

Bringing
Christ
to the
Nations

THE LUTHERAN HOUR



Into 120 Lands In 43 Languages

Albania	Great Britain	Paraguay
Andorra	Greece	Peru
Angola	Greenland	Philippines
Argentina	Guatemala	Phoenix Islands
Australia	Guinea	Pitcairn Island
Austria	Haiti	Poland
Bahama Islands	Honduras	Portugal
Barbados Island	Hong Kong	Portuguese Guinea
Basutoland	Hungary	Puerto Rico
Belgium	Iceland	Rhodesia-Nyasaland
Bermuda	India	Romania
Bolivia	Indonesia	Russia
Brazil	Ireland	Ryukyu Islands
British Guiana	Israel	Samoa Islands
British Honduras	Italy	Senegal
Bulgaria	Ivory Coast	Sierra Leone
Canada	Jamaica	Society Islands
Canary Islands	Japan	South Korea
Chile	Jordan	Spain
China	Latvia	Spanish Guinea
Colombia	Lebanon	Spanish Sahara
Congo	Leeward Islands	Sudan
Costa Rica	Liberia	Surinam
Cuba	Liechtenstein	Swaziland
Czechoslovakia	Lithuania	Sweden
Dahomey	Luxembourg	Switzerland
Denmark	Madagascar	Thailand
Dominican Republic	Mariana Islands	Togo
East Germany	Marshall Islands	Trinidad
East Prussia (Kaliningrad)	Mexico	Turkey
Ecuador	Monaco	Ukraine
Egypt	Mozambique	Union of
El Salvador	Netherlands	South Africa
Estonia	Netherlands Antilles	United States
Finland	New Zealand	Upper Volta
France	Nicaragua	Uruguay
Formosa	Niger	Venezuela
Gambia	Nigeria	Virgin Islands
Ghana	North Korea	West Germany
Gibraltar	Norway	Yugoslavia
	Panama	



New creature comforts... more conveniences... greater educational opportunities... an expanding world economy. It's a great time to live in a world which stands on the brink of even greater progress and more fantastic discoveries.

And yet the search goes on for security and happiness amid a frightened and unhappy world which is plagued with personal frustration, civic irresponsibility, declining morality, and dollar idolatry. Happiness seems farther away than ever.

But God is in control. There is no room for gloom among Christians. God still rules the world and all that is in it. Christians affirm that "all things work together for good to them that love God."

Yes, to them that love God.

God loves the people in the world... and they need to know it. God's love, made known in Christ Jesus, must be made known to everybody. And Christians have the responsibility of sharing the Good News of God's love in Christ Jesus with people everywhere... in their own communities, their own countries, and throughout the world.

To each individual Christian, the Lord Jesus has given the challenging commission: "Go ye into all the world and preach the Gospel to every creature." Mark 16:15.

The Lutheran Hour Helps You Share...

The miracle of radio which can leap the barriers of time and distance, penetrate iron and bamboo curtains, and enter homes and hovels where visitors may be unwelcome, gives you the opportunity to share the Gospel with "every creature."

It's a great time to be alive... a time in which the Lord in His infinite wisdom has given His people a powerful means of communication—radio.

The Lutheran Hour is using radio with ever-increasing effectiveness. More powerful transmitters, better programs adapted to the target audiences, and greater follow-up methods are employed to proclaim the Gospel of Jesus Christ.

Above all, God's Word, accompanied by the power of His Holy Spirit, will not return void but will accomplish that which He pleases and shall prosper in the thing whereunto He sent it. (Isaiah 55:11).

The Lutheran Hour Speaker



Parish pastor, college instructor, film production adviser, public relations executive, world-wide radio speaker—Dr. Oswald Hoffmann's service to the church spans more than a quarter of a century. He has been speaker on the English language broadcasts of The Lutheran Hour since 1955. His office is in the St. Louis headquarters building of the Lutheran Laymen's League, sponsors of the world-wide radio mission for the Redeemer.

Join the 30,000 Dedicated Sponsors

...who agree to contribute ten dollars or more per year on a date specified by them for the work of Bringing Christ to the Nations. Annual Sponsor Plan gifts form the dependable financial foundation upon which The Lutheran Hour relies for continuation and expansion of its world-wide radio mission. Use the coupon on the reverse side to enroll!

Lutheran Hour Listeners Express Their Gratitude

CHILE — I would like to confess to you that until recently I was ignorant of the way to salvation. I have found it by listening regularly to your program.

ENGLAND — Many of your unseen audience come to know Christ and accept Him as their personal Savior.

NORTHERN IRELAND — I always enjoy the fresh approach and the understanding felt for the needs of the hearers.

JAPAN — My best friend is Mr. _____, a fellow prisoner at the Fuchu jail. He became a Christian in prison after hearing The Lutheran Hour.

PERU — I have listened to your program for a year. To me it has been a real food for my soul, and I hope for many others.

ECUADOR — My neighbors do not have a radio. I invite them over to my home to listen to your program.

Become a Lutheran Hour Sponsor Now!

Be a mission broadcaster

While The Lutheran Hour reaches an estimated 30 million listeners each week there are many more millions yet to be won for Christ. Indigenous, relevant, and meaningful programming... improved time slots and transmitter selections... additional language versions... and more effective follow-up depend in a large measure on increased support—a blessing which only the Lord can give.

Resolve now to be a mission broadcaster... to carry out the Lord's Great Commission. Share the Gospel through a Lutheran Hour Sponsor Plan contribution.

☐ \$10
☐ \$15
☐ \$25
☐ \$50
☐ \$100
☐ \$150
☐ \$500
Other
\$ _____

THE LUTHERAN HOUR
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Enclosed is my gift as a Lutheran Hour **SPONSOR**.

Please notify me on or before _____, on which date I agree to make an annual gift as indicated.

NAME _____

ADDRESS _____

☐ Please continue to send me the Lutheran Hour **NEWS**.

While gifts in any amount are welcome, **SPONSOR** recognition is limited to those who give \$10 or more annually.

HISTORY of The Lutheran Hour

Founded at the Chicago convention of the Lutheran Laymen's League on May 31, 1930, the first Lutheran Hour broadcast was aired over a 32-station Columbia Broadcasting System network, originating from WHK in Cleveland, on Oct. 22, 1930. Dr. Walter A. Maier was the speaker.

After 36 weeks of broadcasting, the program was suspended due to uncertain financial support in the midst of the depression and a changed network policy which restricted religious programs to Sunday morning.

On Feb. 10, 1935 The Lutheran Hour returned to the air for a 13-week series over WXYZ, Detroit, and WLW, Cincinnati, then the world's most powerful radio station. The programs originated from Epiphany Lutheran Church in Detroit.

The third season of broadcasting opened on Oct. 20, 1935 with a series of 26 programs over a special eight-station Mutual Broadcasting System network originating from KFUP in St. Louis.

When the third season closed on April 12, 1936, The Lutheran Hour was being broadcast over 10 stations. More than 60,000 letters, 25,000 memento requests, and 20,000 contributions had been received.

The fourth season opened on Jan. 24, 1937 with a 17-station Mutual network which was expanded to 29 stations by the end of the season. In the following years the number of stations and the response grew rapidly.

In February, 1940, foreign broadcasting was begun over HCJB in Quito, Ecuador, and KZRM, Manila, Philippines, in Spanish and English. The tenth season was begun on Oct. 25, 1942, with 460 regular broadcasts in English, Spanish, and Portuguese. When European broadcasting was started with the opening of the 13th season on Oct. 7, 1945, The Lutheran Hour was utilizing 682 broadcasts in 25 countries.

The 15th season began on Sept. 28, 1947, with 1,000 stations and the introduction of the Bible Correspondence Course.

Dr. Maier died on Jan. 11, 1950. After an interim period of guest speakers, the Rev. Armin C. Oldsen began serving as Lutheran Hour speaker on Sept. 30, 1951. He resigned on the advice of his physician in May of 1953.

Dr. Oswald Hoffmann, the present speaker, opened the 23rd season on Sept. 25, 1955. The Lutheran Hour was now utilizing 1,200 broadcasts and in 1956 added the NBC network. During the 25th season which opened on Sept. 22, 1957, more than 600,000 pieces of mail were received.

Today the annual budget for The Lutheran Hour is more than two million dollars. The program reaches an estimated 30 million listeners each week in 120 lands. More than 40 languages are used and branch offices are maintained in more than 20 strategic locations throughout the world.

Under God's blessing, The Lutheran Hour has become truly a "modern missionary miracle."

Radio tower in Tokyo is symbolic of radio towers all over the world which beam The Lutheran Hour to an estimated 30 million listeners each week.

The Rev. Gabriel Zabaneh, left, speaker on the Arabic Lutheran Hour, and Moris Jahshan, manager of the Lutheran Hour branch office in Lebanon, prepare a program in the studios of the Near East Christian Council in Beirut.



Dr. Oswald Hoffmann, left, Lutheran Hour speaker, takes time out from a conference with Isoji Sekiya, script writer for The Japan Lutheran Hour. Dr. Hoffmann visited the Japan office during a spiritual life mission to the Orient for the United States Air Force.



The prize-winning, 40-voice mixed choir from Naha Senior High School in Okinawa participated in a recent Lutheran Hour rally in the Ryukyu Island capital.



RECEIVE THIS BEAUTIFUL GOLD CROSS

Designed for your coat lapel or dress, this beautiful Lutheran Hour memento is a universal symbol of Christianity. For your free cross, fill in this coupon and mail to The Lutheran Hour, St. Louis, Mo.

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