

Magazines Removed



Jack Eckerd, founder of Eckerd Drugs, which was the second-largest drugstore chain in America at one time, became friends with Chuck Colson – a special counsel to President Richard Nixon and later a noted evangelical Christian leader – a number of years ago.

He introduced Colson to various influential groups in Florida in an effort to bring about change in the state's criminal justice system. During their travels together, Colson had an opportunity to share with Eckerd about his newfound faith in Jesus Christ. He gave some books to Eckerd, including his own, and eventually prayed with Eckerd that he might receive Christ, which he did.

Shortly after their prayer, Eckerd happened to be walking down the magazine aisle in one of his stores when he noticed *Playboy* and *Penthouse* magazines on the rack, as if for the first time. The presence of the magazines had never bothered him before, but now it did. Eckerd called the president of his company and told him, "Take those magazines out of my stores."

The president responded: "We make \$3 million a year on those magazines."

"Take 'em out," Eckerd insisted.

And so it was that these two magazines were removed from 1,700 stores across America in one day.

When Colson asked Eckerd about his decision, Eckerd replied, "Why else would I give away \$3 million? The Lord wouldn't let me off the hook."

A wise man's heart directs him toward right, but the foolish man's heart directs him toward the left (Ecclesiastes 10:2).

– Beecher Hunter