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From: J.C. Choate

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John Allen Chalk  
Broad Street Church of Christ  
Box 474  
Cookeville, Tennessee

Dear John Allen:

I am delighted that you are willing to take on the responsibility as manager of the Quarterly. Actually, I want you to be Business Manager and Promotional Director combined.

If these things are agreeable with you, here are some things to keep in mind:

1. You will receive and handle all money in connection with the Quarterly. Any that I receive will be forwarded on to you.
2. You will compile a list of all subscribers and see to it that each issue is sent to them.
3. After each issue is printed it will be shipped directly to you for distribution.
4. All of the schools, colleges, orphan homes, papers, etc., should receive a copy each quarter for their library.
5. After all the subscribers have been taken care of, and the free copies have been sent to the schools, and so on, then the remaining copies of each issue should be used as sales copies to further advertise it.
6. Perhaps a subscription card should appear in each copy to encourage more to take it.
7. We'll put it on a straight basis of $3.00 per subscription.

As to the course you pursue, I am leaving that primarily up to you. But just a few thoughts: Try to organize with as many around you to work with you as possible. Set up some committees. Appoint some directors or chairmen for various counties and states. Try to have the Quarterly represented in some capacity in every lecture-ship you can. Perhaps at the Linscomb lectures and Freed-Hardeman lectures you can arrange some kind of program and have someone to speak. Write letters, talk to influential people about it, talk to groups.

Accept lump contributions for this magazine work on the basis that all that is given will go directly into the effort of reaching more. Check on advertising rates and begin to contact different people about placing ads. Make it appealing to our Colleges, schools, orphan homes, as well as to congregations who would be interested in listing their addresses and services. Preachers could use it to list their names and addresses, their meetings, etc. It should be an
educational type of magazine with articles for all people, and it should also be a source book with all sorts of information in order that it might be considered a necessity to have around.

We should try to get the first issue of this new arrangement out by the first of the year. Probably we should start with 1000 copies and then go on up from there. However, if we could get enough subscriptions to care for 2000 then we could use the additional ones to advertise with.

I am sending after the last manuscript that I prepared in order that I can revise it. Then I'll contact Williams in Nashville. However, after that I want to work directly with them on it inasmuch as you'll be close enough to do so. The number of pages will depend on how much we'll have to pay and the amount that we can raise between now and the first of the year.

The Quarterly will change appearance in that it will probably have a picture cover and there will be only three or four staff writers. If you know of good qualified men who you could recommend as serving in such a capacity, and who would support the Quarterly in every way, then let me know. Also, please request many of those that you contact for subscriptions to send a good brief but full article to me immediately. I am in need of a lot of good material for future publication through its pages.

I'll do all I can from this end and if you have any suggestions, please send them on. I wish it were possible for us to meet often and talk these matters over, but we can't so letters will have to suffice.

You are to begin on this job the minute you read this letter because we don't have a minute to lose. We can make this thing go if we'll get serious about it and I would like for it to be the best and most complete magazine put out today by anybody. We'll try to make each issue just a little better. And it is possible that we can add some pages to each issue, depending on the growth of circulation. But it must pay for itself.

I suggest that you make some definite plans and then work them. So may the Lord bless you in this and thanks a million for taking it on. I believe you are the man for the job. Write soon.

Sincerely in Him,

J. C. Choate