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DICTATED.

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MR. W. C. WHITE,
OAKLAND, CAL.,

DEAR BROTHER:- I RETURNED FROM BATTLE CREEK YESTERDAY MORNING, BUSINESS OF THE MOST IMPORTANT NATURE CALLED ME THERE, WHICH I AM HAPPY SAY I WAS ABLE TO CLOSE UP IN A VERY SATISFACTORY MANNER. I AM NOW VERY MUCH PLEASED WITH THE OUTLOOK, AND THINK WE SHALL BE ENABLED TO PUSH THE BUSINESS MUCH MORE SUCCESSFULLY THAN EVER. I TELL YOU WILL, I HAVE GOT HOLD OF THE RIGHT STRING.

YOUR TELEGRAM AND GOOD LETTER FROM ST. HELENA, WAS FORWARDED TO ME AND REACHED ME JUST IN TIME TO ASSIST ME MATERIALLY IN MY ARRANGEMENTS AT BATTLE CREEK. H. W. KELLOGG STARTED IN WITH A PRETTY HIGH HAND, BUT CAME DOWN WONDERFULLY WHEN I TOLD HIM THAT HE COULD HAVE HIS CASH ON THE 9TH OF APRIL IF HE WANTED IT. BEFORE THAT HE WAS MAKING ALL SORTS OF PROPOSITIONS ABOUT RUNNING THE BUSINESS. AFTER I TOLD HIM THAT, I INTIMATED THAT IF HE HAD ANY PROPOSITION TO MAKE WHICH HE THOUGHT WOULD BE BETTER FOR ME THAN FOR ME TO PAY HIM I WAS READY TO HEAR IT. BUT THAT I WOULD SUBMIT THEM TO YOU BEFORE I ACCEPTED ANY THING, AS YOU HAD KINDLY UNDERTAKEN TO ASSIST ME IN THE BUSINESS. THIS PRODUCED QUITE A CHANGE IN THE WEATHER AT ONCE. AND HE AT LAST MADE ME THESE TWO PROPOSITIONS. FIRST HE WOULD PUT IN ENOUGH MORE MONEY TO DO THE PUBLISHING AND FURNISH EVERY THING AT CASH PRICES. GIVING THE BENEFIT OF ALL

DISCOUNT THAT COULD BE OBTAINED IN THE TRADE, AND NOT TAKE UP ANY OF THE PRINCIPLE, WHICH ON THE 9TH, OF APRIL WILL AMOUNT TO \$5,000. IT WILL UNDOUBTEDLY TAKE \$3,000 TO ATTEND TO THE PUBLISHING IN ADDITION TO THE \$5,000 WHICH WOULD BE DUE HIM APRIL 9TH, THUS MAKING AN INVESTMENT OF \$8,000 WHICH I SUPPOSE IS A FAIR STATEMENT OF WHAT ONE HALF OF THE BOOK IS WORTH. NOW IN LIEU OF HIS ONE HALF PROFITS, HE OFFERS TO TAKE 25CTS. PER COPY ON ALL BOOKS SOLD. AND FURTHER AGREES TO RECONVEY THE WHOLE THING TO ME AT THE END OF ONE YEAR, IF I WISH TO PURCHASE BACK, HE FURTHER CONTRACTING TO ATTEND PERSONALLY TO THE PUBLISHING AND SUPPLYING ALL THE BOOKS NECESSARY TO PUSH THE BUSINESS. WE CAREFULLY SUMMED UP THE PROFITS AT 60 PER CENT DISCOUNT, AT WHICH RATE I FURNISH TO MY BEST GENERAL AGENTS, AND WE THOUGHT THE PROFIT TO BE NEAR ~~10~~ ^{\$1.04} CTS PER COPY ON THE AVERAGE, BASING OUR CALCULATIONS ON THE STYLES OF BINDING THAT HAVE BEEN AVERAGED IN THE PAST, ~~AS~~ WHILE IN POINT OF FACT OUR AGENTS ARE IMPROVEING IN THE STYLE AND THE AVERAGE IS MUCH BETTER. WELL THEN, WE SUMMED UP THE EXPENSES OF CLERK HIRE, RENT, BOXING, SHIPPING, POSTAGE, AND STATIONARY OF BOTH THE MICHIGAN AND MY KANSAS CITY HOUSE. AND BASED OUR CALCULATION ON THE AVERAGE SALE THAT THE BOOK HAS ATTAINED IN THE PAST, WHICH IS 1,000 COPIES PER MONTH, IN ADDITION TO THIS WE ADDED \$100. A MONTH AS SALARY FOR MYSELF, AND ON THE SALE OF 1,000 COPIES PER MONTH IT AMOUNTED TO 31CTS. A COPY, THUS LEAVING 73CTS. AS NET PROFIT. AFTER TAKING KELLOGG'S 25CTS. OUT. YOU SEE I HAVE A PROFIT OF 48CTS. CLEAR ON EVERY COPY, THAT IS CALCULATING ON GIVING 60 PER CENT ON ALL BOOKS SOLD. BUT MANY OF MY GENERAL AGENTS ARE WORKING AT 45, 50, AND 55, PER CENT, WHILE I HAVE A LOT OF MEN WORKING AT STRAIGHT 40 PER CENT. KELLOGG TRIED TO BRING THIS INTO THE CALCULATION WHEN WE WERE

FIGUREING, BUT I WOULD NOT ALLOW IT, I TOLD HIM THERE WERE TRAVELING EXPENSES AND OTHER INCIDENTAL MATTERS THAT COULD NEVER COME INTO THE FIGURES OF EXPENSES WHICH WE MUST LEAVE SOMETHING TO COVER, AND SO WE LEFT IT DIRECTLY ON THAT BASIS. BUT NOW IN REGARD TO THE NUMBER TO BE SOLD, ^{as the number} I HAVE SET 1,000 PER MONTH, WE ARE REASONABLY SURE OF THAT SALE, FOR WE HAVE AVERAGED IT IN THE PAST. WHILE MY MIND AND ENERGIES HAVE BEEN DIVIDED IN THE PRINTING BUSINESS, MUSIC STORE, STATIONARY STORE, ORGAN BUSINESS, AND EDITING AND CONDUCTING A MUSICAL JOURNAL. THE LAST THREE MONTHS HAS BEEN A REGULAR SCHOOL FOR ME, AND I DO NOT THINK IT IS ANY UNPARDONABLE EGOTISM FOR ME TO SAY THAT I NOW UNDERSTAND THE SUBSCRIPTION BOOK BUSINESS. REPORTS FROM THE FIELD WILL BEAR ME OUT IN SUCH AN ASSERTION, AND ALTHOUGH I HAVE ONLY OPENED OUT MY OFFICE IN KANSAS CITY FOR BUSINESS FOR TWO MONTHS, DURING THE DULLEST SEASON OF THE YEAR OF DEC. AND JAN., I CAN COUNT FULLY 50 AGENTS IN KANSAS AND MISSOURI, WITH LARGE NUMBERS WHO ARE PREPARING TO UNDERTAKE THE WORK AS SOON AS SPRING OPENS. AND WHERE LAST YEAR AT THIS TIME WE COULD NOT COUNT ON 10 AGENTS IN THE FIELD, I CAN NOW SHOW A TOTAL OF BETWEEN 75 AND 100. I CONFIDENTIALLY EXPECT THAT COMMENCING WITH APRIL WE WILL HANDLE 2,000 BOOKS PER MONTH PUTTING IT MILD, THE EXPENSE OF HANDLING 2,000 BOOKS WILL BE NO MORE THAN THE EXPENSE OF HANDLING 1,000, SO YOU SEE THAT WHILE IT WOULD ~~BE~~ DOUBLE MY REGULAR PROFFIT OF 48 CTS. PRE COPY IT WOULD ALSO ADD SOME \$300 PER MONTH MORE WHICH I CALCULATED AS THE EXPENSE OF HANDLING 1,000 COPIES PER MONTH. NOW THIS PROPOSITION OF KELLOGG'S IS MUCH FAIRER THAN I EXPECTED TO MAKE WITH HIM, I KNOW IT IS MUCH BETTER THAN I COULD HAVE MADE WITH HIM IF YOUR TELEGRAM AND LETTER HAD NOT COME. \$8,000 IS QUITE A VENTURE IN A BUSINESS OF THIS KIND. AND HIS PUTTING CASH INTO THE ISSUING OF THE BOOK WILL SAVE FULLY 30CTS. PER COPY

AND HIS PERSONAL ATTENTION TO THE PUBLISHING OF THE BOOK IS OF CONSIDERABLE VALUE. STILL I HARDLY KNOW WHAT TO SAY IN REGARD TO THE MATTER. THERE IS ONE THING ABOUT HIS PROPOSITION THAT WILL HELP ME VERY MUCH JUST NOW, THE 15CTS. A COPY WHICH HAS BEEN TAKEN OUT FOR HIM HAS BEEN ALLOWED TO ACCUMULATE AT THE REVIEW OFFICE, UNTIL MY ACCOUNT THERE STANDS WITH A CREDIT IN MY FAVOR, IF HE TAKES HOLD OF THE BUSINESS FOR ANOTHER YEAR HE WILL NOT DRAW THIS 15CTS., NOR WILL IT BE ASSESSED ON FUTURE COPIES, SO I SHALL HAVE NOTHING TO PAY HIM UNTIL THE 9TH OF APRIL AT WHICH TIME HE WILL COMMENCE TO DRAW HIS 25 CTS. PER COPY AS HIS PROFIT IN THE BUSINESS. THIS WILL GIVE ME SOME 30CTS. A COPY MORE TO HANDLE BETWEEN NOW AND THE 9TH OF APRIL, AS THE 15CTS. WHICH HAS BEEN ACCUMULATING FOR HIM WILL PAY CERTAIN OTHER DEBTS WHICH HAVE HERETOFORE BEEN ASSESSED ON THE BOOK, INCLUDING THE \$208 FOR WHICH YOU BECAME RESPONSIBLE WHILE AT THE CRETE MEETING.

KELLOGG'S SECOND PROPOSITION WAS TO LET HIS 15CTS. ASSESSMENT CONTINUE UNTIL THE 9TH OF APRIL, AT THAT TIME FOR ME TO PAY UP THE PRINCIPLE, WHICH WOULD REQUIRE ABOUT \$1,000 CASH, THE PRO RATE AT THAT TIME WILL AMOUNT TO ABOUT \$1,500. THE OTHER \$2,500 HE WILL ALLOW TO RUN ANOTHER YEAR ACCORDING TO THE FOLLOWING PLAN. FROM THE 9TH OF APRIL TO ASSESS 25CTS. A COPY ON ALL BOOKS SOLD, 5CTS. OF THIS TO GO TO HIM FOR THE USE OF THE MONEY, AND 20CTS. TOWARD THE LIQUIDATING THE LAST \$2,500. IT IS BEST TO LOOK THE MATTER SQUARELY IN THE FACE, AND SEE HOW IT WILL LEAVE US. THE LATTER PLAN WILL KEEP ME VERY SHORT FOR THE NEXT TWO MONTHS AND RENDER IT QUITE DIFFICULT FOR ME TO MEET CERTAIN NOTES AND OBLIGATIONS WHICH ARE NOW DUE. AGAIN IT WILL CALL FOR \$1,000 CASH AT LEAST ON THE 9TH OF APRIL. AND FURTHER IT WILL REQUIRE ABOUT \$3,000 MORE TO PRINT AND BIND THE BOOK. NOW I THINK I HAVE LAID THE MATTER QUITE FULLY

BEFORE YOU, AND I ASK YOU FOR YOUR ADVICE IN THE MATTER. I DISLIKE TO BURDEN YOU AND MOTHER WITH THE MATTER IF I CAN POSSIBLY PULL THROUGH WITHOUT IT. AND TAKING THAT VIEW OF THE CASE I LIKE KELLOGG'S FIRST PROPOSITION BEST. OF COURSE IT IS PUTTING A GREAT DEAL OF MONEY IN HIS POCKETS, BUT STILL THERE IS NOT EVERY MAN WHO WOULD PUT \$8,000 IN TO A BUSINESS OF THIS KIND AS HALF INTEREST, AND ONLY DRAW ABOUT ONE THIRD OF THE NET PROFITS FOR HIS INVESTMENT. ESPECIALLY WHEN THE SUCCESS OF THE BUSINESS DEPENDS ON THE LIFE AND ENERGY OF ONE MAN AS IT DOES IN THIS CASE. I THINK A CHANGE CAN BE MADE IN THAT PROPOSITION WHICH WILL SOMEWHAT IMPROVE IT. IT WILL BE TO EXTEND THE TIME OF REPURCHASING TO TWO YEARS IF I DESIRE. WITH THE PRIVILEGE AT THE END OF EACH THREE MONTHS DURING THE WHOLE TWO YEARS TO PAY SUMS NOT LESS THAN \$1,000 AT EACH ^{payment,} WHICH WILL LESSEN THE INDEBTEDNESS AND ~~AND~~ AT THE SAME TIME LESSEN ALSO THE AMOUNT OF ROYALTY TO BE PAID TO HIM ON THE SALE OF EACH COPY. THIS I AM SURE WILL BE MUCH BETTER THAN TO BE OBLIGED TO HOLD THE MONEY UP TILL THE CLOSE OF THE YEAR AND AT THAT TIME MEET THE WHOLE THING IN A LUMP. AND BY HAVING THE PRIVILEGE OF TWO YEARS IT WILL PREVENT THE LOSS OF ANY PORTION OF ^{ownership of} MY BOOK SHOULD HARD TIMES OR ANY UNFORSEEN CIRCUMSTANCES PREVEN ME FROM OBTAINING THE MONEY. NOW WILL, WEIGH THIS MATTER CAREFULLY CONSIDER IT IN ALL ITS POINTS. AND LET ME KNOW YOUR OPENION BY THE VERY EARLIEST MAIL POSSIBLE. THERE IS A GREAT DEAL TO DO YET TO ARRANGE THIS MATTER AS IT SHOULD BE, AND I SHALL AWAIT YOUR ANSWER BEFORE I MAKE ANY DECISSION WHATEVER. ONE THING IS CERTAIN MY BOOK AND MY BUSINESS STANDS WELL AT THE REVIEW OFFICE AND AT BATTLE CREEK. A. R. HENRY, EXPRESSED HIMSELF PERFECTLY SATISFIED WITH THE SHOWING OF REVIEW & HERALD'S BOOKS. AND THE SMOOTH AND PLEASANT MANNER IN WHICH THE BUSINE

HAS BEEN GOING THE LAST THREE MONTHS, HE WENT TO CHICAGO WITH ME AND ASSISTED ME IN SECUREING A FREE PASS OVER THE GRAND TRUNK R.R. FOR ONE YEAR. WE ALSO SECURED AN ADVERTISEMENT WITH THE CHICAGO AND ALTON ROAD FOR A PAGE IN THE HAND-BOOK WHICH SECURES ME TRANSPORTATION BETWEEN KANSAS CITY AND CHICAGO , SO THAT I CAN TRAVEL HOME EVERY 30 OR 60 DAYS WITHOUT ANY EXPENSE WHATEVER. MY BUSINESS IS NOW WELL SYSTAMETISED AND IN GOOD ORDER, WALKER IS MY ONLY EMPLOYE IN MICH., AND ATTENDS TO MY BUSINESS CAREFULLY THERE, HE IS WORTH SIX OF POWELL, AND I HAVE ONE STENOGRAPHER IN KANSAS CITY, WITH THIS FORCE WE CAN HANDLE 2,000 BOOKS PER MONTH NICELY. I AM MAKING MY CORRESPONDENCE ONE OF THE PRINCIPLE FEATURES OF MY BUSINESS, AND I CAN DO MORE WITH A STENOGRAPHER IN MY OFFICE THAN 4 MEN CAN DO IN THE FIELD, OUR LETTERS RUN FROM 15 TO 30 A DAY, AND THAT WITH OUR OTHER BUSINESS OF PACKING AND SHIPPING AND TALKING TO AGENTS AND POSTING THEM AND THE BOOK KEEPING, WHICH I DO MYSELF, KEEPS US ALL AS BUSY AS WE CAN BE.

STURGEON AND WIFE HAVE ALL READY PUT IN ABOUT 15 AGENTS SINCE JAN. CONSISTING OF SCHOOL TEACHERS, MINISTERS, AND BUSINESS MEN. THEY PROMISE TO HAVE 30 GOOD WORKING MEN IN PETTIS, COOPER, AND SALINE CO'S. BY THE 15TH OF MARCH, BUT IT IS USELESS TO SUM UP THE PROSPECTS, I WISH I WAS AS SURE OF EVERY THING ELSE AS I AM OF HAVING 200 GOOD AGENTS IN THE FIELD BY THE FIRST OF MAY. I REMAIN,

Your brother
J. E. White