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To: Bruce Bartel

John Allen Chalk

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September 16, 1970

Mr. Bruce Bartel
Word Books
4800 North Waco Drive
Waco, Texas 76710

Dear Mr. Bartel:

In talking with Bill McClure of R. B. Sweet Company in Austin recently, he mentioned your name in connection with book clubs now being sponsored and managed by Word books. I understand that these book clubs are under your immediate direction.

I am writing to request your consideration of Three American Revolutions. as a possible selection in one or more of these clubs. Three American Revolutions is the result of three months of special radio programming on Herald of Truth in the summer of 1968, which later was revised and has now been published in book form by Carlton Press of New York. Due to the frank manner in which Biblical truth is applied to the current revolutions in crime, race and sex, I chose to go the route of a subsidy publisher. I did not check with enough publishers before making this decision because I have since learned that several publishers, among them R. B. Sweet Company, would have been glad to have published the book on a standard royalty contract.

My problem is this, the Carlton Press will not publicize the book in a general way. This means that in an attempt to recover my subsidy as well as to get what I believe to be very valuable material into the hands of a larger audience, I am asking you to seriously consider using the book as one of your Book Club selections.

Under separate cover, I am sending you a review copy of Three American Revolutions. Any response from you regarding this idea will be appreciated. You, of course, would deal directly with the publisher, should you decide to use the book in any way. Thank you for your time and attention to this request.

Sincerely,

John Allen Chalk

JAC:lc

Enc.