

Bulletin

THE GOLDEN AGE

SALES DEPARTMENT

(Directors)

FEBRUARY 1, 1920

Concerning the letter of January 13 regarding the book, *TALKING WITH THE DEAD*, the procedure of canvassing has been outlined in the *Workers' Bulletin*. It is the intention of this office to check the number of books ordered at 10 cents each by Directors with the number of subscriptions reported on the weekly report blank of subscriptions as taken with *TALKING WITH THE DEAD* book. The cost of the book requires that the amount invested be returned in a subscription. It is our hope that the new premium booklet will induce many people to subscribe and thus make up, in the large number of subscriptions received, the amount invested in *TALKING WITH THE DEAD*.

This book is to be supplied to the workers at 10 cents each. In accepting a book at 10 cents the worker agrees that it shall be given as a premium with a subscription, and not sold separately at that price nor given to a friend. For each copy sold separately or given away the worker agrees to pay the Director an extra 15 cents. Sold separately the book is to be retailed at 50 cents, if with a six months' subscription, the two for \$1.00; if with a four months' subscription and *TALKING WITH THE DEAD*, at 75 cents.

Regarding suggestions in the *WORKERS' BULLETIN* about giving a copy of Pastor Russell's Sermons as a premium with a year's subscription together with a copy of *TALKING WITH THE DEAD*, at \$2.00; we are willing to make a special price to classes organized for *THE GOLDEN AGE* work on the Pastor Russell's Sermons until our stock of 15,000 is exhausted; namely, 35 cents per volume, carrier's charges collect.

A thorough trial should be given the method of distributing samples first and soliciting subscriptions later. This best accomplishes the primary purpose of the work—the personal experience that each worker gets in connection with bringing the truth to the attention of others. In bringing the magazine to the attention of others, they should be granted the opportunity, not only of a hearing that there is

such a magazine as *THE GOLDEN AGE*, but of reading its various articles.

In this regard *THE GOLDEN AGE* accomplishes more than the *BIBLE STUDENTS MONTHLY*. If thirty-five per cent of the copies of the *BIBLE STUDENTS MONTHLYS* distributed were read, or even looked over, it was an excellent percentage. But from what we are able to ascertain from reports that have reached this office, practically 85 per cent of the copies of *THE GOLDEN AGE* distributed are being read. Practically all with whom a sample is left at least sketch it over. Our efforts are primarily to acquaint the people with *THE GOLDEN AGE* as the instrument the Lord is using to announce the incoming kingdom.

Another item is the insertion of letters etc., in sample copies of *THE GOLDEN AGE* when distributing them. We ask the Directors to see that not only the letter, but the spirit of the following rule is followed. This includes all circulars, whether excerpts from *THE GOLDEN AGE* or otherwise, all letters, canvasses, excerpts from the Salutory, subscription blanks, cards, advertisements, notices of meetings, etc., unless authorization is received from this office.

Under no circumstances will this office sanction the insertion of local advertisements, leaflets, or other printed matter, in sample copies of *THE GOLDEN AGE* for distribution. In the past the cause we love has suffered because of the indiscretion of some in this direction, and we urge all that there be no deviation from this policy. If an emergency arises that seems to call for a variation please take the matter up with us first.

Directors are neglecting even at this writing to see that the reports come in to this office, whether they have anything to report or not. Were we to press this item of the work in accordance with its importance, we would devote this entire Bulletin to it; but we trust that all will make prompt reporting, whether they appreciate its necessity or not.

Each of the blank spaces calling for a report on the report card should be filled in. We have reduced the items to essentials; each one should be reported on weekly, especially the number of workers and the number of days each has devoted to the work during the week. These, with the number of subscriptions and samples distributed, are the most important features. To this office all the items are of vital importance.

Below we submit a report card properly filled out:

Class *Brooklyn, N. Y.* Report for Week Ending *1-31-20*
 Class Members Brethren.....175..... Sisters.....225.....
 Workers Brethren.....63..... Sisters.....100.....

	1	2	3	4	5	6	Days per Week
Canvassing	104	30	10	8	6	5	

Territory
Being Canvassed

Kings County

Finished During Week

Greenpoint

Report for Present Assignment

	Total as per last Report	Total this Week	Total to Date
Samples Distributed	600	0	600
Subscriptions with premium	900	150	1050
Subscription without premium	50	90	140

	1	2	3	4	5	6	ZA
Studies in the Scriptures	6	3	5	15	2	7	15
Scenarios and Manna	10		Cloth	5	Paper	10	5
Booklets	10		Hell	Talking with Dead	Lord's Return	Sermons	8

Largest Number of Subs taken in 1 day by 1 worker.....15.....

Largest Number of Samples distributed in 1 day by 1 worker.....50.....

Order for Samples	Standing Orders	Additional Samples Needed	Decrease Order	Total Samples Required
	4000	600	100	4500

Reports without the name of the class, or lacking the date of the report are useless to us. In the space numbered 1 to 6, after "Number of Workers devoting", indicate the number of workers devoting 1, 2, 3, 4, 5, or 6 days of their time to the work. The report card should give the total number of copies of THE GOLDEN AGE

that have been distributed in the territory compiled from the workers' last report; also the total number distributed during the week; and additionally the total number distributed up to the time of mailing the report, which would, of course, be the total to date of the samples distributed as listed on the last previous report and the samples distributed during the week. The same applies to subscriptions. On each report mailed, enter a new column for subscriptions taken with the TALKING WITH THE DEAD book, as shown in the form. Enter also the number of each Volume of STUDIES IN THE SCRIPTURES, Scenario, Manna, booklets, and TALKING WITH THE DEAD that are sold as a result of canvassing for THE GOLDEN AGE.

In the column headed "Standing Orders", indicate how many samples you ordered of an issue for distribution. In the next column show the additional samples required this time; this is affected by new workers entering the field, or other causes. If some have left the work, and you desire to reduce your standing order, indicate this in the column headed "Decrease Order", and show the total amount of decrease. Under the heading "Total Samples Required", indicate the total number of samples that you desire of the next issue after making adjustments.

For us to adjust your order for sample copies it will be necessary that the notice for reducing or increasing the order must reach us by the dates listed below for the various issues:

Issue Dated	Change of Order to be made by
February 4.....	January 26
February 18.....	February 9
March 3.....	February 23
March 17.....	March 8
March 31.....	March 22
April 14.....	April 5
April 28.....	April 19
May 12.....	May 3
May 26.....	May 17
June 9.....	May 31
June 23.....	June 14
July 7.....	June 28
July 21.....	July 12
August 4.....	July 26
August 18.....	August 9
September 1.....	August 23
September 15.....	September 6
September 29.....	September 20
October 13.....	October 4
October 27.....	October 18
November 10.....	November 1
November 24.....	November 15
December 8.....	November 29
December 22.....	December 13

"The Golden Age" on news-stands:—the last BULLETIN recommended that a commission be granted the news-dealers of three cents on each copy sold, or 33 per cent on a paid subscription. It was overlooked that a commission of two cents on each one sold be allowed the worker distributing the samples. Hence, news-stand remittances should be made to this office on the basis of five cents a copy. Directors will have the responsibility of making the collection. If the worker desires to forfeit his commission and grant the news-dealer a commission of 50 per cent on each copy, that is entirely his business. On magazines that sell for ten cents, news dealers are ordinarily allowed a commission of 30 per cent; and if one magazine grants a commission of 50 per cent, they push that magazine above others, because it nets a higher profit.

In the larger cities, where magazines are sold by newsboys, the Director should get in touch with these boys and arrange to have the magazine sold through them. A commission of 50 per cent may be granted, and this would effect the advertising of THE GOLDEN AGE on the principle street corners, the same as other magazines now sold. If the newsboys get five cents for each copy they will give THE GOLDEN AGE preference over other publications.

Directors who have not taken any steps toward getting THE GOLDEN AGE on news-stands will give this some special attention for the time being, and if they do not intend to handle it, kindly write this office so that we can take care of it. There is quite a large field to be reached namely:

News-stands	Music stores
Subway stations	Hotels
Interurban waiting rooms	Elevated stations
Newsboys	Railroad stations
Grocery stores	Stationery stores
Confectionery stores	Drug stores
News-stands in office buildings	Five-and-ten-cent stores
Book stores	Department stores
	Restaurants

As the following letter would indicate, one sister has been successful in getting THE GOLDEN AGE in practically every store in a town of 52,000 population:

"I called on all in the city that sell magazines, except two depots and a few drug stores on the outskirts of the city, which I intend doing tomorrow. I had the privilege of placing THE GOLDEN AGE in the largest hotels, interurban depot, drug stores, book stores, five-and-ten-cent store, with the promise from the manager of the other five-and-ten-cent store that he would bring the matter to the attention of the general manager of the district. I just failed placing them in one drug store, and this man was willing to

have them, but he had an agent appointed for that and desired to take the matter up through his agent."

Regardless of when the magazines reach the news-dealer, or when they reach the Director, they are not released for sale or distribution until the Tuesday before the date of the issue. By this we mean that if your shipment of THE GOLDEN AGE arrives Saturday, or Monday, the copies are not to become available to any one until the next Tuesday.

Promptness is necessary especially in collecting the unsold sample copies of each issue. As soon as you are aware that new copies have been sent to the news-dealer, see that the stand or store is visited and the old copies collected and used for distribution in the city. Suggest to the friends that they buy a copy now and then from various news-dealers to encourage them to keep the magazine on the stand. When collecting samples, see that the magazine has proper display, and is not hidden among a lot of other magazines, thus keeping the people from seeing that the news-dealer handles it.

The Assistant Director's card file of subscriptions, indicating the date of expiration of each subscription, should be watched closely. About a month before a subscription expires the worker should be directed to canvass the subscriber. On all renewal subscriptions a commission of 25 cents for a year's renewal, 12 cents for six months, 8 cents for four months, and 6 cents for a three months' renewal will be granted each worker. The subscription pads should be adjusted to read: "Renew my subscription for one year to THE GOLDEN AGE." Additionally, the worker should write across the face of the subscription blank the word Renewal, so that these might be properly charged to the class. In fact, Directors, when handing out subscription blanks, should see to it that about eight or ten blanks in the back of the pad are so marked, and the worker's attention called to these and their use explained.

As heretofore stated, a premium is not to be given with a renewal.

In addition to your efforts, this office will mail a notice to each subscriber, advising them of the expiration of their subscription and enclosing a card which they may mail to this office and their subscription be entered and charged to the class account. The card thus received will be forwarded to the class so that they can arrange to make collection. On all

subscriptions so collected the worker will be allowed the commission granted on a renewal of those he obtains; but if the remittance is mailed to this office with the renewal card, then, of course, there will be no commission due to the class, but we will, in turn, notify the Director so that he may correct his card file accordingly.

The Pilgrim Brethren have reported a number of classes that have sample copies left on hand which are being stored. Old sample copies of THE GOLDEN AGE are useless. People desire only up-to-date reading matter. Order only the amount that you can distribute. Should any copies be left on hand, dispose of them before the next issue reaches you, so that the workers may use up-to-date material. Do not neglect then to reduce your standing order for samples so as to be supplied with only what can be used in two weeks' time.

See that your name and address appears on every communication, together with the name of the class or News Bureau for which you are writing. It is evident that the contents of the BULLETIN are not thoroughly noted. Any item of sufficient importance to be inserted in the BULLETIN should have careful attention, as the BULLETIN anticipates questions. Many inquiries received here are answered by underscoring a paragraph in a BULLETIN and sending it to the inquirer.

We are unable to ascertain to what class or News Bureau the subscription below should be charged:

Mrs. Chloe F. Dearing, Camp, Arkansas.

Subscriptions have been received from the following towns, with no indication on the subscription blank of the classes that mailed them; we do not know to whom to charge them. Please advise us:

Canaan, N. H.	Gypson, Kansas
Elkhart, Kansas	Hanover, Pa.
Hobart, Okla.	Ipswich, S. Dak.
Taunton, Mass.	Watervliet, N. Y.
Watonga, Okla.	Noble, Okla.

The Directors are responsible for this as the rules are that they have all subscription blanks stamped with the name of the News Bureau, and with the number of the worker before they are given to the worker, and not to depend upon the worker to fill in this information. If the blanks you have given out have not been so marked, arrange to supply the worker with new subscription blanks, and recall for proper marking and stamping the ones now in the hands of the workers. When making remit

tances for subscriptions, do not list the subscriptions that the remittance covers, but merely remit for the total number of yearly, six-months, or four-months subscriptions sent in during the week.

The subscription list should jump forward by giving TALKING WITH THE DEAD as a premium. The subject of spiritism is commanding world-wide interest for a reason which is obvious to us: that the spirits are no longer held in restraint, but, having reached the day of judgment, are released for their judgment. Consequently each worker, as the Lord's ambassador, should attempt to place the truth on the subject in the hands of as many as possible, so that people may not lay their minds open to the seductive influences of these evil and malicious spirits. Millions are interested in the subject, and many will see the bargain of a year's subscription and this book for \$1.50.

Some localities are not responding to the sample distribution. Particularly is this so in the New England States. But as a whole, this method is preferable to canvassing outright, for the reason stated in the WORKERS' BULLETIN, and a thorough trial should be given before reporting to this office that the local conditions seem to require deviation from the general procedure.

Alabama	832	Nebraska	502
Arizona	104	Nevada	110
Arkansas	579	New Hampshire	147
California	2589	New Jersey	1451
Colorado	813	New Mexico	97
Connecticut	979	New York	4785
Delaware	100	North Carolina	778
D. C.	504	North Dakota	261
Florida	682	Ohio	7525
Georgia	687	Oklahoma	1322
Idaho	303	Oregon	579
Illinois	3051	Pennsylvania	6349
Indiana	2112	Rhode Island	260
Iowa	854	South Carolina	120
Kansas	1377	South Dakota	288
Kentucky	637	Tennessee	367
Louisiana	309	Texas	1959
Maine	351	Utah	35
Maryland	1025	Vermont	96
Massachusetts	2642	Virginia	1280
Michigan	1951	Washington	1355
Minnesota	1010	West Virginia	992
Mississippi	297	Wisconsin	772
Missouri	1771	Wyoming	75
Montana	301	Canada	4882
		Foreign	1132

May the Lord continue to guide and direct you, as you seek to serve the interests of his cause. By his grace, we are

Yours in his service,

The Golden Age