

January 31, 1906.

L. A. Hansen,  
Nashville, Tennessee.

Dear Brother:-

I thought I would drop you a line in regard to the Food plant which was examined by you and others a short time ago.

I will say in the start that I was much surprised at the short-sighted policy indicated in the remarks of Dr. Froom. In purport they were to the effect that it is much better to start a business of this kind of business with a small inefficient plant and then change it to meet the increase of business, than it is to begin with a plant that is sufficient to accommodate any increase that may occur. I do not think that I am mis-stating the position of the man when I say this. It certainly is a very short-sighted policy.

Now, I call your attention to a fact that I am sure cannot be gainsaid. I am very sure that no Company can, within nine miles of Nashville, secure a tract of six acres of land, erect building such as is necessary to even start the food business, obtain ovens, cracker machines, and other facilities necessary to operate even the most limited kind of a proposition, with an expenditure of less than five thousand dollars. I am sure it has never been done in the Denomination, and I do not believe it can be done. I ask you to carefully weigh the words I say, and see if you do not think I am correct in this statement. ~~Any~~ food plant large enough to supply any demand, which could possibly make the work a success, will cost

money to install.

There is another point to be considered in this. The mere installation of the plant is not the only thing needed to make the food business. There must be some foods peculiar to the plant in order to make it a success, and in order to have any excuse for its existence. We have the formula of three lines of food, including the Dixie Coffee, (which they have never <sup>really</sup> made here at this place,) and which is the best thing in this line in existence. These three distinct lines of food would bring on the market to any outside firm, anywhere from ten to twenty-five thousand dollars.

Now, my brother, on the other hand, here is a plant, with a building large enough to accommodate all the business that could come to this place if it was doing one hundred thousand dollars worth a year. The oven is large enough, and the other machinery is sufficient, so that when once this is purchased the facilities are provided for a business of large volume. And yet, you will concede with me that a well-equipped place is better adapted for even a moderate business, than is a small plant with few facilities.

Now I am offering a plant here which is well-equipped and has all the conveniences and facilities of a large business, for the price, or even lower than the price, than an ordinary one-horse outfit could be provided for, if they should undertake to build it up from the ground. I ask you, what is the sensible thing to do in preparing for this work.

Now I presume that it is in the minds of some of you that I am getting a larger price for this property than I paid for it; but if you knew the condition of this property when I took it, and what it has required to put it in the shape it is at the present time, you will see that this idea is not sustained by facts. The work done upon the house, the putting in of the boiler house, the in-

stalling of a steam plant and putting in of a gas plant, have been very heavy expenses which I have had to meet. On the other hand, I was obliged to sell my property at Nashville at a very great reduction; but I was willing to do so, for I knew that the plant I was buying was much more valuable than I paid for it. Yet, I am free to say to you that I would not now undertake to buy a property like this, and fit it up as I have done, and sell it for the price I am asking. I tell you frankly, there is nothing in it.

There is a feature, however, that recommends the thing to me, and that is, my desire to see a work that was established here made useful to the denomination. I would do much to see this done, and if there is anything further that can be said to help along this plant I shall be very glad to meet with you or any others, and help bring it about.

There was one question asked by Doctor Froom which was a little surprising to me, although I make no point of it, and that was whether Mother would favor a proposition like opening a plant here. I desire to say to you, that when I presented this matter to Mother, of taking this plant, she encouraged me to take it, for she said that just such a thing was needed <sup>by our people</sup> here in the South; and this statement from her was one reason which induced me to purchase this property. I did want to see this fine plant used in the work of the denomination, and I hope to see it yet. If those who are acquainted with such work as this will take it up I shall be glad. If not, I shall form some other plans for developing the work here; for I tell you frankly that I have set my head that this machinery shall be used in food work in the South. It may take some time to interest outside people, but I assure you that a food plant will be in operation here before a great while. If I cannot secure the help outside which I think I can secure, it will simply be a matter of waiting a little

longer until my own finances are in position where I can do something with it myself.

Now I wish you people would think candidly of this proposition. I think it is one that is worthy of our careful thought and earnest attention. When I meet you again, I shall want to talk with you father in regard to this.

Yours very truly,

*J. E. White*