

Bulletin

THE GOLDEN AGE

SALES DEPARTMENT

(Directors)

JANUARY 1, 1920

SPREADING THE TRUTH

THE interest of the people in the kingdom is increasing, and to stimulate interest in THE GOLDEN AGE opportunities should be encouraged for public meetings. Topics on the distress of times, spiritualism, and higher criti-

cism, etc., should be discussed: at the end of the meeting announcement of THE GOLDEN AGE should be made, according to the outline given in the November 1 WATCH TOWER. These methods are successful in spreading the truth.

Reap the Results of a Thorough Canvass

The efforts of workers cannot be measured by the number of subscriptions taken, but by the result of their calls. Endeavor to keep before the workers the necessity of leaving everywhere the message of the coming Kingdom. Whether a subscription is taken or not, the people should know the object and mission of the worker who calls. The time for truthspreading should reach its climax when distress and trouble is prevalent. The Scriptures indicate that at the time of Babylon's collapse, the ministers having failed, the people will turn to someone for truth. The canvass for THE GOLDEN AGE tells the people

what organization holds the truth, and is disseminating the message; to this organization they should come for truth; little can be had from the preachers, as the creeds of the churches are but the wisdom and philosophy of man, which evidently has utterly failed. The thoroughness with which this first canvass is undertaken and accomplished will manifest itself in subsequent canvasses in the shape of subscriptions. Some are early in seeking for something better. But most people require more experience to see that the present order holds nothing for them.

Proclaiming the Message the Factor

Distress of nations with perplexity is on the increase: it is anticipated that 1920 will not solve any problems, but, on the contrary, increase this distress. Seasons of distress will be specially felt by the common people, who really need the message; and they will have to manifest their want by denying themselves to obtain it. Until then the magazine may seem to be beyond the reach of some of the working class. The subscription list will not leap forward in great bounds until everybody knows of the message and realizes that they need it. To let them know where to get it when they want it is in

part the present work. Without a doubt the release of certain literature for general circulation will increase the demand, but until the Lord sees fit to do this the workers should be encouraged to go about announcing the message, even though their efforts are not blessed with great results in subscriptions.

From the excerpts of letters in the Workers' Bulletins it is plain that THE GOLDEN AGE is the right work at the right time. But some sort of preliminary work of announcement is necessary. The present growth measures up to proper expectations.

Circulars and Mail Advertising

More is to be accomplished by each worker devoting spare time to personal solicitation, rather than to mail circularization. The object outlined in the previous paragraphs of this

Bulletin cannot be accomplished by mail circularization, for few people will read the letters. For the present all time and attention should be devoted to canvassing.

Reports: Send in the weekly Card Report whether any work has been done or not.

Send Subscriptions the Same Day

We ask workers to send in their subscriptions, as outlined in the *Golden Age Booklet*; the same day they take the subscription it should be sent to this office. The duplicate should be sent to the Assistant Director and the remittance handed to the Director at the end of the week. The objection that is most often advanced is that this procedure will result in many errors in the statement and the account. This, to our minds, is inconsequential when compared with a subscriber dissatisfied from not getting his copies on time. We have carefully gone over all complaints that have been received at this office, —time that should have been devoted to getting other names on the list—only to find that the subscription was properly entered. In less than two per cent of the complaints received the

subscription had not been received—due in most cases to the delay of the worker or the Director in forwarding the subscriptions the day they are taken. If the subscription is held four or five days, it takes just that much longer to get the name on the list before the people will be receiving their copy by mail. The best system, evolved in years of experience by the largest publishers requires three weeks' time to get a name on the list. We aim to give subscribers to *THE GOLDEN AGE* this service; and it can be given if the instructions are followed. We believe that all the workers are sufficiently interested in each subscription to see that the name is sent in written plainly and legibly; and then it can be promptly added to the list. Always send the subscription the same day it is taken.

Advertisements and Circulars

We have made a ruling which appears on all assignment sheets, and which has been announced in the Bulletin, namely: 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 our policy in this regard. If an emergency arises that seems to call for a violation of our policy in this, please take the matter up with us before taking any action. This ruling should be interpreted as meaning all and any circulars, whether the circulars are merely excerpts of matter that appeared in *THE GOLDEN AGE* or not. If the people read what is in *THE GOLDEN AGE* they will have enough to

occupy their attention for some time, and it is obvious that if they read some long circular that a Director feels should be inserted they are going to overlook more important items that are contained in the magazine. The magazine thus far has spoken for itself, and does not need some additional printed matter to speak for it.

As to the sale of sample copies, some of the friends have made a proposition of this sort to people who claim that they like the magazine, but are unable to subscribe for it. They say they will arrange to deliver a copy of the magazine every other week at ten cents a copy, this to be paid for at the time of delivery. We see no objection to this, and the workers can be granted the commission of three cents on each sample thus placed, remitting to this office at the rate of seven cents each.

Second Class Express

Samples will be forwarded each time by express prepaid. As publishers of the magazine we are accorded a lower rate than could be had by the consignee. Hence, in order to give the classes the advantage of this rate, we are forwarding all shipments prepaid. In fact, no shipment will be forwarded as second-class matter unless it is prepaid; and any local agent who says that the charges are not enough on the

shipment and that they were forwarded at a rate not accorded by the express company should refer to his tariff regulations on the shipment of newspapers, magazines and other periodicals. Agents in the smaller towns receive so few shipments of this kind they consequently are not aware of the company rules. The charges should not be figured on first-class rates, but rather on what is known as the pound rate.

Concerning Samples

We are aiming to ship the sample copies so as to be in the hands of the Director the day before the date of the issue. Should express service become more efficient, or, on the other hand, should a mistake be made in forwarding some shipments so as to reach your hands two or three days before the date of the issue, these are not released for distribution until Tuesday of every week, the magazine being dated every other Wednesday. We ask strict compliance with this rule.

As respects the distribution of sample copies: Directors should so gauge the distribution of sample copies that all samples will be distributed just prior to the time the next issue is to be received, and these samples should not be collected at the time of making the second call, but should be left in the hands of the reader. Directors can gauge on this basis, the distribu-

tion of sample copies so that there will not be a surplus stock of old samples on hand, but that they can be in the hands of some who, if they have not read them thus far, will read them later.

Some Directors find that it is advantageous not to mention that they are going to make a back call. Thus the worker has a better opportunity to see the people later. In a number of instances the people, not wishing to be bothered further, put the sample back in the mail box, or lay it on the porch, or tie it to the door knob, so that the canvasser can get it when he calls the next day, as promised. This, of course, defeats the object of the canvass; for the object is to see the people after they have had the opportunity of examining it, and find out their complaints or criticisms, overcome their objections, and witness the truth.

General Items

Inquiries are received regarding six months and three months subscriptions. Six months subscriptions are accepted, though the workers should be encouraged to canvass for yearly subscriptions, and only accept the six months subscriptions when they come as the suggestion of the persons being canvassed. Until we can get all of the names entered and the work properly in hand we deem it advisable not to recommend three months subscriptions.

In reporting distribution of samples of THE GOLDEN AGE, the calls should be reported as Samples Distributed. For instance, the information called for under Samples Distributed, Total This Week, should indicate the total number of calls where sample copies were left, whether this same sample had been left at some other home previously or not. The information particularly wanted is the number of homes visited by the workers in which sample copies were placed. We hope to get this information in every case.

We do not supply self-addressed envelopes. A number of the large classes have purchased stamped envelopes from the Post Office and had THE GOLDEN AGE address printed thereon. These are supplied to the workers so that they can mail in the subscriptions at the end of each day's work.

When writing this office see that your name and address, as well as the name and address of the News Bureau, is on each communication, preferably at the head. We have received a number of letters with no indication as to their origin. Also do not mix orders for WATCH TOWER publications with subscriptions. All orders for stock should be sent to the WATCH TOWER BIBLE & TRACT SOCIETY, and all orders for THE GOLDEN AGE should be sent to THE GOLDEN AGE.

Golden Age advertising slides for use in moving picture theaters can be had at 35c each.

The People's Reasons

The Director who is getting reports from the workers as to the sentiment of the people in his territory reports the following out of 75 calls. Reasons for subscribing: 2 admiration of Pastor

Russell; 7 sympathy for the I. B. S. A.; 1 first hearing of the Truth. Reasons for not subscribing: 45 not interested; 8 no funds; 1 high cost of living; 11 too many magazines.

Don't Change the Method

It comes to our attention that a number of Directors have instructed their workers to proceed differently from the instructions contained in our letter of organization, telling the workers

that subscriptions should be handed to them or to the Assistant Director, who, in turn, will forward them to this office. Please do not change the method.

They Suffered for Principle

Emphasis of the International Bible Students Association as the one religious organization who suffered persecution during the World War should be the trend of all canvasses. As heretofore stated this fact should not be hid but rather used as a talking point. The mention of this means to thinking people that this organization apparently is not in sympathy with the denominations, which met with no such experiences; and consequently it is more likely to be what is being looked for. Note the following extracts from recent letters received:

"By telling the people that the publishers of The Golden Age were sent to prison for twenty years, I have better success so far.".....O.

"This being the first time I ever tried canvassing, you can see why they come slow. Each

subscription I have taken has been from those who asked me if it was published by the followers of Pastor Russell, and they all seemed anxious to subscribe.".....W. Va.

"One man was not inclined to subscribe, but when he was told that the men who are editing The Golden Age are some of those who were sentenced to Atlanta for putting out The Finished Mystery, he subscribed at once.".....N. Y.

"Quite a few connect this work with that of our beloved Pastor. People everywhere are down on the preachers; we have had some real bad ones here. Have found much sympathy for our brethren and some bitter opposition from Catholics.".....O.

60,000 Subscribers

THE GOLDEN AGE subscription list totals over 60,000. With the fresh hopes and the clear vision that each one has at the beginning of the

year, it is to be expected that subscriptions will be forthcoming more readily, especially after the close of the holidays.

When mailing issue No. 7 the subscriptions were divided amongst the States as follows:

Alabama	717	Iowa	627	Nevada	79	South Dakota	217
Arizona	58	Kansas	1,226	New Hampshire	119	Tennessee	297
Arkansas	400	Kentucky	502	New Jersey	1,160	Texas	1,744
California	2,325	Louisiana	252	New Mexico	161	Utah	32
Colorado	694	Maine	267	New York	4,190	Vermont	81
Connecticut	827	Maryland	797	North Carolina	610	Virginia	930
Delaware	91	Massachusetts	2,278	North Dakota	190	Washington	1,177
District of Columbia	433	Michigan	1,430	Ohio	5,173	West Virginia	660
Florida	534	Minnesota	770	Oklahoma	1,034	Wisconsin	583
Georgia	523	Mississippi	214	Oregon	597	Wyoming	74
Idaho	261	Missouri	1,412	Pennsylvania	4,835	Foreign	767
Illinois	2,247	Montana	227	Rhode Island	170	Canada	2,272
Indiana	1,684	Nebraska	371	South Carolina	105		

1920

MAY 1920 hold many rich blessings for you as well as many opportunities of witnessing for the Truth and making known the riches of our Heavenly Father's provisions for the world of mankind.

By His Grace

Your brethren and fellowservants in the Lord

The Golden Age