

6-30-1967

Correspondence between Chalk & James L. Lovell

James L. Lovell

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To - ACTION family

June 30, 1967

Jimmy Allen
Bill Banowsky
Joe Barnett
Pat Boone
Alan Bryan
John Allen Chalk
Dwyatt Gantt
Archie Luper
Don McGaughey
Prentice Meador
Ira North
Wesley Reagan
Bill Young
Bill Youngs

From - Jimmie Lovell

Today the Lord starts me on another year in life. I do not have a single complaint - even about Vivian!

I am enclosing a copy of the 4th Annual Special issue, and I want you to promise me NOT to read it until you have the time to start at the beginning and read it through at one sitting. Just as sure as you do you will get a picture of the church in the world as you have never had before. It will do something to you just as it has done for me in putting it together.

Listen to me, my beloved partners, this whole thing is going to simply run out from under us. Our first three special issues on nations - Brazil, Korea and Nigeria - laid a mighty solid foundation. This issue will focus the church at home on the entire world. It carries the same type of unselfishness that was in the mind of God when He sent His only Begotten Son into our world - SOULS. As long as souls are the basis of our efforts no power in all of hell can stop us.

This issue is certain to prove very successful, and then imagine, if you will, what will happen next year, five years from now, 10, 25, 50 - if these annual specials continue.

With the paper as a whole, I find it very difficult not to strike back at times at what I consider vital abuses but believe that we have done a very good job at staying on the main track since I had my say about the Advocate and Firm Foundation. I want very much to know if any of you has a criticism to offer, and any suggestion will be greatly appreciated. After all, this is YOUR work just as much as it is mine. I want so much to make it the best that Christians can produce.

Your help is greatly needed in building circulation. We are now running about 40,000 copies a month (300,000 of this Special) and 14,500 of these are single subscriptions but how many pay I simply do not even have a guess. I do know that those who do pay, pay more than enough to carry all the others considering what Vivian and I put in. The balance go to churches in bundles and at least 90% of them renew year by year. It is in this area that you might encourage elders and preachers to help us in getting bundles into churches. Your influence has already meant so much to the circulation.

I want all of you to send your dollar for yourself and family as Vivian and I have done and then we shall ask of no one that for which we have not done ourselves.

In all my life I have never worked so hard or such long hours but I would count it all joy to die on the job.

Another thing: Please get an article to me by September 1st. This is very important.

And one other thing: I love you. 