

J. H. BENSON
ADMOR.

J. E. DAVIS, DIRECTOR DEL
DEPARTAMENTO EDITORIAL

CASA BAUTISTA DE PUBLICACIONES

800 MYRTLE AVENUE

P. O. BOX 211

EL PASO, TEXAS, E. U. A. 7/11/31

Dr. T. B. Ray,
Richmond, Va.

Dear Ray:

I wrote you some time ago. Did not expect a reply, so have not been very much disappointed in not hearing from you, except that I love to hear from you when it is possible for you to write.

I write now to say that we have suspended El Atalaya Bautista, or are suspending it with the July issue. This you will see in the paper, if you read it. Likely you have so much other foreign Literature that you do not get to look over any of it very carefully.

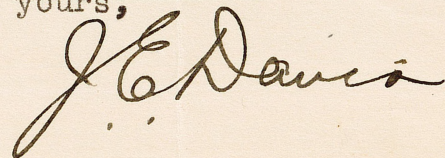
It is needless to say that it is hard for me to be reconciled to this move, since El Atalaya is my favorite child. But it is the one we could most easily dispense with. Even with this reduction I fear we are not going to be able to get by.

Things are in a "mess" all over our field. It is hard to even conjecture what will be the final outcome of it all. Bro. Benson says that we *may* have to shut up shop, but I am not in favor of that extreme--surely it will not come to that. It is true that they are not wanting our Mexican pesos, though they buy them here at a low cuota.

You see it is against the law to take Mexican silver from here into Mexico, and it is also against the law for the brokers over in Juarez to buy our checks on an El Paso bank. It is only a question of time till we may not be able to get anything for our checks unless we become contrabandistas, which of course we do not want to become. That is, if we can avoid it anyway.

Hope things are looking better for the Board by now, though I have my serious doubts about it, and with conditions going from bad to worse, it looks bad for all concerned. But He can bring it all out for His glory--and WILL.

Most cordially yours,



July 20, 1931.

Rev. J. E. Davis,
Box 211,
El Paso, Texas.

Dear Brother Davis:

Thank you for yours of July 11th. I am very sorry to hear that you are having to suspend EL ATALAYA. I know this has been a favorite with you, and I sympathize with you keenly in your disappointment over having to suspend it. I hope the suspension will be only temporary and that before too long a time you will be sending out this splendid paper again,

I see you are liable to get things mightily mixed up on account of exchange. I wonder if you will not have to establish a branch over on the Mexican side of the line and technically at least handle some of your Mexican business in that way.

Things are not improving, but my belief is before the year is out, we will get in better shape. The recent meeting of the Promotion Committee was a hopeful one, and if we can really put over a sure-enough Southwide Every Member Canvass, we ought to better the situation.

Blessings on you.

Cordially yours,

R/P

CASA BAUTISTA DE PUBLICACIONES

800 MYRTLE AVENUE

P. O. BOX 211

EL PASO, TEXAS, E. U. A. 7/24/31

Dr. T. B. Ray,
Richmond, Va.

Dear Ray:

I am glad to get yours of the 20th. Just glad to know that you are still able to write, even when conditions are not as favorable as they might be.

I fear that the suspension of EL ATALAYA is fatal. It costs a great deal to edit and publish such a paper, and we do not have a constituency that is large enough to begin to maintain it. It seems to me that it had a place in our program, but when we cast about to find a way to retrench, that seemed to be the only thing we could dispense with at present. So as in a mighty tempest, valuable things are cast overboard, we had to shut our eyes and harden our hearts and throw ~~it~~ to the waves. Yes, it breaks my heart, but after all, what is that? The whole business is heart-breaking. Just at a time when our literature is the main stay--when many other channels are closed, and when the people are reading as never before--it seems to me that it is criminal for us to have to almost shut up shop--for that is what is upon us. We are hoping however that in some way some Elijah may come along and keep the meal supply--even though it may be low and stay that way--from running entirely out.

If others would only pay us! For instance Quarles alone owes us more than \$2,000 on subscriptions alone, and more than \$1,000 for books. And so it goes. We are holding the bag. I suspect that we have more than \$5,000 outstanding, and what can we do about it? Nothing to speak of. Yes, we can suggest that they come to our relief, and a few--just a few--take the suggestion seriously.

We could cut them off and not send them any more literature, and that will not help us very much. It costs us so much to get the first copy of any paper printed, and so little for the last one, that cutting off subscribers is only a drop in the bucket. Oh, it is the eternal story--the everlasting problem of the publisher--nothing more.

Then with us, the problem--unnecessary and ruinous, as I see it--of exchange has made it so we can not do business. You do not understand, and our efforts to make you see it when you initiated this new plan were in vain, it seemed. I am going to make it plain if possible, and then you can plan as you like, for I know you are in a terrible plight. But have patience for a moment, and maybe you can see what a plight we are in too.

(Over)

Exchange has gone down steadily from the first of the year. Last month we got 38 cts. instead of 50 cts for each peso. Now the exchange is 35 1/2 and that only because the checks Bro. Marrs sends us are on the bank we do business with. That is, the Mexican silver is there and for that reason they very indifferently do us the favor of exchanging our money. You know we have to pay everything here in U.S. money, so we are perpetually up in the air.

You see Mexico permits silver to be carried out of the country in any quantities, and prohibits our taking it back. We cannot carry Mexican silver over there--it is contraband. Foolish? yes, but that is the way it is, foolish or no foolish. And we cannot bring gold--not even American gold--out of Mexico. If they find it on you, they confiscate it.

I can not take my check for Mexican silver, drawn on the First National Bank here, over there and exchange it. That is against the law. We are compelled to do the best we can here. The man in charge of that department here, told us the other day that it was going lower, and he believed that would be in a few days, that Calles could not stem the tide, for Mexican pesos do not have the necessary intrinsic value to hold them up in price, and the credit of the government, especially when they were perpetually coining more and making from 15 to 20 cts. on each one that was carried out of the country, could not keep the fictitious value up. Think maybe he is about right.

And we can not establish an office over there, for we have no business with Mexico to speak of, and we could not evade the law, as you can see from the explanations given above. If we needed Mexican money to do business with, that would be all right. But we do not need it and can not use it in our business.

I think that is plain now. And so we are "up against it," that is all there is to it. And so in order to keep our heads above water, we are shutting down the plant for the month of August and the press department till about October 1st. We will have our literature for the last quarter all printed some time next week, but we owe for all this, and no money coming in, so we have to close down in order to pay our workmen and paper bills.

But of course, this is our problem. I am calling your attention to it so you can make us an appropriation--be it ever so small, and it ought not to be small enough to compel us to shut off our work, stop our machinery, when the need for literature is greater than any other need at the present time--in money that we can use, and not subject us to the fluctuations of exchange. Please take this into consideration for another year for the sake of the cause that I love more than anything else in the world--the cause I have given my life for.

Bro. Benson will write you I am sure about the necessity of closing down--likely not till it is an accomplished fact. I merely introduce the matter incidentally.

(Mrs. D. and myself)

About the 1st of Sept. we plan to drive up to Kansas City and then back through Colorado and on home, being gone some two weeks. "It's an ill wind, etc."

Now, I am sure you have pleas from every quarter, but this is a special one. If we could use the Mexican money, we could get work done with it. It is different. So I am sure you will take all this into consideration. Most cordially yours, J. E. Davis