10-26-1963

From: Lane Cubstead (10/26/63)

Lane Cubstead

Follow this and additional works at: https://scholarworks.harding.edu/hst-chalk-personal

Recommended Citation
October 26, 1963

Mr. John Allen Chalk  
Broad Street Church of Christ  
Cookeville, Tennessee

Dear John Allen:

You know how much I appreciate the time you spent with me and for me this week so I won't belabor that point. Once for the record though, everyone connected with our organization appreciates your interest and attitudes about the things we are mutually interested in.

Yesterday I typed a story about the new Cookeville building program and it with the picture will appear in the November 8 issue. I am instructing our circulation manager to send you 200 as you requested. A bill will also be sent for 5 cents each on this bundle.

I talked to Brother Powell on the phone yesterday. I told him I thought we ought to go ahead and plan to begin the edition on the second week in December. By the way, he agreed with you that the name "Tennessee Valley Edition" should remain. He even wants to work on some of the congregations in Alabama, and this name would fit them better. So we' ll keep it. He will return to Chattanooga Monday and immediately begin telling the congregations to get their names and addresses in.

These are the deadlines for the record:

Monday, November 4 - Yes or no from congregations.
Monday, November 18 - Lists in to Powell for Abilene.
Monday, December 2 - Copy to Abilene office.
Friday, December 13 - Date of first issue (Second week in month thereafter, also.).
Mr. John Allen Chalk  
October 26, 1963  
Page 2

Please try to get back in contact with the churches you and I contacted and give them these deadlines. Tell them we are going to start the edition and we have to know if they are going to be included. Also, if possible, contact the congregations in Knoxville again. Brother Powell cannot figure out their attitude on this. In the pilot edition they had as much space as Chattanooga did.

If you will send me a list of the congregations in your area that we did not contact, I will write them a letter also.

Brother Powell and I are happy that you have worked with us on this project, and we feel now like success is in sight. We appreciate your willingness to work without financial remuneration. After the edition is started we want you to feel very close to it and serve as sort of an unofficial associate editor and push the paper in your travels. Also, you can tell people the value of news coverage in this edition; and if any opportunity presents itself, sell an ad!

In case you don't remember the advertising in the regional edition is $1.60 per column inch as compared to $3.20 in the international. Special rates on the bigger ads are: Full page, $87.50; half page, $52.50; quarter page, $27.50.

My regards to your family. You have a very sweet and beautiful trio. Sue was especially nice to have me in the home at this time when she is not really able to do so. I appreciate so much her ironing my white shirt and serving breakfast. Mary Beth is a perfect little girl, and I felt quite at home in the "Goodpasture" bed.

Call me collect if you need to talk about the regional edition. Also, keep a record of all expenses such as phone calls, postage and gas used in promotion of the CHRONICLE. You will be repaid in full upon receipt of your statement!

Cordially,

Lane Cubstead  
Director of Publications

LC:bjs