

*Price of Books.*

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Sanitarium, Cal.,

Jan. 20, 1910.

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815 Genesee St.,  
Trenton, N.J.

Dear Brother

Your letter of January 7 to Mrs. E.G. White regarding the latest prices set on our large subscription books, came duly to hand, and I have been requested to write to you in reply. A few days before we received your letter, I received the following statement in a letter to one of our general agents:

"You may have noticed in the 'Literary Digest' of January 8, the first article on the subject of 'higher prices.' Thinking, however, that you may not have seen that number, or that the item may have been overlooked, I quote the following paragraph:

"So rapid has been the increase in the cost of living in the United States, particularly in the cost of the necessaries of life, that many see in it a political as well as an economic problem of the first importance. Representative Howland (Rep.) of Ohio, wants to make it the subject of a Congressional investigation, and has introduced a resolution in the House to that end. "No subject since the free-silver agitation in 1906," declares the Macon (Ga.) Telegraph, "has attracted so much public attention." In spite of bountiful harvests the prices of farm products have steadily advanced until the price of corn is 113 per cent higher than in 1896, while in the same period wheat has advanced 94 per cent, and potatoes 100 per cent. Sheep and swine have increased in value 100 per cent, while lard has gone up 226 per cent, and pork 210 per cent. This list of soaring commodities, we are told, might be extended to embrace almost everything grown or manufactured. Bradstreet's "index number" shows that \$9.12 had the same purchasing power on December 1, 1909, that \$3.12 had in July of 1896. Among the varied explanations advanced are the increased production of gold, the failure of our agricultural output to keep pace with our increasing population, the high tariff, the trusts, and the national spirit of extravagance."

"This statement, comparing present conditions with fifteen years ago, is rather interesting reading. Notice that the startling comparison showing the purchasing power of money fifteen years ago, as compared with the present time, is taken from Bradstreet's 'index number,' one of our best financial authorities.

"Without any suggestion, or figures from me, you will be able to make a good point from these facts, in explaining why our leading subscription books have increased twenty-five per cent in price

during the past fifteen years.

"From these figures, and also from our personal knowledge and experience, are we not correct in saying that our subscription books were never sold at so low as the present time, figuring from three standpoints, (a) the cost of materials, (b) purchasing power of money, (c) available resources and earnings of the purchaser.

"Every day we have to face the increase in our grocery bills. Should we not face philosophically and sensibly the advance of prices from time to time in our literature, which advances are made necessary by conditions over which we have no control?"

From what I have observed of the increased cost of living or the decreased purchasing power of money, I am satisfied that three dollars for <sup>a</sup> ~~the~~ copy of "Great Controversy" or "Daniel and the Revelation" or "Patriarchs and Prophets" to-day is just as cheap as two dollars and twenty-five cents ten years ago.

I recognize the fact that there are large communities of people in the manufacturing towns who may feel it a hardship to pay so much for the book. For them we are printing some books like "Coming King" and "Past, Present, and Future" which sell at lower prices.

Praying that you may be greatly blessed in your work, I am

Yours very truly,

*W. C. White*