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John Allen Chalk: Personal Correspondence

John Allen Chalk

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12-22-1970

To: Mattie Jackson

John Allen Chalk

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December 22, 1970

Mrs. Mattie Jackson  
4036 Springlake Drive  
Oklahoma City, Oklahoma 73111

Dear Mattie:

I deeply regret the mix-up that occurred over the Three American Revolutions that were to have been shipped to Southwestern Christian College in time for the annual Lectureship. I called New York last week only to discover that none of the books had been sent. They could not find my order for the books even though my secretary and I both are sure that the order was sent. It was probably lost in the mail.

The Agent for Carlton Press in New York suggested a different procedure for ordering the books. He suggested in our telephone conversation that each of your local chapter representatives of the;Bowser Memorial Scholarship Fund should simply order directly from the company and indicate that they are ordering the books for Southwestern Christian College. The books would then be billed directly to each of the Scholarship Chapters at the regular wholesale price. They would then sell the books at the retail price and keep the difference between the amount billed them wholesale and the amount from the sale of the books and pay the bill directly out of the proceeds. This would mean the very same amount for each of the Scholarship Chapters and would not necessitate handling the bills two or three times.

Therefore, what I am suggesting is that you get me a list of all of the groups in the country who would want to have this as a fund-raising project and let me write them a letter, along with the letter you might also write, suggesting the procedures they would go through to get the books. I would give them complete instructions about ordering the books and would also assure each of the Chapters that I would be glad to personally pay for any unsold books. I think this will be less trouble for everybody and certainly less trouble for President Jack Evans at Southwestern Christian College. If you like the idea of our writing letters to each of the Scholarship Groups informing them of the way they can obtain the books and sell them in their own local areas, I would be happy to hear from you in the very near future. If you do decide this is the best approach to take,

COPY

Page 2, Mrs. Mattie Jackson

I will proceed with an ad in the Christian Echo announcing that each of the Scholarship Groups have these books for sale, I will give complete instructions to all of the addresses you send me and cooperate in whatever way possible in seeing that the books get to each of the local groups.

I will look forward to hearing from you, and if your reply is favorable, to also receiving a list of the Scholarship Groups around the country whom you think might want to use the sale of Three American Revolutions as a fund-raising device.

Sincerely yours,

John Allen Chalk

JAC:lc

P. S. Please accept my apologies once more for this mix-up. The Carlton Press people simply did not receive my order for the copies that were to be sent to the Lectureship. I deeply regret this but on further reflection believe that we may be able to realize even more sales and therefore more money for the Scholarship Fund by letting each group sell the book in their own local congregation and areas.

CC: President Jack Evans

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