



International Chapel Ministries

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TO WHOM IT MAY CONCERN

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We don't have to sell the Japanese people on cartoons. The postwar generation has grown up reading cartoons. There are many cartoon magazines in Japan. Number one in terms of circulation is **Shonen Jump**. It is a weekly pulp magazine a little smaller than a Sears Catalogue and selling for \$3.50 It has about 20 different serial, comic strips. Their most popular strip **Slam Dunk**, has run for 5 years. The peak distribution is about 6.5 million copies/week averaging 3-4 readers per copy (one in five Japanese!)

Shonen Jump publishes books containing 8 weeks of the serial in a separate book. So far 26 volumes have been published selling about 80 million copies! The number two magazine sells a paltry 4.5 million copies each week. There are dozens of others; some uniquely designed for various segments of the population from primary school children to the office secretaries and businessmen. Recently publishers have been doing western novels and classics in manga form and these are selling hundreds of thousands.

Cartoons are not a new thing. According to Jack Chick, the communists propagandized Nationalist China in the late 1940's with cartoon booklets before their takeover. A biographer of Martin Luther tells us that Northern Germany was won for the Reformation through a wave of propaganda unequaled again. The primary tools were the tract and the cartoon!

I have been using cartoons projected with an overhead projector to illustrate my Sunday messages for 25 years. Many churches have OHP but few pastors use them in their messages. The first cartoon booklet that I published was based on my cartoon transparencies from a message.

If young people in churches could draw cartoon transparencies to illustrate their pastor's messages, that would help everyone to carry away something from the message. Also they could use their talent making cartoons for Sunday School. The Japanese have a saying, **Seeing once is like hearing something 100 times.**

We are glad that Mr. Butler was able to stop in Ikoma for even two meetings. I am sure that he helped a number of people in the area of technique. Many Japanese kids draw cartoons. I wish that he could have had several days so people could really start to draw and he could do a critique of what they did.

Perhaps even more important than just teaching people how to draw, is the matter of teaching them what to draw. I have found that those who can draw have a hard time having any ideas what to draw and those who have ideas can't draw. I think a seminar on how to draw manga as well as how to develop a plot or idea in cartoons would be very helpful. Maybe through this, teams of writers and artists could be formed.

We had the privilege of having Nate Butler with us for two short classes on drawing cartoon tracts this Spring and much appreciated his talent and his fellowship. We highly recommend him to others who have a similar burden.

Yours truly,

James A. Blocksom
President

Training **laymen** to reach people and plant churches. Luke 10:2

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