

The American Challenge

A WEEKLY JOURNAL FOR THE THOUGHTFUL MINORITY

LIFE FELLOWSHIP PUBLISHING CO.

EDITORIAL AND ADVERTISING OFFICES
GRAYBAR BUILDING, 420 LEXINGTON AVENUE
NEW YORK

July 23rd, 1932.

Dear Miss Tarbell:

We would like to secure your cooperation in the launching of a new and different journal--a weekly publication devoted to the restoration of national morale under the guidance of thoughtful, energetic, constructive leadership.

In The American Challenge you will find an opportunity for constructive effort. The title defines its purpose to serve as a challenge to the sinister, enervating forces at present undermining the foundations of our national life.

The enclosed announcement sets forth the comprehensive plan by which we propose to do this. After you have given this program careful consideration, we believe you will be eager to join with us in making it effective. This you can do by making the journal the medium through which your own thinking may be expressed.

On the enclosed personal data blank, you are invited to record the subjects on which you can write with authority. May we include your name on our staff of contributors in order to assure The American Challenge an excellent editorial personality in introducing it to the thoughtful people of America?

We anticipate your prompt reply with your assurance of cooperation.

Faithfully yours,

Charles Sigurd Nordlie

Charles Sigurd Nordlie



A N N O U N C I N G

" THE AMERICAN CHALLENGE "

A New And Different Weekly Journal

Devoted To The Attainment of National Recovery
And Future Social and Economic Stability
Through The Cultivation of Creative
Thinking and Inspired Leadership

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OUR PREMISE

The founders of The American Challenge believe that the present deplorable plight of our country, with its unrest, depression and discontent, is due in large measure to distorted thinking. Blind leaders of a blind following have brought us to the brink of financial, moral and spiritual bankruptcy in spite of the inherent resources and potentialities of our unimpaired national heritage. They have over-emphasized the material things of life and neglected the cultivation of the fundamental factors of intelligence, integrity and righteousness. They have sacrificed high ideals and standards for industrial and financial supremacy and for the pursuit of sensationalism in every phase of life. The result is a national state of fear, worry and indecision, of drifting, waiting, and vainly hoping that somehow, conditions will right themselves.

The founders of this Journal further believe that to the degree that our troubles are due to wrong thinking, misguided leadership and false ideals and standards, the remedy for them must be sought in right thinking, worthy leadership and sound ideals and standards. Salvation lies in a right-about-face, in a reversal of mental and spiritual attitude, beginning with the intelligent minority and extending to the national consciousness. Recovery cannot come through economic reforms alone. It must come from within the minds and hearts of the people.

OUR PURPOSE

To quicken, vitalize, organize, coordinate and unify the great mental and spiritual forces of our nation, harnessing them for service and making them articulate and effective in the interests of true progress.