

Nashville, Tenn.,  
Sept. 1, 1909.

To the Directors of the Southern Publishing Association:

Dear Brethren,---

In compliance with your action this morning, I herewith present you with a written proposition in regard to my juvenile book work.

First, will say that I feel that the Lord has impressed me and aided me along the lines of the books for children. In the past these books have been very successful, but with my greater experience and facilities I am now able to do much better work along this line than ever before. The new book on which I am at work, entitled "Gospel Primer, No. 2," is coming out the very best thing I have ever undertaken, both in plan, illustrations, and in matter contained. The arrangement is superior to anything yet brought out.

But, Secondly, my courage is not very great in producing proper literature for the children, when every effort of the publication end of the denomination is to drive that class of literature out from our canvassing field. But more than this, my books have been so manipulated all along the lines that the sales are such that unless some steps are taken to make channels of sale for them my income is so cut into that I can never meet my obligations, and ruin stares me in the face. For the past season it has been only by the sale of Parsons' Hand-Book, and some outside editions of my juvenile books that I have been able to produce and handle, that I have been able to live.

Now, Thirdly, the time has come when something must and shall be done. And, as our canvassing department has practically dropped the juvenile books in their regular work, some other outlet must be provided for them. To accomplish this I can see but one opening, and that is to throw the doors open on such works for canvassers outside our denomination. The plan for handling such books by home ~~agents~~ agents on a 40% basis has been talked and used as placebo for years. This plan works out beautifully in theory, but not worth a cent in practice. And it remains a fact that the closing the door of the canvasser to use helps has resulted in practically cutting out the sale of these juvenile books.

Now, I have ever claimed that our duty as a people to scatter good literature for the children is just as important as supplying the older people with larger books. It is an integral part of the work of the message. But while cutting out the sale of these books by the canvassers, no successful method has ever been introduced to handle them in some other way.

My plan is to set aside one or two juveniles for our denominational canvassers, such as the Gospel Primer that has ever been so popular with everybody, and perhaps New Testament Primer. As to New Testament Primer, that is the only juvenile book we have that brings out strong the truths of the message. This book is now being re-set, and it will be the same size as Gospel Primer, and will handle readily at the standard prices of 25 and 50 cents.

Outside of that I would make up a prospectus of other juvenile books showing all in one pros. I can present three or four good ones ranging in price from 25 to 75 cents. Then go out on a

campaign for canvassers everywhere. There are thousands of agents that can be had from the world that are very anxious to get hold of books of the class I mention. They can not get them elsewhere, and if you will go into religious or other book stores you can not find them.

My plan for a long time has been to start a book department of this kind,, but I do not believe it is the best way to do it. I am prepared to prepare the books, but have no machinery or facilities to swing a subscription department. I am no longer young, and the task looks big to me. Besides I am feeling the special blessing of God as I undertake to present the truth to the colored people in the tents at Nashville. It is not a time for me to begin to launch out and gather more cares and burdens.

But you can readily see that something must be done. There is no use in my bringing out books for the Publishing Department to kill or to smother. My books cost money to produce,-- I mean to prepare for the press. It will take an assured income if I continue to do this work. Then what plan can be devised?

I can see but one legitimate opening, and that is for the S.P.A. to undertake this work which I have outlined. As soon as this is launched I believe the P.P. will follow, and perhaps the R&H. Let the S.P.A. put out such a line of juveniles as I have suggested, making one pros. to show them all, except those that will be reserved for denominational use, and then put into the field a host of canvassers outside the denomination, or even from the homes of our own people who are not in the book work. A line of books can be prepared that will sweep the country, and an attractive pros. can be issued that will charm the people, and the books can be distributed by the hundreds of thousands. In this way the truth of the Bible can go to the children, and more, it will go to many thousands of grown people who would not have it in any other way.

Now, this very line of the work is one important branch of the Pub. House. It is not only a place for making books, but is a place for selling them. Already there are many agents outside our faith selling our books. It appears to me to be perfectly legitimate for the office to reach out for this field and occupy it and not let it fall into the hands of other people, which it will be sure to do if this opportunity is rejected. My books SHALL have a chance for a sale. If the office is too slow to see its interest in retaining this work, it will surely pass to others where it can not be brought back.

The field of the S.P.A. is not large for the denominational book work. This office has facilities for handling more than twice the volume of business that will come in the denominational book line. The one thing more which it needs is more business. I realize that commercial work is cut out, but this which I propose is along the legitimate line of spreading Bible truth to the world. IT IS LEGITIMATE. I believe you can not afford to reject the proposition.

Sometime ago I presented the matter to Bro. Cochran of Kansas City, and C.H. Jones in California. Both were much pleased with the proposition and were in favor of taking it up by Pacific Press.

I think a good trial of the plan at once for the coming holiday season will demonstrate the possibilities in the plan.

Respectfully submitted,

J.E.White.