

Southern Missionary Society,

(INCORPORATED.)

1025-27 Jefferson Street.

LONG DISTANCE PHONE, 1787.

For Mrs. E. L. White

Nashville, Tenn.,

En Route for Chicago, Feb. 7, 1902.

W. C. White,
Sanitarium, Cal.

Dear Brother:--

Matters of much importance call me to a trip to Chicago, and I shall take the opportunity to run up to Battle Creek to see Belden, and get the work he has been doing on Patriarchs and Prophets, so that we can combine whatever he has that is good with what we are doing, and so be in shape to rush the work as fast as possible. With the plans for the new book that we are making it will take a long time to get it out unless there are some of the things prepared by him that we can use. We shall be as economical in our work as we can, and have it just what it ought to be, but I intend that there shall be no mistake as to the way this book comes out this time. When the book first came out it was without doubt as nearly up to date as it could be under the circumstances. But times have changed and our publishers have not changed accordingly. Bible Readings was a great advance when it came out, but it is back number now. Now, we are planning to have P&P up to date, so that it will meet the demands of the times, and make a large sale. As to the methods of handling the book, I can say that this does not come so much into the reckoning. We want to make the book SELL. And this for two reasons,--First, it should be in the hands of the people, and, Second,--Mother's income must be increased so that her finances can be put onto a good basis. When in Nashville you talked to me as to what I ought to do in this respect. It might be as well understood that I cannot go into this book business myself so far as dollars and cents are concerned, but I can do something that is better, if obstacles are not thrown in the way, and that is, make her books such that they will have a very large sale. THIS I CAN DO, and am willing to do if my way is left clear to do it. And right here I will say, in this work I have no use for either Reaser or New York. I want the work done right under my own eye, and I will produce something that although it may not suit SOME, it will make the books sell, will properly teach lessons to the eye, and will not cost a fortune. I will be able to send some chapter proofs very soon which will illustrate what I say. Now, I find that as the work of the artist progresses, I see many things to suggest and change, until when the picture comes out all acknowledge that it is twice as valuable as it would have been as first suggested. The artist now acknowledges this, and is ready to own that this work should be done where I can superintend every page of it. I am also glad that I am a printer. This will help just as much when we come to the matter of putting into type. As to the expense on P&P, will say that we shall hold that down to a reasonable sum, and if it is likely to overrun that, no bill will come for it. The art department is being run at my individual expense, and I can do as I like about that. I think it will take the royalty on about the first 10,000 books to cover the cost of revision. It will sell 500,000.

Now, I cannot agree with you in regard to the illustrating of Mount of Blessing. That book IS NOT illustrated according to the selling taste of the day. A few full page pictures do not make the book attractive and a seller. The same money put into smaller pictures that can be scattered through the reading matter, illustrating and impressive points in the text will do a vast greater work in making the book a seller and impressive. I shall give this book a very careful examination, and then make propositions as to what should be done to it.

Now, you or any one cannot for a moment think that I have any personal motives in presenting these matters. For, with the books prepared in the way I have mentioned they will TAKE THE MARKET. They will in a very large degree take the place that is now being occupied by my books. But when in a time of need mother came to my rescue, and now I want to throw myself into the breach and by making mother's book sell, return to her as much more than she gave to assist me. This is the only way in which I can do it.

In regard to Steps to Christ, I want mother to get the ownership of this book. I do not care a rap for the R&H plates of this book. They are not worth the metal that is them to us. But we want to make the book a seller such as few books have reached in this time. We feel that we can do it. As to the way it shall be handled, we have no desire to interfere only reserving our own field, and receiving the assurance from whatever houses handle the book that it will be pushed. So far as the bugbear goes that other houses will be jealous, that CANNOT come into it, because we do not care to trench on their prerogatives at all. So here I leave this matter. But mother's books MUST SELL, and we want to put them into shape to sell, and then she can arrange to sell them as she chooses.

Now, as to that \$400 that mother passed over to us at Nashville, I can see no point to the objection you raised as to the way I manipulated it. So far as you were concerned you kept from me any intimation that there was such a donation to the Southern work. I had no knowledge of your being connected with the transaction in any way, only that you expected to use the money till you could get around to replace it. Mother told me of it, and then she herself arranged with H.W.Kellogg to advance the amount so that she could return it to him instead of to the Society. She then instructed that the money be paid to me to be used for the work of the Society for which she informed me it was donated. Your interest in it came out later from your statements to me, and was in no way expected. Now, I desired the matter fully understood, and so make these explanations.

As to the use of the money, I suggest that it be applied as follows:-
Hildebran Mission School for the poor whites, \$100.00. Vicksburg Mission for the colored, \$100.00. Nashville Sanitarium for the colored, \$100.00. School expenses in the field for the colored, \$100.00. If this is satisfactory please inform us so we can properly report it.

Your brother,

J. E. White.