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To: L.D. Webb

John Allen Chalk

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June 8, 1965

Mr. L. D. Webb
Central Church of Christ
1530 West Ball Road
Anaheim, California

Dear L. D.:

I am thrilled at the wonderful progress already made toward our Orange County campaign. It now appears that my wife, one and one-half year old son, and five-year old daughter will be coming in the middle of the week prior to the campaign in order to do some sight-seeing and generally get rested and ready for the big push.

If you plan to do major advertising, which I hope you will, it may be advisable to contact Fidelity Advertising Agency, Abilene, Texas, for some professional help or suggestions. They have managed the Dallas, Memphis, and other large campaigns. Even though you may not be spending as much money as the efforts mentioned, they might be able to offer valuable assistance at more reduced rates than available on the west coast.

I wish we could arrange for special prayer groups to begin meeting among the membership of every congregation directly participating in the effort. A special one-night workshop for leaders of these groups could be conducted by you in teaching fundamentals and effective, practical means to a fuller prayer life. This would not only directly assist our efforts but would produce tremendous spiritual change in the congregations and individuals affected. You might want to bring in some special person to do this if you would not wish to do it yourself. In any case, I would be happy to supply a bibliography of works that have helped me in this area.

Otis Gatewood’s efforts sound marvelous. We are fortunate, indeed, to have his assistance. The acceptance of Bill Fox for the singing is a gigantic step forward. He does a great job of choral directing and could have special music for the teenagers every night prior to the service.
Your letter sounds as if the last three nights are definitely set for the LaPalma stadium. The state-wide young people's meeting is an excellent idea. You might want to get someone like Johnny Thompson, Midland, Texas, or Wyatt Sawyer of Dallas in addition to myself for special work in this meeting.

In order to better prepare, through understanding the area and present currents of thinking, would it be possible for the church there to send me copies of some local or area newspaper, beginning two months before the meeting starts. You could either arrange a subscription by mail or collect copies and send them once a week during the two-month period. This will make my messages, allusions, and illustrations more effective.

We are not hard to satisfy relative to a place to stay. We would like freedom to come and go without having to accept the additional burden of being "over-entertained" if we stayed in a private home such as you suggested. You know the situation better than I and know the pressures that will involve the week's effort. If you are convinced that staying with the elder would be pleasant and free from constant attention, then we will be more than happy to enjoy such a nice place. I will leave that up to you.

It might also be advisable for me to write the elders, deacons, and preachers of every congregation a couple of letters as the campaign plans get underway. If you think this advisable, I could write the letter, send it to you for duplication in some manner, and mailing. Be sure the Christian Chronicle, west coast edition, gets stories of the campaign for the June 28, July 28, and August 28 editions. Fidelity would be a great help here if you decide to use any of their services. Thanks so very much for asking me to be a part of such a tremendous effort.

Prayerfully yours,

John Allen Chalk

JAC:nn