

Bulletin

APRIL 1, 1923

EARTH'S NEW GOVERNMENT

"Unto us a child is born, unto us a son is given: and the government shall be upon his shoulder: and his name shall be called Wonderful, Counsellor, The Mighty God, The Everlasting Father, The Prince of Peace. Of the increase of his government and peace there shall be no end."—Isaiah 9: 6, 7.

WHEN a reformed political party has fought a campaign to a successful end, there is great rejoicing amongst those who sympathize with the new arrangement. Great crowds march in parade. They sing songs of victory, carry torches and banners, indulge in much oratory and feasting. Why? Because they believe they are now beginning to have a government that will guard well the interests of the people and increase their prosperity and happiness. Such have always been disappointed; for Satan, the god of the old world, has always overreached every effort at honest reformation. Long ago God instructed the people that they must wait until he shall come whose right it is, and then a government of lasting peace and happiness shall be enjoyed.

Once Prophecies—Now Actually Existing

Never was the world in greater need of such a government of righteousness than now. It is but necessary for one to glance at Europe to see the deplorable condition in which the peoples and

nations are now floundering. Russia, once a mighty empire of strength, has decayed until she has practically no government. Germany, once a mighty nation, rich and arrogant, is now reduced to penury. Her people are starving and, seeing they must die, are indulging in excessive wickedness.

Throes the Newspapers Hide

THE GOLDEN AGE of March 14, 1923, page 371, concerning Germany says: "The laboring people are nearly despairing. The most necessary requirements of daily life cannot be obtained any more, although the men earn high wages. Alongside of this, a horrible system of profiteering makes itself felt in ever-widening circles, since some of the more intelligent manage, like carrion-vultures, to prey upon the poverty-stricken people. Large numbers evidently seek to forget their misery by great dissoluteness, as though seized by a frenzy. In many places a craze for dancing has taken hold on great masses of people. The government seems to be powerless to stop it. In spite of the inhibition, the dancing goes on in secret. The country is in the condition of one dreaming and shaking with fever, and the process of dying is on."

Symptoms in your Midst

Many other nations of the world are in as bad and some in worse condition. In America, the land which has been favored more than all others, there goes on without shame or hindrance a system of heartless profiteering in utter disregard of the rights of the people. Upon every hand there are distress and perplexity. Despair and dread are written upon the faces of men everywhere. They have tried every form of government, and all have failed to bring relief. They have reached their extremity.

Work of Lasting Good

What an opportunity for the Christian! Nearly nineteen centuries ago Jesus began selecting those who shall be with him in the new government. In 1874 he returned and began gathering unto himself those saints who have proven faithful, and began preparing to overthrow the usurper's system of unrighteousness. In 1914 he took unto himself his power and began dashing to pieces Satan's empire. While Satan and his emissaries fight against the Lord and righteousness, the people suffer and groan. They have long thus been suffering and groaning in pain, waiting for the manifestation of the Messianic kingdom.—Romans 8:19, 22.

Great Climax Reached

Now all the faithful servants of the Lord can go forth with rejoicing and with authority proclaim to the people that the day of deliverance is at hand. They can with certainty say now: 'Unto us a King is given, and the new government shall be upon his shoulder; his name is Wonderful, he is mighty, he will give life to those who obey him; he is the long-looked-for Prince of Peace. Of his government and peace there shall be no end.' Concerning his reign they are authorized to say: "With righteousness shall he judge the poor, and reprove with equity for the meek."

"Serve with Godly Fear." Heb. 12:28

Now they can say to the people: 'Seek meekness, seek righteousness; and during this great time of stress that is now upon the world you may be shielded from the worst of the trouble. Look up and lift up your heads; for the Messianic government now beginning shall bring the desire of every honest heart.'

First Step—Primary Principles

Never before have Christians had such a blessed opportunity as now. Are you doing your part, and are you doing it joyfully? The most effective way of telling the glad tidings to suffering humanity is to induce them to read. To do this they must have books. THE HARP OF GOD contains a brief and succinct statement of the divine plan and produces proof conclusive that the kingdom is here, and that millions now living will never die. Let the class organizations everywhere put forth their best efforts to get this into the hands of the people; to organize HARP study classes and get the minds of the people turned in the way of righteousness. Later this will be followed by more advanced classes in the STUDIES IN THE SCRIPTURES.

Joy of Helping Others

There is much now to be done. Those who are doing it are receiving the blessings. Those who have entered into the joy of the Lord will be anxious to do this work.

~~All other efforts at reformation in the past have failed.~~ Now the absolute and certain remedy for the ills of humankind is here. Let every one of Zion now be active in the proclamation of the message of the new King and his kingdom. Slack not thine hand, but let every one do with his might what his hand finds to do.

Greater Study Sales in Back Call

Again we emphasize the importance of the class workers confining themselves to the HARP STUDY Course, leaving the work of canvassing for the eight volumes as a combination to the colporteurs for the present.

With Christian greetings, we are

Your brethren and servants in the Lord,

Watch Tower B. & J. Society.

Advertise the KING and KINGDOM

METHODS OF WORK

When you allude to your book, closely associate it with the need that it is to satisfy in such a manner that when the people recognize their need, the book that will satisfy it will come to mind. At times people feel that they should devote themselves to some Scriptural reading; then our books should come to their mind. The appeal should suggest, first the need, and then the article. Thus *STUDIES IN THE SCRIPTURES* remind one of the books that one should use when studying the Scriptures. When people feel that they could do some Bible studying, the *HARP* will, if you have spoken to them of the *HARP BIBLE STUDY COURSE*, naturally come to mind when they feel that they should give some time to devotion. This is what is meant when we say that in suggesting a need you should also mention the means of gratifying it.

How Others View You

When an individual has answered the door bell, he naturally expects to meet a stranger; and since you have taken the initiative in making the call the anticipation is that you have something important to say. Since you know that this is the attitude of the people as they come to the door, you should endeavor to shape your remarks so as immediately to gain their attention and hold it. The first remarks you make to them are the important ones. It is upon these remarks that you have to depend in order to have them hear all you intend to say, and also to obtain a favorable impression. People are more inclined to give you their attention when you have favorably impressed them than when you are vague in your remarks and leave them endeavoring to ascertain what is the purpose of your call. Hence the first remarks should be something that will take them by surprise, that will arouse their curiosity and make them feel that in due course you will give them the information that you have intimated in your opening remarks. You often find the advantage to be gained in the first remarks is lost because an attempt is made to explain to the individual that you have called (a matter that is obvious to them by your presence), and then to explain why you have called and how important you consider the matter about which you have come to talk to them. We believe more will be gained by getting right down to the matter of discussing the subject that is most important in your canvass. If the interest of the individual is not aroused immediately, it often provides him with the excuse, or rather justifies him in cutting you short in your canvass by saying that he is not interested. Hence if you can obtain some information regarding the individual you are to call upon from the person you have previously canvassed, you are in a position of advantage when you call at the next house. No doubt the success of the worker in making a sale to an infidel mentioned in the following letter was due to her approaching the gentleman along lines that interested him.

"One day I was in a house and started for the door. The lady said, 'What are you going to do?' I said, 'I am going to see if I can sell you a book.' The sister replied, 'What are the people I want to see?' In just a few minutes she sold them a combination."—*East Liverpool, Ohio, Class.*

Gaining Respect

Also it is well to recognize that people you call upon will give you more respect if you use well-chosen expressions. Colloquial slang and an attempt to imitate the townspeople by trying to use their crude expressions often impress those whom you are canvassing that you do not have the proper regard or respect for the message you present; for they feel that you have reduced it to the level of the individuals of that town. They will respect you insofar as you attempt to be a good example to them, not only in conduct, but in bringing to their attention items that are of real interest to them.

Accomplishing your Object

Your call, to be a successful one, must be managed. Sometimes people answer the door bell and try to carry on a conversation because something is weighing upon their minds, and they will attempt to discuss this. After they have unburdened themselves, of course they have no time to hear what you have come to tell them. Obviously an order cannot be expected when individuals are permitted to direct the issue of your call. Since you have in mind what you have come to speak to them about, it depends upon you to manage the call so as to give them the information you intended when you decided to call. When comments along other lines are interjected, they could be dealt with very courteously and very briefly, but should never be allowed to break the trend of your canvass. Answer their inquiry or comment upon their remarks, but immediately return to that part of the canvass where you were interrupted. This gives them a better understanding of the value of your message and will lead them to be more attentive to the message you carry.

Shape Remarks for Interested

Where you are called upon to canvass an individual when two others are present it is difficult to suit your remarks to the company. Hence, if you find that one is more or less opposed, another holds strong convictions, you can probably so direct your remarks to these individuals as to impress others, rather than surrender and feel that there is no opportunity to make a sale in this instance. The brother writing us gives a good example of what is meant here:

"My sales were not so great, but it was the blessing and development I was receiving myself. That night as I was getting ready to leave for home, I met an acquaintance and sold him a combination. I was standing in the street showing him the books when a man hurried over and said: 'This is Mr. Bristow, isn't it? Well, Mr. Bristow, I've heard that you've changed your life. You're leading a better life now. I was considered quite a bad character once.' I'm glad of it, but you want to throw away those books you've got; they're poison. My name is Gill, the Campbellite preacher.' I said: 'Mr. Gill, have you read these books you are trying to condemn?' 'Well,' he said, 'I've read all the tracts and papers that have been handed out.' That is not the question, I said; have you read these books you try to condemn? 'Well, I've read the tracts and papers,' he said. Several people gathered around by this time. I told them: 'Here is a man who says he is a preacher, but who is trying to condemn these books and admits before

you that he hasn't read them. A dentist from across the street who had been attracted by the Reverend's loud talking said: 'I want to buy a set of those books.' So I sold him a combination; and when I turned to thank the Reverend Gill for helping me to make the sale, I found that he had vanished."—*Avery Bristow, Nebr.*

Keeping your Remarks Interesting

When you have gotten attention, your remarks are to be such as to develop this attention into interest; and interest will not be long manifested unless you continue to keep your remarks interesting. This would suggest that your canvass should bring out a succession of new points, and that they be arranged in such a manner as to come in proper order or sequence, one item of interest that you have talked of or mentioned naturally leading to the next item of interest, not because you have arranged it so in your canvass, but because the natural trend of thought would lead the person you are talking to, to this conclusion. It could hardly be expected that interest would be long maintained if you express the same thought in different words.

Participating in your Conversation

Another obstacle that you have to overcome is the feeling that people have when meeting strangers. They are ill at ease. They are wondering what the person that has called upon them is thinking of them. They are not so much concerned with what they think of you, but greatly occupied with the impression that they are making upon you; for they feel that you are going to call on other people and will naturally compare them with others, and it is a human trait to want to be well thought of. Attention that is interested and will progress with your canvass is more likely to result successfully if by some act of friendliness you can overcome this feeling of strangeness so that a friendly feeling can be established; and one of the best ways is to see to it that what you are saying has a warmth of expression. Facts and arguments coldly and stoically presented can hardly awaken interest; and the one canvassing has failed to overcome one of the greatest obstacles, namely, that of being a stranger to the person to whom you are talking. A successful way to encourage friendliness and maintain interest is to ask questions which merely require the nod of the head in answer or a simple yes or no. When arguments are direct and specific they lose their effect, and thus the person you are calling upon is not encouraged to participate in the conversation. They think that what you are saying is thought out for them and that all they have to do is to accept it; whereas people like to discover things for themselves. In short, nothing is left to their imagination. They have not been permitted to discover anything for themselves. Everything has been discovered and brought out for them. Consequently they feel that you have mentioned everything that they have all of the information that the book contains, and that since they got this wealth of information in the few minutes that you were talking with them, it is no use to purchase the book. Too often they are likely to think that since the book merely covers the points you have mentioned, it is hardly worth their investment. The methods used by the colporteur writing us as follows are excellent, and illustrate by example what we have stated above:

"One day this week while it was snowing along toward noon I went into a little store in the edge of town. I stood by the counter a moment and picked up a Bible. I turned to Job 38:35 and soon as he was through with his customer, I began to talk about the telephone that is mentioned by Job that did not need any wires. This man had been a Sunday School teacher for thirty-five years and as I canvassed him for the *HARP BIBLE STUDY COURSE* he interrupted me in a very kind way by saying, 'Is it possible that I have been teaching a class thirty-five years and have been leading them the wrong way?' He said, 'I am going to buy that book and see.' With this he threw me down 50 cents. Then he said, 'What would you think of a man that sells tobacco in his store no matter if it does harm?' I said, 'Well, I could not do it. He said, 'That is the one thing I resolved not to do any longer beginning the first of January this year; and what do you know, when I told our minister what I had done, the minister said, 'Don't you fear you have made a mistake in that you may lose some business?' I said, 'Big Business, Big Politics, and Big Preachers; with a little faith Christ will work all things for our good. He clasped his hands and said, 'I believe you told the truth.'"—*Clarence W. Wilson, Ind.*

Practice Gets the Results

Though the principles mentioned above may be employed and with much success, yet we do not wish to leave the impression that their practice will accomplish a sale at every house, but it is certain that their practice will accomplish more sales than the violation of the principles set forth; and, too, being aware of these principles and methods and not seeking an opportunity to practice them will accomplish little. It is the continual practice that obtains results in the end, and the most effective means of obtaining this continued practice is to be persistent in setting aside time for service. A good example is that of the brother who was writing us in regarding his yearly report:

"I started in on my work on the first day of May, and as I could not see well enough to drive horse and buggy, I had to take a car to drive for me and it was difficult to get a driver, but by using the most sunlit days, I got along. The territory I canvassed was about four miles wide, five miles long, and all in the country. I canvassed 145 farms but took my time. I always repeated Scripture and got them interested. My report shows the amount I sold in this territory. In addition, I put out 502 *GOLDEN AGE* samples."—*J. L. Freed, Pa.*

His report for the year was the sale of 48 combinations, 25 Talking with the Dead, 13 Millions, 18 Volume G, 4 sets of *STUDIES IN THE SCRIPTURES*, 6 *HARP BIBLE STUDY COURSES*, 5 *GOLDEN AGE* subscriptions, and in addition many copies of single books.

1923 Results

Letters we receive from the field indicate that the work is progressing greatly. Already (this being written March 19th) colporteurs and classes have sold 27.7% of the entire sales of *STUDIES* and *HARPS* of 1922. We believe this is an encouragement to you because you must have much joy in placing books in the hands of the people, especially when you reflect upon the good that it will do them ultimately. 1923 promises to be a year of great witnessing, and we trust that the Lord will be with you with abundant opportunity for serving and dispensing the message of his kingdom.