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From: J.C. Choate

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Broad Street Church of Christ
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Dear John Allen:

Thanks so much for your letter of encouragement and your desire to help out with the Quarterly. Yes, there is something that you can do and I'll better explain myself as I go along.

The situation is this: Since beginning the Quarterly I have virtually paid every penny of the printing costs, for postage, etc., out of my own pocket. Since each issue runs from $400.00 to $600.00 then that has been quite an amount for me to have to bear. That is one reason why I have had to miss a number of issues.

Over the life of the Quarterly, there have been only a few subscribers mainly due to the reason that I have just not had the time to work toward getting more subscribers. From the beginning, I have intended to put on a real campaign for subscriptions but one thing and another has prevented me from doing it. All along I have felt that there is a place for such a magazine and I feel that way now or else I would quit it.

I thought on coming to the mission field that I would print an issue only occasionally (just enough to keep it alive) and then on my return home that I would get on the go and give it the attention that it really deserves. However, I have now decided that if I am going to print it then I might as well get serious about it. But to do this I must have help and a lot of help.

I personally plan to write a lot of my friends to get five subscriptions each. I figure if I can get 120 to get five subscriptions each at $3.00 a subscription then that will be enough to pay for four issues.

Now what I am thinking about is this: I am not wanting to "use" you but I am wondering if you would be interested in helping me to do a wonderful work. Would you consider becoming the Business Manager for the Quarterly? If you would then we could give you 50¢ on each subscription to help you with your work and then after we have gotten enough subscribers to take care of one year then we could raise it to $1.00 on each subscription.

I know you are busy but I am looking for a busy man to do this work. I am looking for someone who can get the job done. I believe you can do it and that is why I am writing you.

You could get things organized with a number of committees, a Chairman or Director for counties or entire states. Suggest that each one working on it write to their friends and get them to personally get five subscribers at $3.00 each. There are many avenues that could be taken to add to this work.

Also, I can send you all of the extra copies to use in advertising. Right now I am having only one thousand copies printed but just as soon as we can I would like to go on to 2000, then 3000, 5000, 10000, etc. Copies should be sent each quarter to colleges, papers, orphan homes, and so on.
To help with our expenses, we can carry ads and other services.

I have been having it printed in Athens, Alabama but I would like to switch to Williams Printing Co. in Nashville just as soon as we can afford it. I want it to be nice and attractive.

The next issue of the Quarterly is ready for publication but after that I am planning to reorganize it from the standpoint of staff writers, etc. I have too many on board who are not writing or doing anything to help out.

Would you be interested in such a good work? I am not interested in making money through it (even if it were possible), but I am desirous of serving the brotherhood and the world through this medium. The Quarterly is designed to help everyone.

If you are interested in a lot of work, the satisfaction of helping to build this magazine into a powerful tool for good, then let me know. But I need some help and I need some help now. I need someone that I can depend on to help get the job done. We would cooperate in every phase of it.

By return mail let me know what you think, your proposals, your suggestions, your plan of work, and any new ideas that you might have for it. We want it to grow and grow fast.

Our work is going good here and we thank God daily that we are here. There is nothing like it. Keep up the good work there and pray for us. Let me hear from you immediately.

Your brother in Christ,

J. C. Choate