

THE GATHERING CALL

A Magazine Set For The Defense Of The Faith
Once Delivered Unto The Saints

3210 PROSPECT AVENUE --- RIVERSIDE, CALIFORNIA

AN OPEN LETTER TO THE READERS OF THE GATHERING CALL

Dear Friends:

February 6, 1956

By this time most of you readers have received your copy of the Nov.-Dec., 1955, issue of the Gathering Call, and have read in it of the recent demise of Elder E. S. Ballenger, who was Editor and Publisher of the "Call" for over thirty years. You have probably also read of the plans for the future operation of the work in the article entitled, "The Fate of 'The Gathering Call'."

It was the late Elder Ballenger's wish that this publishing work should continue unabated after he had laid down his pen and gone to his rest. To that end, he saw to it that the publishing work was left in the hands of those who are among its warmest friends. Mention was made in the last issue of Elder Ballenger providing for some financial assistance in his will. However, that material aid is inadequate. Not only that, but at the moment is not even forthcoming, and will not be until all the late Elder's assets have been liquidated and the estate ready for settlement. Mention was also made in the "Call" of the new Editor and Board of Directors as appointed in the late Elder Ballenger's will. In accordance with the authority vested in them, the Board of Directors met at the home of Peter Wagenleitner, near Fresno, California, on February 4, 1956, to deliberate on matters pertaining to the future projection of the work.

From that session has evolved tentative plans for our future course of action. We hope that the readers will realize that these are critical days for The Gathering Call. A candid appraisal of the present situation will help the readers to fully understand our needs. "The Call" has never been what might be termed an asset. In short, it has never paid its own way. Some of the deficit has been made up with tithes and donations which the readers have graciously sent in to the late editor. But even this has not paid all the costs. Elder Ballenger has dug down in his own pockets over the years to pay the bills incurred in the publishing work.

Elder Ballenger was not a wealthy man, however he had enough income property to adequately provide for the needs of himself and The Gathering Call. This status enabled him to spend much of his time in study and research, and in penning the articles for the "Call" and other publications.

That picture has changed. We no longer have Elder Ballenger around to pay the bills. What it amounts to is this: The Gathering Call **MUST BE PUT ON A SELF-SUSTAINING BASIS**, if it is to survive the storm. It is imperative that the work be developed to the point where it will pay its own printing costs and support a full-time editor. We believe this can be accomplished, but it means that certain changes will have to be made.

We feel certain that the reader will realize that the modest price of 50c per year does not pay the entire bill of publishing The Gathering Call. The price of a year's subscription must be advanced to \$1.00. Prices on all other literature must be advanced similarly. We must also sponsor a drive for new subscription to increase the circulation. Just as the principle of mass production reduces unit cost, so increased circulation will reduce the unit cost of printing one copy of The Gathering Call.

All of these things and more must be done in order that the "Call" may weather the storm. We of the editorial staff and Board of Directors pledge our utmost, but we need the help and co-operation of all the friends of The Gathering Call.

Naturally these necessary changes cannot be wrought overnight. It will take time to accomplish these things. Meanwhile, we must appeal to the readers to come to our support during this critical and formative period. If we ever needed help, it is NOW. We need your prayers. We need your financial support, and we need new subscribers.

One thing which will help tremendously is for each one of you readers to check the expiration date of your subscription, and if it is in arrears, and you have not already done so, please renew your subscription, at the new increased rate of \$1.00 per year.

We also wish to add to the foregoing that if any of you readers have any good workable ideas on how we can go about sponsoring a drive for new subscribers, please send in your ideas. Or, if you have any constructive ideas on how to improve on the general character of the "Call," let us know about them. One of the things we of the editorial staff can do to help, is to make the paper more desirable to more readers. If you have any such ideas or constructive criticism to offer, now is the time to speak. The complaint department and suggestion box are open.

This form letter has been prepared with the full knowledge of and by mutual agreement of the Board of Directors and Editorial Staff. Address all correspondence to your assistant editor.

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Yours in the Master's service,

Donald E. Mote,
Assistant Editor,
The Gathering Call.