



sacred cinema

SM.

good news productions

chester springs, pennsylvania TA 7-2081

April 4, 1962

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Mr. Grady Parrott
Missionary Aviation Fellowship
Box 32
Fullerton, California

Dear Grady:

I am sorry I did not have a chance to meet with you when I was in Los Angeles. It has been difficult to know how to solve many tacky problems related to friends, relatives, and mission groups connected with the Auca situation. The main matters of consideration are: 1. control of prints so that we are able to make accurate reports to the Missionary Foundation as to number of showings the picture is having, 2. enforcing the policy that no one be permitted to exploit the film on a "free-will offering" basis, which could cause wide-spread use of the film for personal gain, and 3. the financial consideration.

As you may know, the Foundation has settled upon a straight \$15 rental for this film so that no church, large or small, will feel that it is out of their reach. Actually, the rental price could have been set a great deal higher, but \$15 seemed eminently fair to us and the Foundation. We have also followed their instructions to see that no one required a church to make a free-will offering in order to have this film. Any offering which is taken in the course of a regular church meeting goes into the church's budget, and all the Foundation wants is the \$15. We have had to work hard at policing this particular policy because there must be 30 or 40 individuals who have wanted to lease or purchase the film from us and take it around to churches on a free-will offering basis. Some have said they would gladly pay us \$15 per showing and all they would do is take the balance of the offering for their costs of projection, traveling and other expenses. We cannot consider this kind of use of the film since, though many individuals would do

this to the glory of God, there are some who would use it for private gain. This film has an intense drawing and persuading appeal. Recently one church sent us \$80 for the Auca Foundation just because they wanted to give above the film rental. Another church took an offering of \$400 for missions after the showing of the film. For this we are glad, and we know that the Foundation is pleased with this kind of arrangement. But we do not want to find that we have permitted people to go into churches and take \$100 offerings every night of the week, thus depriving the churches of funds which normally would go for other local church or benevolence causes. As you know, many times with films like this, the audience is willing to give, but the next Sundays' decreased offering has caused some pastors and official boards some despair. This happened to some extent with some of Billy Graham's early films and Bob Pierce's, and the Auca Foundation does not want to risk this kind of disfavor, particularly since it has no desire to be involved in a money raising program at all, but just wants to receive enough to pay its own way.

So it appeared to us that what the Foundation wanted was a tightly controlled distribution, and we were prepared to do that kind of distribution because of our method of film release, and so the financial arrangements we made with the Foundation were based upon our exclusive distribution around the world.

But both they and we have felt that MAF should have special consideration for obvious reasons. And frankly, we have been searching for a formula which would serve each of us well.

It all of a sudden hit me the other day that from the long delay in hearing from us you might think there was some conspiracy to deprive you of the film! This is of course, not so, and let me hasten to add that any time at all that you want a print for a showing, we will be happy to send you one if the date is available, for \$15. What we have been trying to do is find a way of getting you a special print to keep for your regular deputation work under some special financial arrangement. I think it would be agreeable to everyone for you to have a print in your possession for use when and if you want to show it, if you were to pay the actual laboratory print cost and then \$10 per showing. If you want to be able to instruct others how they may secure the film for just general showing in their churches, you may refer them to us, since all booking is handled out of Chester Springs.

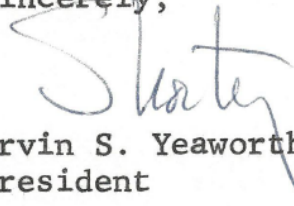
I'm really sorry for the delay in this, but I have become convinced that you would probably have a quick answer now that will get you the use of the film than to have us stew over this thing longer in

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a perhaps futile attempt to save you a few dollars per showing.

I'll await your reply. May the Lord continue to bless MAF in the great job you're doing.

Sincerely,



Irvin S. Yeaworth, Jr.
President

ISY:va

cc: Mr. Sam Saint
Mr. Theo McCully

*verified sent to
Grady 4/14/62*