

Mar. 2, 1914.

Southern Publishing Asso.,
Nashville, Tenn.

Dear Brother Pierce:--

I have your communication of February 24 in which you speak of ~~the books Tiger and Tom, King's Daughter, and Man that Run Made.~~ I hardly know how to reply to your letter. The situation and the conditions are peculiar. There came a time in my experience at Nashville when my income was practically cut off on Coming King, and some of my other books; some of the juveniles were driven out of the market and the Review & Herald was not doing much with my books. It seemed to me that the handwriting on the wall warned me that my book sales from the denominational offices were to be finally so decreased that it would not be possible for me to take care of my obligations and obtain a livelihood. I then began bringing out the line of juvenile books which you mention in your letter. I did not intend to give up a *particle* of territory in these, but use them myself, handle them myself, and have them as a break water between me and disaster. At one time I presented the proposition for the publishing house to handle and push these books, but this was at the time when the denomination was paying a fair royalty. But as I was completing the work upon these books, Brother Hook was then reaching out after other publications to handle, and the proposition was made that they take these books in their territory.

2-S.P. A.

After considerable hesitancy I finally arranged upon that basis, but reserved the rest of the U. S. to myself.

Now, after your publishing house secured this right, they proceeded at once to kill the books. To my certain knowledge there were tract societies ready to take hold of them with good prospects of success, but instead of treating them as regular subscription books they put them upon the 40 percent basis and our tract societies would not touch them. When the books first came out, if they had been given proper show, I feel sure that they would have had a proper sale in your field.

During the year 1913 I did not have any time to give attention to the sale of my books. Five times I went to Washington, and every trip was successful. These trips always consumed somewhere between two to five weeks each, and you can realize that with no one to look after my office business in my absence, that by the time I would get back it would take a long time to get everything straightened out and in running order again. The fact is, that with no help in looking after details and look after the business while I was gone, that it was all I could do through the year to look after all the matters of business I was conducting with the Review & Herald office, and let the stereopticon work and the book work do what it would be its own impetus. So that last year the matter of this book work was not very important.

But now comes the time when I must look after this book work very closely, and also build up the stereopticon work. In my deals with the Review & Herald office, by which funds were secured to take care of immediate obligations, the royalties on my books were still left encumbered so that at present one half

B. F. P. A.
the royalty I receive from your house is all the royalties that I receive on my books from any source. I get from \$50 to \$75 a month from this source. Of course when your season really opens, this will be increased, but not to an extent which will take care of my financial necessities.

From this you can see that it is absolutely imperative that I shall maintain unimpaired, the work which I can do on the books which I now own and publish here, and also my stereopticon work.

Now, to turn to another feature of the situation; you can readily see what it would mean to me in handling a line of books like this, if two or three publishing houses in the denomination covered the same territory with the same books. You are book man enough to know the result of such a condition. You can see that it would be intolerable and so mixed up that there would be no success anywhere. More than this it would bring me into direct conflict with the publishing department of the denomination. These books would be sold through the denomination at 40 percent. I should be covering the same field, giving agents 50 percent, and appointing general agents from place to place. I can see no outcome of it, but simply endless difficulties and misunderstandings, and I think you will realize that this is the case yourself. I did give permission for one year, for your publishing house to handle Man that Run Made. And this very permission has brought me into more trouble and difficulty than I can explain to you.

Now, I am not situated like the S. P. A. with a line of books, so that if one book does not go, or your house gets down on one book, there are plenty of others to handle. By perhaps the most supreme effort of my life I have succeeded in producing for

-if a line of books which I can make successful.

I am preparing to enter the field with these this year and make a strong business of it. I do not feel that it is right for me to enter into an arrangement that will bring nothing but trouble and difficulty. If you were in my place you would feel the same. If I should ask for the privilege of taking Coming King or Past, Present and Future, and handle them in your own territory, upon a different basis than you are handling, I do not think you would consider it for a moment.

Now, of course you have your own territory in which you have the legal right to handle these books just as you see fit. Your sale has been killed by the taking the books from the subscription basis, and putting them on a 40 percent basis. But I think some effort on your part can restore this, and that you can have a sale that is worth while. But I do not believe after considering the points I have brought out in this letter, that you would feel that you would be warranted in insisting upon such a proposition as you made in your letter. I am fully settled and decided that you cannot run the same books in the same territory by two different houses, and upon two different plans. Please think this over and then write me how it looks to you.

For myself, I want to say that my interest in the publishing house is just as strong as ever, and I certainly want to see it make a splendid financial success. I am sorry that the S. P. A is not on the winning side with these books. With just a little effort on our part here, we have sold many times the number that

your big house has sold. I want to cooperate with your house, but it seems to me it will have to be on some other basis than that mentioned in your letter. I do not know that I can say more in this letter in this connection and do not know how I could place it on a different basis.

Yours very truly,

Jas/P.