

BULLETIN

July 1, 1928

A NEW SWORD

"Cursed be he that doeth the work of Jehovah negligently; and cursed be he that keepeth back his sword from blood."—Jeremiah 48: 10, R. V.

UNQUESTIONABLY Moab here represents a portion of the Devil's organization, and those who are cursed or reprimanded are the ones who are lying down on the job so far as the service work is concerned. There can be no question in the minds of those who love the Lord supremely and who study *The Watch Tower*, as to the absolute necessity for them to participate in the field service if they would please the Lord.

One might talk about loving the Lord until his tongue became paralyzed by the talking and not interest Jehovah any more than the tinkling of a cymbal. "If ye love me, keep my commandments"; and the express commandment from the Lord for the members of the church at this time is to witness to his great name by declaring the day of his vengeance. To be other than active in the service now, in our judgment, would be 'keeping back the sword from blood'.

The "sword" here mentioned refers to the message of truth that Jehovah has placed in the hands of the fully devoted servants with which to perform the witness work he has designed. The faithful ones will keep their swords bathed in blood; that is, they will place God's message in the hands of the people so that it will do the slaying work he desires done.

The time is here for the people to know about the impending destruction of that wickedly malignant devil organization that for thousands of years has been grinding them down into oppression and death. You have the sword, brethren. Do what you have covenanted with the Lord to do. Let's be "hot". The following portion of this *Bulletin* informs us how the Lord has very graciously provided us all with a brand-new sharp sword. Let's use it vigorously.

METHODS OF WORK

Reconciliation brings the people a message of the times. The book presents the promises Jehovah has made for the reconciliation of man and his restoration to the perfection lost. This is the main theme of the book; and presenting the promises in the conclusive way that *Reconciliation* does is what makes the book a message of the hour, for it speaks out as a witness and

raises a standard against the present maze of writings that seek to refute the Bible's teachings and make its promises of no effect.

Campaign

The campaign with *Reconciliation* should begin immediately. Details of operation have been

outlined in the "Directors' Bulletin". We urge workers to talk in terms of books. With *Reconciliation* an excellent offer can be made to the people of *The Harp*, *Deliverance*, *Creation* and *Reconciliation*, *Last Days*, *Prosperity Sure*, *Where are the Dead?* *Hell*, all for \$1.98. People appreciate book values. We urge all workers to frame their canvasses so as to present to the people the \$1.98 combination. There are millions of books sold each year. The people appreciate a good value in a book offer as much as they do in any other line, and four volumes at \$1.98 is an excellent offer, containing, as the books do, reproductions of world-famed artists.

The reproductions appearing in *Reconciliation* and *Creation*, with the exception of one reproduction in *Creation*, can not be even seen in any of the museums of the United States, and if people wished to purchase the prints individually they alone would cost them thirty-five cents apiece, or \$11.20 for the reproductions appearing in the two books.

Then again, the later editions of *Deliverance* and *The Harp* have the same stamping and binding as *Reconciliation* and *Creation*. Thus the books are seen to be related as making up a set. They are all stamped in gold and bound in the new light shade colors so much in demand at the present time. People will appreciate this value if it is presented to them in such a way that they can see the great saving in value in the offer. This, of course, requires that the worker help them to appreciate the book value. People may be told of the message. The canvass at the door may give them a short and excellent insight into the work of the Watch Tower, but the message is in the books and the message will be delivered when the books are in the homes of the people. They will come to appreciate the message only as it is available for use.

Study Previous Sales

In some portions of the territory the houses have been thoroughly worked with *Deliverance* and *The Harp*. Of course, it is impossible to sell these people the same book, and it is to the advantage of the worker that they be not reminded that they have the books and have not read them. Cooperate with the director in studying past sales in all parts of the territory, and in such territory offer *Creation* and *Reconciliation* and one booklet at 98c. In homes that have *Creation* offer *Reconciliation* and three booklets at 75c. If this offer does not appeal to them, then offer *Reconciliation* at 45c. If there is not interest in any of the offers above mentioned, then endeavor to place the two booklets at 20c, or one booklet at 10c.

Difficult territory is to be found in every class assignment. Some territory is actually difficult, and other territory is viewed as difficult by the workers; but it is well for each worker to remember that his responsibility is in letting the people decide whether they will accept the message, and that it is not for the worker to decide whether he should or should not present the message to people in different sections.

Oftentimes outward appearance is merely a

polish or mask which people will discard when they find that you come to them with a genuine desire to assist. Note the following letter:

"I have noticed that where opposition to entering a territory is strongest the message is most appreciated and there the people are most apt to buy and do. So wherever we see the Devil's "Keep Out" signs, we just smile and walk in, and come out smiling, too! Most any old path through the woods leads to some poor soul who is hangering for the Lord's message. Am anticipating great joy in putting the Lord's latest book, *Reconciliation*, in the people's hands. I have not yet received mine, but expect to find it waiting at the post office here in the morning. Most of the streets in this town look like duplicates of Easy Street, and, from the number of churches, the Devil has them almost all converted; but there will be many roads and one or two small towns with those who will, no doubt, be glad to hear.

Don't Stop Too Soon

The following letters tend to indicate that there is much room for progress in demonstrating to the people that the books you are offering are of much value and that in reality it is necessary to accommodate the circumstances to the conditions. When people do not appreciate the value that the books present, they try to be courteous enough not to say that the books are not worth anything to them. There are different ways of saying this, and the phrase, "We have no money," seems to be the most generally used. How many workers drop the argument at this place it is impossible to say, but the following is one of the letters that indicate that people use this as an excuse for not purchasing.

"A sister had an amusing experience recently while canvassing one of the small towns. A lady told her she had no money. In a short while the sister passed by the same house again and the lady called her in and told her that she *did* have some money in the house and that she felt so bad about telling her that she did not that when she tried to eat her dinner it just choked her. So she bought the books."

Mrs W. L. TAYLOR—Springfield, Ill.

Whenever a worker shows that he is sufficiently interested in people's welfare to accommodate himself to their circumstances either by taking an order and making the delivery later after pay-day or, as in rural districts, by taking some produce in exchange for books, then the people come to appreciate that you are interested in something more than in making your commission or just distributing books; and when they can see that a worker is in the work because of his heart-interest, they take an altogether different viewpoint of what is being done.

"I tried out the rural districts last week without working in business districts. I did not try to sell the books for cash. After passing the time of day I would quickly tell them that I was not a book agent and was not after any money, saying, "I have the International Studies you can get without any money." Then when

I noticed that they wanted the books I told them the books were worth fifty dollars, but that they could have the nine books by giving me hens that are not leghorns. If they do not want the nine, I take two hens for the \$1.18 set. Nine out of ten last week would not pay any money, but would give chickens.

"After my books were paid for last week I had \$64.00 left, whereas if I had not taken chickens I would have had less than \$20.00, as they had not had any rain out here till this week and were much discouraged. I believe that most of my work from now on will be in the rural districts."

FRANK DAY—*Lake Andes, S. Dak.*

Be Firm for the Truth

Opposition is waning. This is one of the things most manifest in the field today. But again it requires that the worker take the initiative, for how else will opposition be answered? And generally those who oppose the work or manifest opposition to what you are doing know enough about the work that if they are set right they will purchase the books.

"We are greatly rejoicing over the fact of entering the Lord's work at this time. It is strange indeed to note, as we go about, that people who are prejudiced at first change their minds soon after you talk to them. Sister — on one occasion met a gentleman who would not say anything good for Brother Russell and mentioned that the doctrine of Pastor Russell was not fit for any one to read, but before she left he purchased five of the books which included *The Harp, Deliverance and Creation*. He said that if what she said was in the books was true he knew he would like them. This shows that the prejudice is breaking down, and that soon the people will know who the true and living God is.

"I believe I am learning to canvass the right way, and that is to know just what you are going to say and say it in your own words. That will bring results. We found this out in a very short while. I wish to state that during the past two weeks in the auxiliary colporteur work I have placed more books in the hands of the people, canvassing from house to house, than I had during the last two years or more."

GEORGE E. MARSH—*Zanesville, Ohio.*

Opportunities

Opportunities abound; and what opportunities are placed in the path of the worker, even though to him the occasion may seem an unimportant one. It is best to enter upon the opportunity that presents itself with that zest and enthusiasm that will bring results.

"I was canvassing a family, and the wife and mother suggested that I go to the meeting of the Ladies Aid. I declined. However, after about a half-hour's work, I ran into the Ladies Aid meeting-place, and being invited to come in after I had stated my mission, introducing myself as a Christian Bible student, representing the International Bible Students Association who are broadcasting over the powerful radio the glad message of *Deliverance and Freedom*

for the Peoples, I went in and proceeded to tell them of the evidence we have of the incoming of God's glorious kingdom of peace. While doing so I canvassed them for *The Harp, Deliverance, Creation* and the seven volumes of *Studies in the Scriptures*, and suggested that the Ladies Aid order a complete set of ten for their library at \$3.35. There were about twenty women present.

"They replied that they were financially unable to order the bound volumes. I then took five booklets in my hand and, after describing each title briefly, I arose from my chair and started around to each one with them, and after one woman had taken the lead by picking out *Where are the Dead?* others followed with sets of three and five. One woman even arose from her chair and, going to my carrying case before I got to her, picked out a set of three. That helped wonderfully and gave the witness quite a boost. There were sixteen booklets sold at that meeting.

"Some had to leave before the witness was complete, and one woman bought *The Harp* while I was buying groceries of her later. This experience gave me great joy and thankfulness that I entered the pioneer colporteur service."

JOHN A. SMITH—*Pioneer Colporteur.*

Overlook None

Even so-called impossible places are not impossible, for agencies are at work that workers are not aware of and, in fact, that the Society is not aware of. The Lord is the great Captain on the bridge of the ship. We who are assigned to different places do not know, nor do we see, all that the Lord is accomplishing; but when we are placed at a designated point and are given our work, then we should act in the capacity that the Lord has designated; and the worker will always find that his mission is a greater and larger one than he anticipated or realized. The following letter emphasizes this:

"In my canvassing last week I came to a small sanitarium. There were mostly old ladies. At first I thought I would not go there. Then I knew it would not be right to miss any one. Of course I know now who it was that put the thought in my mind not to go there. I thank God that my love and zeal for the Lord is stronger than that evil one. I rang the bell, and the lady in charge came to the door. I started giving my canvass. I got only as far as 'International Bible Students' when she said, 'Come right in, my dear. Every door should be open to I. B. S. A. I always bring in WBBR and also our own WICO station.'

"She has radios in different rooms so placed that all the old ladies can hear Brother Rutherford Sunday morning, and now she will let them listen to our own local station every Monday night from eight to nine p.m. She said, 'They get so much comfort from it.' She took *Creation, Deliverance and The Harp.*"

E. M. CLARK—*Stratford, Conn.*

Further, the moves that are made by preachers, the inconsistencies in their discourses, the difficulties in the world today: all of these tend to operate favorably toward the message; but

it is the worker's responsibility to show to the people what this message is. This is why it is so necessary that workers ascertain, if at all possible, what concerns the people today, and show how the message is one of comfort for the people in enduring their circumstances. Note the following:

"I am happy to tell you that I went over the top this past month. My goal set for the year was 500 a month, but by his grace I placed 1023. The times are hard; for the people in the lumber mill towns are terribly oppressed, as well as the farmers. Yesterday one farmer received a check for \$2.30 for ten crates of strawberries shipped to market. His crates and picking cost him \$1.05 a crate; but 'the bitter herbs whet their appetite for the lamb'.

"Last Sunday morning, while I was canvassing in the country, a gentleman said he didn't care for the books; that if he bought any, he would buy some of his own denominational books. But I prevailed upon him to take four booklets. That evening as I was returning he stopped me and wanted to know what was the price of that full set of books. I told him \$3.35. He said, 'I want them, if these booklets are a sample of what is in them. The one book on *Hell* is worth \$3.35 by itself.'

"Then he explained to a neighbor present the meaning of 'hades' and 'gehenna' and remarked, 'Our teachers have been misleading us; even our preachers have not told us the truth. The men who wrote these books is a sure-organ (Christen). Of course I was happy, and experiences like this cause my heart to break forth in singing his praises and to appreciate more fully the blessedness of being under 'the robe and the garments of salvation!'

M. CARY GILMAN—Wickes, Ark.

Territory Improves as Worked

As the worker progresses it becomes more and more manifest that each time the territory is gone over there is a greater number of people left who have not bought but who have determined that they will buy at the next opportunity. Workers should consider the field assigned to them as never completely worked until the message is in as many homes as it is possible to place it, and that each new message, such as the book *Reconciliation*, but offers to all the people the further opportunity of obtaining the books.

"Since the first of the year I have canvassed Clintonville and Shawano for the seventh time. Placed about four hundred books in each of these towns. I could have placed more if the people had had the means to buy. It is surprising how many people are beginning to think. It was impossible to limit my time at a call as I do in virgin territory. Many of the people are becoming our friends, even among the Catholics. They are asking many interesting questions in regard to the truth and the Bible Students' work.

"It is wonderful to watch God's overruling power as we go on step by step. We had to postpone our trip last Sunday. In the afternoon Brother drove while I canvassed in the

rural district and placed forty books. The Sunday before I placed seventy-two, among them nineteen bound books. It is marvelous how the farmers buy.

"I am gradually arranging our affairs so (if the Lord is willing) we may enter the pioneer colporteur work after the convention."

Mrs. W. H. SPEARBRACKS—Clintonville, Wis.

Call On the People

Then, too, remember that the people who have bought the books are reading them, talking about them and telling their friends and neighbors about them; and since they depend upon the worker to come to them with a new message they do not send the people to the homes for the message. It devolves upon the worker to come to them, and it is the responsibility that the Lord has placed upon them to bring the message to the people, knowing that his work will be prospered by and through the different conditions that the field contributes toward placing the books in the hands of the people. The following letter illustrates the point in this paragraph:

"Was in the Farmers' Exchange the other day canvassing one of the office men for the commission of seven, *Creation*, *Deliverance*, *The Harp* and four booklets. While I was talking a fine-looking big farmer got into my bag and strung the *Creation*, *Deliverance*, *Prosperity Sure* and *Last Days* along the counter.

"He said to the man I was talking to, 'Patterson, these are the finest books I ever read. The first three chapters of *Creation* are worth \$25.00 of any man's money. You buy them, and if you don't feel like you have your money's worth I'll buy them from you and give them to some one.' Needless to say, Mr. Patterson bought the seven. The manager bought them also, as did one man in the warehouse, and an office girl bought *Creation*. Twenty-two books went out in about ten minutes.

"The next day I was at the American Legion headquarters. I told them about the experience of the previous day. One man said, 'Why, Roy Harrington is my uncle. I know about those books and want them.' He called his office mate, who took the seven also. Fourteen more went out because one man had read and liked them. Surely the Lord is using divers means to bring the message to the people."

"I am making my expenses and the expenses of my four younger children while doing the work I love best of all. Praise God."

Mrs. ISABELLE C. SMITH—Springfield, Mo.

The letters above will, we trust, bring to you an appreciation of the conditions in the field throughout the United States. We trust, too, that it will bring home to you that such conditions exist in one or more ways in your territory and that the greatest results can be had when the work is undertaken with a determination to profit by and use to advantage the conditions that exist. May the wisdom of the Lord guide and direct you as you strive to serve him.

With Christian greetings, we are

Your brethren in the Lord,

Watch Tower Bible & Tract Society