

2-2-1959

From: Harold E. Taft - additional letters enclosed
(2/2/59)

Harold E. Taft

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THE INSTITUTIONAL INVESTMENT COMPANY OF AMERICA

615 TEXAS STREET
FORT WORTH 2, TEXAS

EDISON 2-9004
EDISON 6-8972

FEBRUARY 2, 1959

THE REVEREND JOHN ALLEN CHALK
2001 DIVISION AVENUE
DAYTON 14, OHIO

DEAR MR. CHALK:

I WOULD LIKE TO TELL YOU HOW PLEASED WE WERE TO RECEIVE YOUR FINE LETTERS OF THE 8TH AND 12TH OF JANUARY. WE ARE WATCHING THE NORTHRIDGE CHURCH VERY CLOSELY AND WILL APPRECIATE YOUR KEEPING IN CLOSE CONTACT WITH US DURING THESE FINAL STAGES. IF YOU CAN FIND A FEW MINUTES IN YOUR VERY BUSY SCHEDULE, COULD YOU ADVISE ME OF THE ACTUAL NUMBER OF DAYS "OFFICIALLY" SPENT IN SELLING BONDS BY THE GROUP. WE LIKE TO KEEP RECORDS ON THIS SORT OF ACTIVITY AND YOUR ASSISTANCE WILL BE APPRECIATED.

ENCLOSED YOU WILL FIND COPIES OF THE LETTERS SENT TO MR. KOPP AND MR. HEISEY. IF WE CAN CLOSE THESE, YOU WILL RECEIVE THE COMMISSION FOR THEM. I HAVE TAKEN THE LIBERTY TO SEND YOU A SMALL AMOUNT OF SUPPLIES WHICH YOU MAY NEED. THERE ARE A FEW COPIES OF OUR NEW GOLDEN KEY FOLDER WHICH I AM SURE YOU WILL FIND USEFUL WHEN ASKED TO EXPLAIN OUR PROGRAM. THESE ARE NOT COMPLETE MANUALS OF OPERATIONS, BUT WILL HELP WHEN YOU ARE ASKED TO LEAVE SOME PRINTED INFORMATION.

IN REGARD TO YOUR OFFER TO ASSIST US IN YOUR PART OF THE COUNTRY: WE SHALL BE VERY PLEASED AND HONORED TO HAVE YOUR ASSISTANCE, PROVIDING THE TERMS OF SUCH ASSOCIATION ARE AGREEABLE TO YOU. NEEDLESS TO SAY, WE WERE ALL GREATLY IMPRESSED WITH YOUR WORK AT THE NORTHRIDGE CHURCH, AND I FOR ONE WAS AMAZED AT YOUR COMPREHENSIVE KNOWLEDGE OF THE BIBLE. YOU MAY REMEMBER I SAT IN ON ONE OF YOUR EVENING TRAINING SESSIONS WHILE VISITING THE CHURCH LAST OCTOBER.

SINCE WE HAVE NO REAL KNOWLEDGE OF HOW MUCH TIME YOU WILL HAVE AVAILABLE FOR THIS WORK, LET ME BRIEFLY STATE A PROPOSITION WHICH I HOPE YOU WILL FIND AGREEABLE. FOR ANY LEAD THAT YOU SHALL SUPPLY TO US THAT LEADS TO OUR CLOSING AN ACTUAL CAMPAIGN, WE WILL PAY TO YOU A FEE EQUAL TO 5% OF THE GROSS SERVICE FEE. IF YOU HAVE THE TIME OR THE DESIRE TO ATTEND A MEETING AND CLOSE THE DEAL WITHOUT THE ASSISTANCE OF A MEMBER OF OUR STAFF BEING REQUIRED TO TRAVEL TO THE SCENE, YOUR FEE WILL BE 10% OF THE GROSS SERVICE FEE.

WE BELIEVE THAT YOU HAVE A GOOD KNOWLEDGE OF OUR OPERATIONS, BUT I AM

REVEREND JOHN ALLEN CHALK

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FEBRUARY 2, 1959

SURE YOU HAVE MANY QUESTIONS TO ASK. I HAVE SENT YOU A COPY OF INSTRUCTIONS THAT MAY ANSWER SOME OF THEM. THIS, AS YOU CAN SEE IS MERELY A LISTING OF THE POINTS WE FEEL ARE IMPORTANT. THEY SHOULD BE KEPT CONFIDENTIAL AND ARE NOT FOR PUBLIC CONSUMPTION. WE WANT OUR REPRESENTATIVES TO PRACTICE WHAT WE PREACH, BUT THERE IS NO POINT TO DIVULGING OUR SECRETS ANY MORE THAN WE HAVE TO.

IF ANYTHING COMES TO YOUR MIND THAT REQUIRES CLARIFICATION, PLEASE CONTACT US IMMEDIATELY. WE HAVE NO DOUBT THAT YOU WOULD EVER MISREPRESENT OUR PROGRAM INTENTIONALLY, BUT IT IS EASY TO DO SO UNINTENTIONALLY.

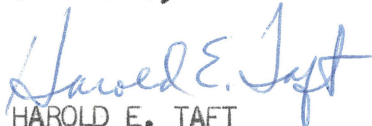
WE ARE PREPARED TO SUPPLY YOU WITH "BLANKET MAIL" FOR ANY PARTICULAR AREA THAT YOU WOULD LIKE TO WORK, IF YOU WILL SO ADVISE US AND SUPPLY MAILING LISTS. IN NEW AREAS THE TELEPHONE LISTINGS IN THE LOCAL TELEPHONE BOOK ARE ADEQUATE AND ACCURATE. PROSPECTS THAT REPLY WOULD BE TURNED OVER TO YOU. AS A MATTER OF FACT WE HAVE SEVERAL IN YOUR AREA THAT SHOULD BE CONTACTED IN THE NEAR FUTURE AND WE WILL SUPPLY YOU WITH THE NECESSARY INFORMATION IF YOU SHOULD DESIRE TO CONTACT THEM.

OF COURSE YOU UNDERSTAND YOU WILL NOT BE AUTHORIZED TO CONDUCT A PROGRAM ACTING IN THE CAPACITY OF A PROGRAM DIRECTOR. HOWEVER, I AM CERTAIN YOU WOULD NOT HAVE EITHER THE TIME OR THE DESIRE TO DO THIS IN ANY EVENT.

AS A MEMBER OF OUR I. I. C. A. FAMILY, YOU WOULD BE EXPECTED TO OFFER SUGGESTIONS THAT WOULD IMPROVE OUR SERVICE. WE DO NOT HAVE ALL OF THE ANSWERS, BUT WE DO STRIVE TO DO THE VERY BEST THAT WE CAN FOR ANY CLIENT, LARGE OR SMALL. IF WE ARE TO BE CRITICIZED, LET IT BE FOR ANYTHING EXCEPT OUR FAILURE TO DO WHAT WE SAY WE WILL DO.

WE SHALL BE EXPECTING TO HEAR FROM YOU IN THE VERY NEAR FUTURE.

SINCERELY,


HAROLD E. TAFT

HET:MN
ENCLOSURES

21 January 1959

Mr. Clarence Kopp
United Bretheren in Christ
4610 Prescott Avenue
Dayton 16, Ohio

Dear Mr. Kopp:

I am taking this opportunity to write you regarding the services offered by our Company, The Institutional Investment Company of America.

Our mutual friend, The Reverend John Allen Chalk has told me that your Church is interested in securing needed funds for future Church construction. Perhaps, Mr. Kopp, we can be of service to you and your fine group, but first let me tell you a little of our Company.

The Institutional Investment Company of America is composed of a group of successful business and church leaders who have devoted their entire efforts to the service of assisting Churches such as your own to acquire needed building and improvement funds. We feel that we have developed a method that can help any church that is willing to work, and is eager to grow. Our technique has proven successful where others have failed.

From the enclosed folder you can obtain a general idea of the basic type of service offered by the Golden Key. However, I should like to remind you that we are a service organization. We know that a "standard" plan will not fulfill the requirements of every church and work with any group to assist them and to advise them in the proper procedures to be followed. We are prepared to "design" a plan that will meet your particular needs. Many times our standard bond plan described in the folder is very adequate, but many times we must after investigation, recommend that a Church should borrow the money on a conventional basis, or design some sort of a combination program that we know will be successful.

We at the Institutional Investment Company take great pride in the fact that we must represent not only the interests of the Church, but also the interests of those who will loan money to the Church. We have never undertaken a program that we have not been able to follow to a successful conclusion.

If you would like to investigate our services further, please fill out the Church Analysis Sheet and return it to our Board of Review. You will then be advised of a plan that can be successfully undertaken within your Church and community. And remember, this service places you under no obligation to us. We will certainly tell you if we feel that we cannot help you to solve your problem.

Upon request we will gladly furnish you with references and names of clients we have been privileged to assist in attaining their goals.

Sincerely,

HAROLD E. TAFT, JR.

MR. WILBER HEISEY

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FEBRUARY 2, 1959

FEBRUARY 2, 1959

POSITION TO ASSIST YOU TO INITIATE AND EXECUTE THE FINANCE PLAN. BEAR IN MIND THAT OUR SERVICE, UNLIKE THOSE OFFERED BY OTHER ORGANIZATIONS, OFFERS REAL HELP IN TRAINING AND SUPERVISION. HOWEVER, YOUR CHURCH MR. WILBER HEISEY TO WORK OR WE WILL NOT BE PREPARED TO REPRESENT YOU. MEMBER FINANCE COMMITTEE CENTER FRIENDS' CHURCH. IF YOU WOULD LIKE TO CHECK OUR COMPANY THROUGH 585 SOUTH MAIN ST., CINCINNATI, OHIO, MINISTER OF THE NORTHBROOK CHURCH OF CHRIST IN WEST MILTON, OHIO WILL BE HAPPY TO SUPPLY ADDITIONAL REFERENCES UPON REQUEST.

DEAR MR. HEISEY:

HOPING THAT WE MAY BE OF SERVICE TO YOU, I AM I HAVE BEEN ASKED BY OUR MUTUAL FRIEND, THE REVEREND JOHN ALLEN CHALK, TO CONTACT YOU IN REGARD TO THE SERVICES OFFERED BY OUR COMPANY, THE INSTITUTIONAL INVESTMENT COMPANY OF AMERICA.

OUR COMPANY IS COMPOSED OF PERSONNEL REPRESENTING OVER A CENTURY OF COMBINED EXPERIENCE IN THE RELATED FIELDS OF CHURCH FINANCING. WE SERVE ONE MAIN PURPOSE: TO ASSIST CHURCHES TO OBTAIN ADEQUATE FINANCING FOR BADLY NEEDED CONSTRUCTION AND EXPANSION.

ENCLOSURE

THE MODERN METHOD OF CHURCH FINANCING TODAY IS THE ISSUANCE OF SAFE, SALEABLE, INSURED FIRST MORTGAGE BONDS. OUR GOLDEN KEY SERVICE REPRESENTS THE MOST COMPLETE UP-TO-DATE CHURCH BOND SERVICE IN THE NATION. WE WILL MAKE NO CLAIM TO HAVING ALL THE ANSWERS TO CHURCH FINANCING, BUT WE ARE THOROUGHLY AWARE OF THE MANY PROBLEMS ENCOUNTERED. OUR RESEARCH STAFF IS CONSTANTLY STRIVING TO FIND NEW AVENUES OF FINANCING AND NEW SOURCES OF MONEY TO BE INVESTED IN CHURCH CONSTRUCTION.

THERE ARE SEVERAL WAYS OF OBTAINING NEEDED CHURCH FUNDS; FOREMOST AMONG THESE IS THE CHURCH BOND. NEXT THERE IS THE DIRECT OR CONVENTIONAL CHURCH LOAN. OFTEN WE RECOMMEND A COMBINATION PLAN OF BONDS AND A LOAN, WHERE THE LOAN COMMITMENTS ARE INADEQUATE TO DO THE JOB AT HAND.

WHATEVER PLAN IS RECOMMENDED AND SUBSEQUENTLY ADOPTED, OUR COMPANY IS PREPARED TO OFFER TO YOUR CHURCH THE GOOD SERVICES OF OUR OFFICE, AND OF ONE OF OUR QUALIFIED, EXPERIENCED PROGRAM DIRECTORS.

ENCLOSED YOU WILL FIND A FOLDER, VERY BRIEFLY EXPLAINING ONE PHASE OF OUR SERVICE, THE GOLDEN KEY BONDS. I AM ALSO SENDING YOU A PRELIMINARY ANALYSIS SHEET. IF YOU WILL COMPLETE AND RETURN THIS TO US, OUR BOARD OF REVIEW WILL CREATE A PLAN FOR YOUR CHURCH AND SUBMIT IT TO YOUR COMMITTEE FOR REVIEW, STUDY AND CONSIDERATION. THIS IS A COMPLIMENTARY SERVICE, AND PLACES YOUR CHURCH UNDER NO OBLIGATION TO US.

IF THE PROGRAM WE PROPOSE IS SATISFACTORY TO YOU, WE WILL THEN BE IN A

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DAYTON 14, OHIO

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HAROLD E. TAFT

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