

# THE EVERETT SWANSON EVANGELISTIC ASSOCIATION

A NON-PROFIT CORPORATION  
7774 WEST IRVING PARK ROAD, CHICAGO 34, ILLINOIS  
TELEPHONE: 456-6116

REV. EVERETT F. SWANSON  
PRESIDENT  
DR. G. A. HEMWALL, M.D.  
SEC.-TREAS.

CONDUCTING  
EVANGELISTIC SERVICES  
(SINGLE & UNION)  
PROMOTING AND SUPPORTING IN KOREA  
MANY ORPHANAGES  
HOMES FOR LEPERS' CHILDREN  
HOMES FOR DEAF-MUTE CHILDREN  
WIDOWS' HOMES  
SCORES OF NATIONAL EVANGELISTS  
CHRISTIAN LITERATURE WORK

October 4, 1962

Dr. G. A. Hemwall  
1130 North Lorel Avenue  
Chicago 51, Illinois

Dear Gus:

I am afraid I won't have time to say some of these things to you at the airport, so I am dictating it now.

This is especially about the matter of changing the name of our Association. As you know, we have discussed this at different times in our meetings. Since Mr. Walter Krusich has come to be our Director of Stewardship, and since we have engaged a new Christian advertizing agency to handle our work, we have discussed very much at length this matter, pro and con. Both of these men think it is imperative that we change the name. Some time ago we also called in one of the men from the agency that handled the LIFT program for Baptist General Conference this past year, and this was one of the first things he mentioned also.

You know how Miriam and I have felt about this, and that we definitely feel that my name should be removed. Of course we would have to use the present corporation name along with the other for some time, so that they would be associated together, Miriam and I definitely propose that the name be changed to COMPASSION, and that this become effective January first. This will dovetail in with a lot of our new advertizing, new literature we will print, and so forth.

Here are some of the reasons that have been given to us for this change.

1. The present name is too long.
2. It is not really descriptive of our basic work, and I am no longer engaged in full time evangelistic work - in fact, do almost none because my duties are so heavy here.
3. The personal angle. More object to it than do not; that is, the use of my name in the corporation name.
4. For the purpose of obtaining bequests and wills or other plans in the future, possibly annuities, people wonder what would happen to the organization if the head man dies. With his name off, there is more confidence.
5. COMPASSION would evidently be descriptive of our work, whether it is the orphanage work or the evangelistic work in Korea. It is general enough to apply for future

FAITHFUL IN FUNDAMENTALS  
"YE SHOULD EARNESTLY CONTEND FOR  
THE FAITH." JUDE 3

KINDLY IN ACCIDENTALS  
"IF A MAN BE OVERTAKEN IN A FAULT . . . RESTORE  
SUCH AN ONE . . ." GAL. 6:1

FRIENDLY IN INCIDENTALS  
"HE THAT IS NOT AGAINST US IS  
FOR US." LUKE 9:50

#### ADVISORY BOARD

DAVID F. BUSBY, M.D.  
CHRISTIAN PSYCHIATRIST  
ROBERT E. CONNER  
CHRISTIAN ATTORNEY

TORREY JOHNSON, D.D., LL.D.  
EVANGELIST  
ELMER T. OLSON  
CERTIFIED PUBLIC ACCOUNTANT

CLATE A. RISLEY, D.D.  
EXECUTIVE SECRETARY  
NATIONAL S. S. ASSN.

REV. LAWRENCE F. SWANSON  
EXECUTIVE SECRETARY  
BIBLE SCHOOL & YOUTH WORK  
BAPTIST GENERAL CONFERENCE

REV. ROBERT C. MORGAN  
KOREAN FIELD DIRECTOR  
PETER F. KANG  
KOREAN SECRETARY

Dr. Hemwall - page 2

areas we might go into.

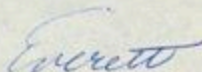
Most people with whom we have discussed this believe it is terrific, and there has been some fear that someone else would copyright this name and start publicizing it before we do. It is graphic. It reaches the heart. It has been suggested that along with the change and the use of both names, my name be used with the description "Founder-Director", so that people will know that there is no change in policy or direction - in other words, no shake-up that has caused this.

Miriam and I of course both vote for this, and if you will please register your vote on this letter, and date it thirty days from this time, it can become official as a by-law revision. Then others in our office can plan accordingly while I am away.

Needless to say, we are praying that you will be able to get to Korea. I want you to know how much I appreciate your signing papers to make it possible for us to have these loans recently, as well as all the other encouragement and help you give.

We will arrange for another Board meeting after I return from Korea. This will be all now.

Cordially in Him,

  
Everett F. Swanson

EFS/jc ✓