



Dictated to Phonograph.
New hand out type-writer

OCT. 18, 1891,

W. C. WHITE,
OAKLAND, CAL.

DEAR BROTHER, --

WE ARE MAKING A SPECIAL EFFORT TO ARRANGE PLACES WHERE SHIPMENTS CAN BE MADE ON OUR BOOKS. I THINK I WROTE YOU SOME TIME AGO ASKING IF YOU WOULD NOT TRY TO ARRANGE WITH PACIFIC PRESS, TO RECEIVE OUR BOOKS AND SHIP THEM FOR US, ~~AND~~ THEY MADE SOME SUCH ARRANGEMENT LAST FALL, BUT WE DID NOT CARRY IT OUT. NOW, I INTEND TO CIRCULAR THE PACIFIC COAST ON THESE HOLIDAY BOOKS, AND SO WISH TO ARRANGE WITH PACIFIC PRESS, SO THAT THEY CAN MAKE THESE SHIPMENTS IN THIS WAY-- WE WILL SHIP THE BOOKS TO THEM, LET THEM KEEP THE STOCK ON HAND, AND LET THE AGENTS ORDER THEIR BOOKS OF THEM, EITHER FOR CASH OR C. O. D. THEN THEY CAN SHIP OUT THE BOOKS, COLLECT THE MONEY AND AT THE END OF THE SEASON MAKE RETURNS TO US, DEDUCTING SUCH AN AMOUNT AS SEEMS PROPER FOR THEIR WORK IN CONNECTION WITH THE BUSINESS. WE ARE MAKING SUCH AN ARRANGEMENT AS THAT WITH THE MINNESOTA TRACT SOCIETY, AND I THINK WE SHALL MAKE THE SAME WITH THE TEXAS TRACT SOCIETY. I DID HOPE AT ONE TIME THAT WE SHOULD BE ABLE TO SEND A MAN DOWN INTO ARK, THIS FALL, SO THAT WE COULD ATTENT TO THE BUSINESS OUR-SELVES, BUT I FEAR THIS WILL NOT BE POSSIBLE, MONEY IS ALL TOGETHER TO SCARCE, WE FIND IT DIFFICULT TO KEEP OUR TWO MEN ON THE ROAD, AND PAY POSTAGE

ON OUR LETTERS, THERE IS SCARCELY ANY ONE IN THE OFFICE THAT IS DRAWING HIS PAY. NOW I WISH TO SAY IN REGARD FOR THE OUTLOOK FOR THE SALE OF THE BOOKS, THAT THOSE AGENTS WHO HAVE BEEN TRAVELING ON THE ROAD HAVE DONE SPLENDID WORK. THEY AVERAGE TWO AGENTS A DAY A PIECE, AND WE ARE GETTING NICE REPORTS FROM THESE AGENTS. WE HAVE NOW NEARLY 250 AGENTS IN THE FIELD AND THE PROSPECT IS GOOD FOR THEIR WORK, BUT THE SCARCITY OF MONEY MAKES IT VERY DIFFICULT TO PUSH THE BUSINESS AS IT OUGHT TO BE. WE HAVE, HOW-EVER, GOT ARRANGEMENTS MADE FOR THE PUBLICATION OF THE BOOKS, SO THAT THIS WILL NOT ANNOY US, AND WE HOPE TO BE ABLE TO SELL SOME STOCK *in the Co.* TO PROF. PARSONS, SO THAT WE MAY HAVE THE CASH TO PUSH THE BUSINESS AS IT OUGHT TO BE. WE SHALL KNOW IN REGARD TO THIS TO-MORROW OR NEXT DAY. NOW MY BROTHER, I SHALL DEPEND ON MAKING ARRANGEMENTS EITHER WITH THE PACIFIC PRESS AT OAKLAND, OR WITH THE RURAL HEALTH RETREAT AT ST. HELENA. OF COURSE IN THAT CASE FRANK ZELINSKI WOULD HAVE TO LOOK AFTER IT. BUT I WOULD MUCH PREFER TO ARRANGE WITH THE PACIFIC PRESS AS THAT IS A CENTRAL POINT, AND THEY UNDERSTAND ^{the} BUSINESS. OF COURSE WE DO NOT ASK THEM TO WORK UP AGENTS, OR CORRESPOND WITH AGENTS WITH THAT POINT IN VIEW, ALL THAT WE WANT THEM TO DO IS -- AFTER WE HAVE SECURED THE AGENTS, WE WILL SEND THEM A LIST OF THE AGENTS WITH THE DISCOUNTS THAT WE GIVE, AND THEM THE ORDERS WHICH COME IN FROM THEM THEY CAN FILL. I THINK YOU CAN UNDERSTAND THE SITUATION ALL RIGHT FROM THIS.

I HOPE YOU CAN ATTEND TO THIS MATTER AT A VERY EARLY DATE FOR YOU SEE THAT IT IS QUITE IMPORTANT WITH US, THAT WE HAVE OUR AR

RANGEMENTS MADE AS QUICKLY AS POSSIBLE, BECAUSE IT IS NOW NEARING THE HOLIDAY SEASON,

WE ARE MAKING SOME NEW ARRANGEMENTS IN REGARD TO SOME PARTS OF OUR BUSINESS, I THINK I SHALL FIND IT QUITE EASY TO SECURE MEN WHO HAVE ~~WB~~ UNDERSTANDING OF THE BUSINESS, WHO WILL TAKE STATES OR PARTS OF STATES, ~~SAY ALL THE WAY FROM FROM~~ FOUR COUNTIES, TO A QUARTER OR A HALF OF A STATE, ~~AND SOME CASES A WHOLE ATATE,~~ ON THESE BOOKS AND ON OUR OTHER BOOKS, TAKING THE FULL LINE COMPLETE, AND THEY PUSHING THEM AT THEIR OWN EXPENCE. TO SUCH WE ARE PERFECTLY ABLE TO *give* A DISCOUNT OF SEVENTY PER. CENT, IT THEN STILL LEAVES US FULLY ONE HUNDRED PER. CENT ON THE FIRST COST OF THE GOODS TO US, AND I THINK THIS IS MUCH BETTER THAN TO TRY TO CONTROL IT FROM THE CENTRAL OFFICE. I ALREADY HAVE SOME GOOD MEN IN VIEW TO TAKE THE STATE OF IOWA, THEY ARE ABLE TO PUT IN ALL THE MONZE THAT IS NECESSARY TO PUSH THE BUSINESS THEM-SELVES, AND THEY ARE BOTH GOOD HUSTLERS, SO THAT THE PROSPECT IS THAT THEY WILL DO A GOOD BUSINESS. WE GIVE ~~THE~~ *them* ALL OF OUR BOOKS AND THEY IN TURN ARE TO PUSH THEM EXCLUSIVELY, THEN WE HAVE TWO MORE MEN TALKING ABOUT THE NORTHERN PART OF IND., AND THEN I HAVE TWO MORE I AM ENDEAVORING TO ARRANGE FOR THE CENTRAL PART OF IND., THEN I HAVE ONE FIRM IN NORTH-ESSTERN OHIO, THAT I AM ENDEAVORING TO ARRANGE WITH TO TAKE THE NORTH-EASTERN PART OF OHIO. NOW IF WE CAN GET A FEW FIRMS LIKE THIS TO GO IN, TO THE BUSINESS, ~~AND~~ CROWD IT VIGOROUSLY, YOU CAN SEE THAT *there* WILL BE NO DIFFICULTY IN WORKING UP LARGE SALES, AND THE VERY FACT THAT WE MAKE THEM PAY THE EXPENCE OF PUSHING IT IN THEIR STATE, IS A GREAT THING

WHITE, NO., 4,

IN OUR FAVOR. THEN AGAIN IF THEY LOOK AFTER THE STATE THEMSELVES,
IT SAVES US A LARGE AMONNT OF WORK IN THE OFFICE, SO THAT WE CAN TURN
OUR ATTENTION IN OTHER DIRECTIONS. NOW, MY BROTHER, I BELIEVE THAT
IF THIS THING IS WORKED AS IT SHOULD BE ON THIS BASIS, THAT WE CAN
JUST AS WELL HAVE TWENTY OR THIRTY GOOD GENERAL AGENTS IN DIFFERENT
PARTS OF THE COUNTRY, THAT WILL BE SELF SUPPORTING, THAT WILL NOT
BE ANY DRAG UPON THE HOUSE, AND WILL ^{Save us} ~~FAVOR US WITH~~ AN IMMENSE AMOUNT
OF WORK, AND HANDLE A VAST NUMBER OF OUR BOOKS. I WISH YOU WOULD
THINK THIS OVER AND WRITE ME WHAT YOUR IMPRESSION IS IN REGARD TO IT
AND WHILE YOU ARE DOING IT, I WISH YOU WOULD LOOK OVER WHAT YOU
KNOW OF THE NORTH PACIFIC TERRITORY, AND SEE IF YOU CANNOT REFER
ME TO SOME PARTIES WHO WOULD DO WELL WITH THESE BOOKS THERE. OF
COURSE WITH 70 DISCOUNT IT COULD NOT BE EXPECTED THAT WE WOULD
PREPAY FREIGHT CHARGES, AND YET WE MIGHT BE WILLING TO DO HALF OF
THAT PERHAPS, I THINK WE COULD STAND THAT VERY READILY. NOW, MY BRO-
THER, WILL YOU KINDLY GIVE THIS MATTER IMMEDIATE ATTENTION, WRITE
ME AS QUICKLY AS POSSIBLE, ~~WHEN~~ YOU CAN, WRITE NOW, AND THEN WRITE
FURTHER AS YOU KNOW MORE.

CORLISS HAS AGREED TO UNDER-TAKE TO GO TO COLO. TO LOOK
UP MOTHER'S MATTERS THERE. I FIND HE KNOWS MORE ABOUT IT THAN ANY
BODY ELSE. I HOPE IT WILL TURN OUT RIGHT.

YOURS TRULY,

J. E. White