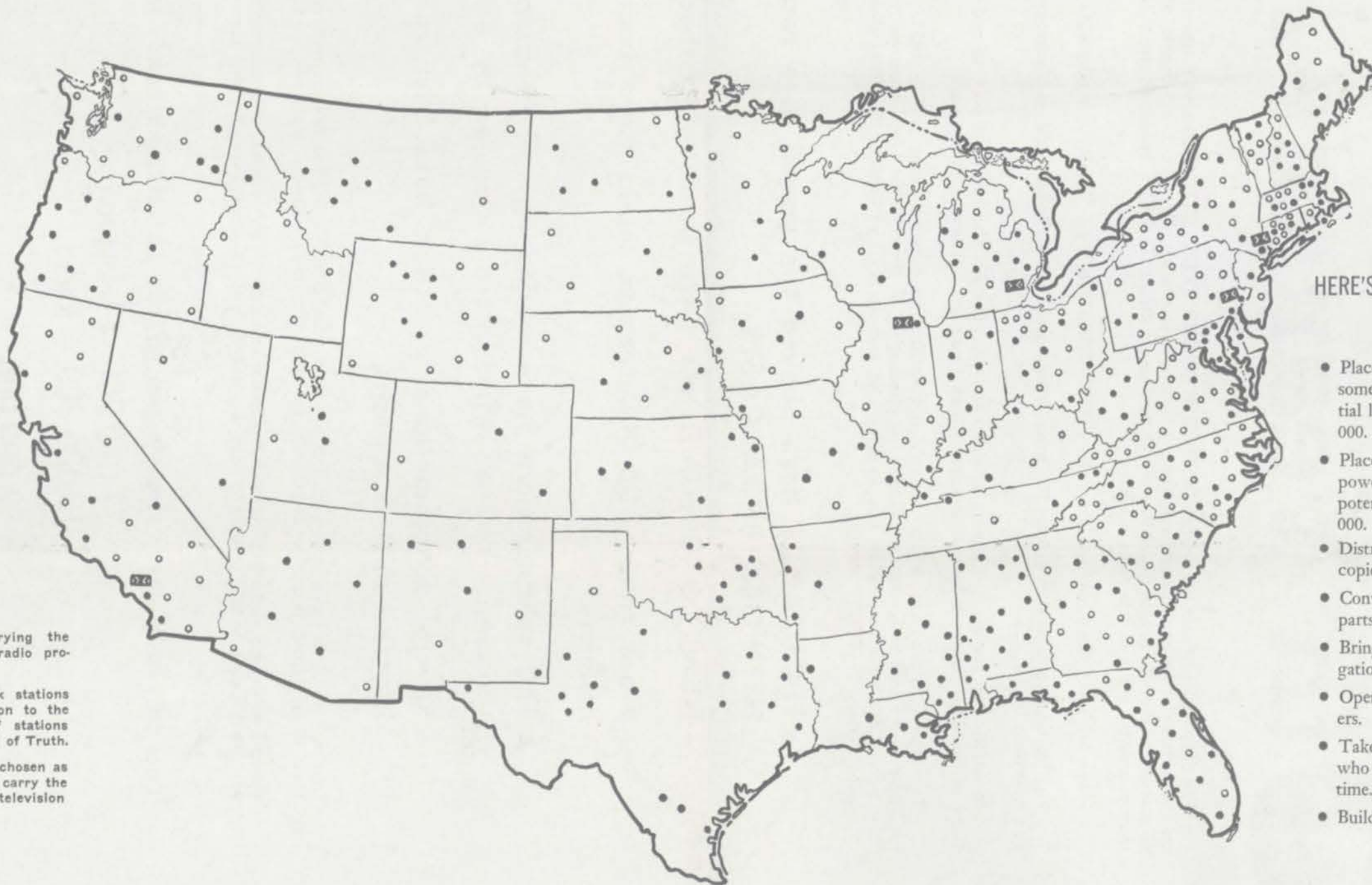
## Highland Church of Christ

Box 1858

Abilene, Texas

# THE HERALD OF TRUTH

A RADIO-TELEVISION WORK OF THE HIGHLAND ST. CHURCH OF CHRIST, ABILENE, TEXAS  
COAST TO COAST OVER ABC



- Stations now carrying the Herald of Truth radio program.
- ABC radio network stations selected for addition to the present hookup of stations carrying the Herald of Truth.
- ⊠ Power TV stations chosen as the target group to carry the Herald of Truth television program.

## HERE'S WHAT YOUR CONTRIBUTION WILL HELP TO DO.

- Place this coast-to-coast broadcast on some 445 radio stations with a potential listening audience of over 15,000,000.
- Place the television program on the power stations of the nation with a potential viewing audience of 37,000,000.
- Distribute more than 1,500,000 sermon copies.
- Convert men and women from all parts of the nation.
- Bring new hope to struggling congregations.
- Open many doors for personal workers.
- Take the gospel to many in America who will be hearing it for the first time.
- Build respect for the Lord's Church.

**WE ARE EARNESTLY SOLICITING YOUR HELP IN MAKING POSSIBLE IN 1956 THE ABOVE COVERAGE BY RADIO AND TELEVISION.**