

*Mr. C. not fair  
Am I in this?  
talk it  
Please  
with Hook  
Please, please  
hustle for me  
on this one  
basis. It means  
very life to me.*

Oct. 26, 1911

Mr. R. Hook, Jr.,  
C/O R. & H. Pub. Ass'n.,  
Takoma Park, Washington, D.C.

Dear Brother:-

I have your communication of the 22nd instant, in regard to the proposition of my book deal with Rhodes. This arose from the question from the First National Bank written to you.

Now looking at the matter upon the surface, I can see how you feel as you do in regard to the standing of this business at your office, but when you come to look a little deeper, I think that you will see differently in regard to it.

Now in the first place, according to report which I sent to Review & Herald, and I think, to you, these four books under consideration, paid Rhodes for 13 months ending August, 1911, something like \$3,600.00 and this was one-half the royalty on these four books. Now properties that are making such returns as this are valuable.

Now in regard to "Coming King" you own a set of press plates for printing the book; the Review & Herald own another set to be used for the same purpose. Now, because both you Houses own a set of plates for printing the book, this does not effect the vaule of the property to me in any way. It does not effect my income on the book at all, it simply gives you the right to publish from those plates

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and I have no right to take those plates away from you, at least so long as you are using them and publishing from them to supply the market which you have control of for the book.

Now the fact is, <sup>and always has been</sup> that my only benefit from the book, is in the royalties, and these are not affected in any way by the fact that you and Review & Herald own plates of the book; I own the copyright still; I own the set of pattern plates for the book; it is these two things that are valuable in the book. And this is where the true property value of the proposition lies.

Now Review & Herald, during the last three months on which report was made, sold between 5,000 and 6,000 copies of this book; I expect that the Southern Publishing Association, as soon as the \$1.00 book comes out, so that "Bible Footlights" will not be the only dollar book in the market, I expect that "Coming King" will come to the front <sup>again</sup> in your territory as it has come to the front in Review & Herald territory.

Now for a moment, think what you and Review & Herald would be willing to pay, to have the absolute ownership of all rights to this book. You know very well, that I would not sell them for five or ten thousand dollars, but of course, that is not a valuation that can absolutely be reported upon. Yet, you who know something of the history of the book, and that there has already been published between ~~XXXX~~ five and six hundred thousand of the books, and that in the present form it will sell for ten years ahead of us, if time should last so long, you would realize something of what the real property value of this book is. Now remember, I own the pattern plates, and I own the copyright so that it is perfectly legitimate to report on the plates of copyrights of "Coming King".

Now on the book "Past, Present and Future", the Southern Publish-

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ing Association of course, met the initial expense, ~~for the most~~ <sup>or much</sup> of it. What I do own however, is the copyright on the book, and to the claim for royalties on all the books that are published which cannot be ignored, and of course, no one care to ignore this. Now this, like "Coming King" has a real property value, and whil this book is not sold largely out of your own territory, yet I notice now that it is having a very good sale <sup>with you,</sup> with prospects of a good sale through the whole season. I will say further, that the arrangements are now being completed by my Brother and myself, by which this book shall be almost immediately overhauled and placed in condition to meet the requirements of both Review & Herald and Pacific Press. Now, saying nothing about the territory of Pacific Press and Review & Herald, you know very well that the incubus that was put upon this book by Review & Herald has always cut out from one-half to three-quarters of the sale even in your own territory. Now when this book is revised and put in harmony with the Review & Herald so that they will not have this objections to it, don't you see that the ~~bars~~ <sup>barriers</sup> are broken down, and in your own field you can have a much wider sale than you have had before. I have plans in regard to the book that I want to talk with you about, and I shall be in Nashville before a great while and then want to have some consultations with you in regard to this matter.

Now in regard to "Gospel Primer," and "Best Stories", I realize that you have in your territory, a claim upon these books which will be satisfied when that note of \$1,000.00 is paid in Bank. Now you know very well that neither my Brother or myself would allow these books to pass out of my hands even for your territory alone for the sum of \$1,000.00. More than this, by the arrangements of the proposition, these books are

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to return to me when this note of \$1,000.00 is paid. That I am very sure will not be more than one year or eighteen months. But however/ this may be, you recognize the fact that there is a half interest in these books which has heretofore been held by Rhodes which is not included in that deal with your house, and is property that belongs to me. Now there is a property value in these two books.

Now in the report requested by the First National Bank, I suppose they want to know what my real interest in these four books is worth. I have been arranging with them for a loan of \$3,000.00 upon these books so that I could close up with Rhodes and J. W. Mace and etc., and by that way out out some big premiums I was paying them and get things in pretty good shape. Now they are willing to loan the money, providing they consider it safe. By this arrangement they come in for one-half the royalties just as Rhodes does. Now the question is, what is the property really worth? And in considering this, don't you/see that the half interest owned by Rhodes and Mace and etc., becomes an asset so far as the Bank is concerned, hence, it is part of my assets. Now this part of my assets, during thirteen months, ending with August, cleared up nearly \$2,600.00, and this is the part of my assets that is not influenced in any way by any claim that you have on any of the books in any shape or manner. Now then, the books upon which you have a claim, have a good large valuation to me, and of course, this matter that I turn over to the First National Bank also, has a large property valuation. Now the ~~xxxx~~ only thing for you to do is to consider what you feel this valuation to be and tell the Bank that with the property I turn over to them you consider that these four books are worth a certain/ sum. I wish you would talk with my Brother about it, and then write the

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Bank sending me a copy of the letter. Now Brother Hook, I have struggled a long time to get upon vantage ground, I have out out all side issues, <sup>want to close up some matters in Nashville</sup> and am devoting my interests entirely to the book work, and I am thankful to say that I am being successful in it. My four main books that I am writing about, are doing nicely now, and I am also getting along in other ways in good shape, and when this transaction is completed, as I hope it will be, I shall be placed where I will not be troubled financially as I have been in the past. I don't want you to say a word but what you know is just right, but I do ask that you take a fair view of the real property value of this and report it to the Bank. *Talk with W.C.*

I do not want you to take any <sup>partisan issues</sup> ~~parties~~ in view of the case, or to in any way, make a statement but what you feel to be perfectly right; but this I do ask, I do ask that you would consider these properties as to what they would be worth if your Publishing House owned them as I do. This is the only proper standpoint from which to view this. And, if you will view it from this standpoint, you will see that there is a property valuation there which does form a firm solid security, when I turn over one-half of the interest of these four books as security.

With this I leave the matter with you, and ask that you do with me ~~ask~~ in this matter, just as you would want anyone to do with the Southern Publishing Association under similar circumstances and with the same properties.

I have a previous letter from you in regard to some books, and I am considering it quite carefully, but I have been very much taken up with important matters recently and shall not be able to reply intelligently until I have more time to consider and study the situation. Asking you to give this matter your early attention, and to send your report to the First National Bank as quickly and send a copy of it to me, I remain, as ever, Yours very truly, *J. E. White*