



Colporteurs See Old Year Out with a Bang Working Class Workers More Efficient

Sell 104,215 Books in Spite of Big Odds

In a whirlwind fashion, the regular and auxiliary colporteurs swept forward in the field and wound up the old year 1928 by placing during December a total of 104,215 cloth-bound books in the hands of the people. In spite of the wide-spread "flu" epidemic, Nimrod's holiday, bad weather and everything else to make this month one of the worst for the work, the regulars sold 91,492 books, 64,439 booklets and 24,551 *Peoples Friend*, and the auxiliaries, 12,723 books, 9,699 booklets and 7,748 *Peoples Friend*. This makes a grand total of 210,052 pieces of literature for the month. How's that for seeing the old year out? When you compare the 104,215 books with the 22,264 books placed during December of last year, you have something to think about.

Now for a little more interesting dope. Comparing the first three months of the 1928-1929 fiscal period with that of 1927-1928, we find that the regulars have placed practically 431 percent more cloth-bound books during this year. The activity among the auxiliaries represents an increase of 330 percent. And we thought that last year was a wonderful one! Here's a real starter for a "humdinger".

But in spite of this big increase, there's still a lot more to be done. The regulars are 14,061 behind in their book quota, and the auxiliaries 11,211, for the first three months. Sickness has kept a lot out of the work; many have failed to report at all; and the sale of booklets has fallen way behind for this period. If with the opening of spring there is a corresponding increase in the enrollment, we hope that these shortages will be more than made up.

So keep up the good work, colporteurs, and by the Lord's grace that 1,450,000 book quota and 1,000,000 for booklets can still be made. Already you have made 18.8 percent of your goal in books, whereas last year at this time you had sold only 10 percent. But in booklets you have disposed of only 11 percent. To remedy this, try to leave something in every home even though it be but a 10¢ and a 5¢ booklet. By dropping to this 15¢ booklet combination as your final offer, there will be a big jump in the number of booklets placed and a more thorough witness given to the honor of Jehovah's name.

News Items

"It certainly pays to follow up quickly with the books where the territory has been canvassed with *The Peoples Friend*. We have sold many books as a result of the interest thus created."—Pablo, Mont.

"I sold a set of five today to a detective, a Catholic. I had sold him a *Peoples Friend* about a week ago. I asked him if he had read it

Bound-Book Drive Real Success in Following Up Peoples Friend

With the close of the *Peoples Friend* campaign, January 20, the bound-book drive should immediately follow, going over the territory just canvassed with *The Peoples Friend* and taking advantage of the interest thus created. Adapt your combination to what the territory will be able to handle. Discuss this matter carefully at your service meetings, and if it is found that the \$1.98 combination is beyond the means of the people in any particular section that you are going to canvass, offer them a smaller combination. All combinations, however, should include at least two bound books as well as some ten-cent booklets, and *The Peoples Friend* if it has not already been placed. We have a recommendation of a combination which has proved very successful in certain sections of the rural territory. It is the \$2.98 combination composed of the five new books, any one volume of the *Studies in the Scriptures* and six ten-cent booklets. A brother writes us as follows concerning this:

"In sixty-six calls I was able to place eleven of these combinations, or a total of 132 books and booklets, as well as 79 additional pieces of literature. Another brother sold sixteen of these \$2.98 combinations in the same number of calls. We regard this plan of working country territory as the very best of which we know."

This combination might be tried out when working rural territory in the South and on the west coast and in any other accessible rural territory that can be worked at this time.

Special Bulletin

The Society is mailing out a special *Bulletin* compiled from the experiences of colporteurs and other workers which contains a lot of helpful information for every one who is engaged in the witnessing and giving the message at the present time. Therefore we recommend a careful study of the special *Bulletin* by each worker in the field as well as by the service committees. We believe that the merit of the suggestions offered there for working various portions of the territory and for canvassing different classes of people has been confirmed by wide experience in the field and that a careful application of these suggestions to your territory, as far as possible, will prove helpful.

and how he liked it. He said that 'it was good', then added that 'it was VERY GOOD'. I had three books left in my bag and offered him these. He said, 'I believe that you said there were five. I want them all.'"

Colporteur in Springfield, Mass.

We Are Wondering What Happened to the 161 Classes and 1393 Workers That Did Not Report

We have just completed an analysis of the figures covering the December class sales. These figures reflect some of the retarding influences which the workers encountered during the month and which contributed to the slump manifested. It will be noted that the average number of weekly workers in the field dropped fifty percent from the November figures, or from an average of 4,844 workers each week to 2,451. The number of classes reporting dropped from 754 to 593, or 161 classes that reported during November failed to report during the last week of December. The third outstanding factor that these figures manifest is the time spent in the service by the workers who were out in the field. During the month of November each worker had an average of 4.44 hours a week. The December figures are 3.45, or a drop of a little less than one hour a week per worker in the time spent in the service.

To simply consider these facts without making due allowance for the contributing causes would be unreasonable and unjust to the workers. In considering these causes we find the chief one to be the "flu", which amounted almost to an epidemic in some parts of the country. In some places schools have been closed since January 12. Many of the friends have also suffered from this, being taken out of the service for a considerable period. The reports also indicate that from 33 percent to 75 percent of the homes canvassed were affected by this sickness, which did a great deal to retard the witness. Another obstructing condition was that it was Christmas month; and while undoubtedly much was accomplished by following up immediately the territory previously canvassed with *The Peoples Friend* and thus taking advantage of the interest created, and also by the attractiveness of the five-book combination, yet, despite all this, we have to acknowledge that December is the worst month of the year. The Devil has made a very thorough job of commercializing the non-essential things and making them attractive to the people and blinding the minds of the majority to the actual need of the essential things, so that the normal effectiveness of our message was to a great extent diminished during the month of December.

These were the outstanding reasons, undoubtedly, for the low sales during that month. However, we do not want to dwell entirely on the unfavorable phase of the month's work. There were also a number of encouraging features to it. Despite the many retarding features mentioned above, December, 1928, was the most consistently active December the classes have had. The average number of workers in the field

was only 55 less than December, 1927, and the sales of the bound books per worker was 3.69 per week this year as against 2.7 last year. In other words, the efficiency of the workers in the field increased about 28 percent; so that with 55 fewer workers we were able to place over 2,000 more bound books in the hands of the people during the month than we placed a year ago. We are confident that if the conditions were anything like the average December we would easily show a fifty-percent increase in the bound books sold. Surely this is gratifying.

However, it leaves us quite a way behind our quota; and in order to accomplish what we have set out to do and magnify the name of our God as we had hoped to do, each one will have to take another hitch in his belt and buckle down a little harder. These experiences make us appreciate the fact that we are in a real battle. It is a real warfare. During December the enemy obtained some advantages by adding more misery to the human family and retarding the normal effect of our witness and probably by trying to cause some of the Lord's witnesses to become discouraged because of not reaching the quota they have set for themselves. In this latter matter, at least, he can not succeed; for an impartial analysis of the results clearly demonstrates that in spite of all that he can do we have not lost any ground over last year. During October and November the advantage was on our side. We more than kept up with our quota, except for a few booklets. We have lost a little in the enemies' counter-attack in December. However, this will easily be made up in January and February, particularly in February, we are confident; for the epidemic of "flu" is still pretty severe in certain parts of the country and will in all probability affect our second *Peoples Friend* drive. Therefore it is going to require added diligence on the part of all to maintain our present position and press the enemy more effectively, and of the service committee in planning the work and making a careful analysis of the field and ascertaining favorable or unfavorable conditions that exist and then carefully coaching the workers so that these can successfully meet every situation. These matters should also be taken up with the regional service director when he visits you. His experience with the same conditions in other classes will be a great help. Then the workers should carefully scrutinize their individual arrangements with a view to devoting more time and energy to the service. In this way only can we hope to overcome the temporary advantage of the enemy and attain to our objective in the distribution of the message.

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Directors and Colporteurs Asked to Follow Instructions in Filling Out New Report Cards

A supply of a new style of report card has been sent to all colporteurs and class directors, together with instructions for filling these out correctly. Since the colporteurs received their supply first, it has been found that some have not read these instructions but have taken it for granted that they knew all about the cards. This has caused confusion and a loss of time because of vague information on cards improperly made out. We know that you want to cooperate and to do things right. That's why we sent the instructions. So won't you please use them? Read them over carefully and report in its proper place all the information requested.

If any colporteurs or directors have not received their supply, order them at once.

Sharpshooters, Secretaries and Directors Asked Not to Use Colporteur Supplies

Sharpshooters, class secretaries or directors are requested not to use envelopes, order blanks or other supplies which are put out for the exclusive use of those on the active colporteur list. By having such mail come to the Society addressed to the Colporteur Department, it causes a double handling of the mail and much loss of time in looking it up.

Colporteurs, on the other hand, are asked to use these various forms and always to address their correspondence to the Colporteur Department. If they run out of stock of any of these, we shall be glad to receive their order for more.

(Continued from page 1, column 4)

Our booklet campaign does not show up as promisingly as that of the bound books. At the end of November we were 11,500 booklets short of our quota. This has now grown to 24,855. There are two contributing causes for this, in addition to those mentioned above. First, the friends are selling the *Peoples Friend* booklet instead of a ten-cent booklet. During December they reported a hundred thousand *Peoples Friend* put out in combination and singly. This naturally affects the sale of the other booklets; but this will adjust itself as the *Peoples Friend* stock is exhausted. The other reason is that many of the friends canvassing for the bound books do not drop to the three-booklet combination or to a single booklet with *The Peoples Friend* for fifteen cents. When the prospect refuses to consider the bound-book offer, some stop canvassing entirely. An effort should be made to place the booklets in every home where a bound-book sale can not be made. With the advent of the *Restoration* booklet, which is the most attractive ten-cent booklet offer that the Society has ever made, a booklet combination should prove to be very acceptable to the public and should be offered in every case where bound books can not be placed.

We are submitting herewith the figures showing the percentage of sales and quota to date.

	Books	Booklets	Total
Quota	145,000	173,000	318,000
Sales	140,367	148,745	289,112
Short	4,633	24,855	29,488

Question Cards Are Great Help in Gaining Audience with Busy People

Have you tried using the question slips or cards in your canvassing? Many of the colporteurs are finding that these are very effective in stimulating interest, not only in the homes, but also in the business districts. One brother in particular attributes a great deal of his success to them, saying, "I have been doing a little experimenting with some question cards. I wish to state here that those cards are the greatest thing to gain audience with a busy person or business man, as well as with other people, I have ever seen. Brother C— and I were canvassing a mining town. He tried to gain the attention of a busy bookkeeper. 'Not interested—too busy—too many books anyway.' Brother C— left him a question card, telling him to be sure to read it. I came in later in the day and he came up to me in the store, and as soon as he learned I was selling the books, he said, 'If those books answer the questions on that card, they are mine.' And they were, as soon as I got the money into my pocket."

He shows also to what an advantage these can be used in stores where one finds it necessary to talk to several at the same time, saying, "A few days ago I was canvassing a young man in a pool room. The boss came in and I gave him a question card to keep him interested while I finished with his clerk. When I told the clerk the price, the boss stepped up and said, 'What? You mean all those books for that price?' I answered in the affirmative. 'Well, can all the answers be found in those books?'"

"I said, 'Yes, and several thousand other questions and answers.'"

"They are my books."

"I asked him what aroused his interest so much in them, and he told me it was those questions which had been a great puzzle to him, and he added, 'You could never have sold me those books if it wasn't for that card.'"

Radio Stations

The 15th of each month *The Watch Tower* has on the back page a list of the radio stations broadcasting the truth. This is particularly for the information of the workers, so that when calling on the people they can mention the radio station broadcasting the message in their vicinity. The service director should call this to the attention of the workers and urge them to make mention of the radio station at each home visited.

We are now able to furnish a nicely printed slip advertising the radio stations which comprise the WATCHTOWER CHAIN and also the five books. A picture of *Creation* in light blue adds to the attractiveness of the leaflet. These can be supplied to classes or individual workers at \$1.50 per thousand. (No additional printing can be done on these slips.)

Directors for 1929

We were endeavoring to have all service committees completed by January 1. In this, however, we were handicapped by the failure of a number of classes to send in their 1929 recommendations for director. It was necessary to send a second request to approximately 300 classes and of these there are 100 yet to be heard from. We realize that in many of the smaller classes in iso-

Suggestions for Working Apartment Houses

If there are any apartment houses in your territory, now's the time to work them. Since they are warm and dry you need not worry about the weather, even though it is stormy outside.

Some of the friends have been timid about going into such places; but in many instances all you have to do is ring a bell, walk or take the elevator to the top floor and, knocking at the various doors, work your way to the bottom. One brother has found that when there are several doors opening on the same corridor it pays him not to make all the calls on the floor in succession. He makes his first call on the top floor and his second on the floor below. Then for his third he returns to the top floor; and he repeats this process until the building has been completed. His reason for this is that if several bells are rung in close succession on the same floor the occupants of the other apartments also hear them, as well as his voice in the hall. This leads them to mistake him for an agent; so that when he rings their bell immediately thereafter, they fail to respond.

In the more fashionable apartments which have strict regulations against any canvassing, some have suggested that a letter be sent in advance making an appointment with the people to call on them at a certain date. If stopped in their work, they can then tell the superintendent that they are calling on Mr. (or Mrs.) — by special appointment. When they ring the bell they are readily identified because of the advance notice. One colporteur has been using this method with good results in gaining an entrance into a very good class of apartments, and writes us:

"I find the best time to see the people is in the evening. I go to the lobby and copy the names from the mail boxes and then send them the letter about two days before I call. (A city directory might also be used.) I tell them the date I will call, so that they may expect me. Sometimes I call two or three times before I get in; but as soon as the door is opened for me, I go in, starting on the top floor and working down. After getting in I just rap on the doors and ask them if they received my letter."

The advance canvass which this colporteur uses is neatly type-written and reads as follows:

All Ye Cliff-Dwellers— Attention!

Once upon a time there dwelt in the land of Detroit a people who were cliff-dwellers. The land was ruled over by a wicked prince, a hard task-master, who inflicted on the people pain, suffering, sorrow and tears. Only occasionally did a ray of sunshine peep through the dismal walls of the cliffs, and flowers and trees were unseen except as the dwellers went forth to their daily tasks and passed them by the wayside.

Service Conventions

Arrangements have been made for all organized classes in the country to be visited during 1929 by regional service directors. In addition to this the Society is arranging for a series of two-day service conventions to be held in classes that are centrally located and accessible to a number of other classes in their vicinity. These conventions are generally arranged for the last two days of the regional service director's visit to these centrally located classes. The purpose of the service conventions is that the friends might assemble for cooperation in the service work. The forenoon and part of the afternoon will be devoted to service, and the late afternoon and evening to service testimony meetings and talks. As far as possible arrangements are being made to have two of the regional service directors serve at each convention. In reporting the activities at these conventions each class that attends should be under the supervision of the director or some brother appointed by him. The visiting friends should take their own books and report the sales made as of their own class, not the class at which the convention is being held. In this way each class is disposing of its own consignment of literature and is getting credit for the sales made. However, before leaving the convention each class representative who is in charge of the service work should report to the local director all the sales made in the latter's territory and the towns in which they were made, so that he can include this information in his yearly report on all the sales of literature made by the workers of his own class.

One day the Messenger of Deliverance came, and lo! the doors were locked so he could not enter.

However, he had his trusty bow and arrows with him, and right through walls and doors he shot five arrows, each with a message of peace, as follows:

DELIVERANCE: The King returns to his domain, expels the wicked prince and establishes a new

GOVERNMENT, which restores peace, prosperity, life, liberty and happiness, rebukes and destroys evil and brings about

RECONCILIATION of the people to himself that he might bestow great blessings on the obedient ones. Then the whole

CREATION bless and honor the King. Laughter, joy and peace now are the rule, and all the King's subjects give honor to his name. Music is heard in the land. Anthems of praise are sung and sweet are the notes from

THE HART OF GOD. Many songs, from Creation and each progressive step of the King's plan to the Restoration, spoken by all the prophets of the earth, are heard, praising the King.

I hope this arrow may open the door. I will call and deliver this message on —

(Signed)

Representing Watchtower Programs

Another colporteur is mailing a question card, enclosing with it a personal calling-card announcing the day on which the call will be made.

If any one has any other suggestions to make along this line that are proving effective, please mail them to us in care of "The Bulletin".