

BULLETIN

October, 1928

"Let my Lord but give the word, the herald bands will be a mighty host."—Psa. 68: 11, Rotherham.

THESE words, being a part of the sixty-eighth Psalm, have a very significant setting; and their very evident application is to our day, "the day of the Lord." Those who are of the class described by Joel as 'young men who see visions' now see that the time has come for Jehovah God to come forth and to reveal himself by an impressive demonstration of his power against all his enemies, Satan and all his organization, spiritual and earthly.

Appreciating that the time is at hand for him to take action for the vindication of his name, this remnant class pray the prayer given in the first verse of this Psalm: "Let God arise, let his enemies be scattered: let them also that hate him flee before him." This prayer being taken into the lips of the remnant shows that they have no sympathy for the Lord's enemies or those who hate him.

The remnant have lined themselves up behind Jehovah and his chief executive officer, Christ Jesus. They appreciate that the Lord will do the actual, literal fighting, whereas they are not to use carnal weapons while the conflict is going on. Their part is to take their stand uncompromisingly on his side, to declare themselves for him and his anointed King, and just as boldly to declare themselves against God's enemies, Satan and his organization.

In full accord with the "times and seasons" of God's plan and in full consistency with their understanding of the present state of affairs between God's organization and the diabolical enemy organization, the remnant by representative members thereof assembled in general convention at Detroit, last August 5, passed a resolution declaring themselves against Satan and for Jehovah, and by the greatest hookup of radio stations then possible they broadcast this declaration to the world which now lieth under the wicked one. They adopted as their battle-cry the slogan of God's chosen remnant of warriors in Gideon's day: "The sword of Jehovah and of his Anointed." They joyfully hailed the issuing of a fuller, clearer, and more comprehensive statement of the Lord's glorious kingdom of righteousness as contained in that latest book, *Government*.

Dear brethren, has the Lord given the word? Has he given us the signal for untiring aggressive action against the enemy organization and in support of his righteous government and earth's rightful Ruler? Has he given us his Word, put together in printed form in the Society's books in such an explanatory, orderly-connected way that not only his spirit-begotten children but also the peoples of the nations may understand it? If so, then what action will you take?

The prophecy above quoted shows what step Jehovah's remnant will take and are today taking. They have but to receive the message and the signal from the Lord through his regular channel, and at once they are ready to volunteer to herald his Word forth to all nations. They are not a "mighty host" in themselves but they are "strong in the Lord, and in the power of his might". The Lord will exclude you from the herald bands that publish his Word only if you by your course of action exclude yourself. To those who have not thus far appreciated their privileges of taking God's printed message and serving as a member of his "herald bands", the Lord lovingly yet warningly says: "Be zealous therefore, and repent." Let the word that the Lord has now given spur the appreciative, faithful ones tirelessly onward to the glory of Jehovah.

Two weeks have been set aside for distribution of the declaration adopted at Detroit, August 5. Beginning October 21 and continuing to November 4, exclusive attention will be devoted to the distribution of the five-cent booklet. This definite time is set aside so as to effect as wide a distribution of the booklet as possible in a short time. In order to attain this objective the method of procedure will be to concentrate all work in territory that will permit the greatest number of calls to be made in the time set aside. For instance, there are three Sundays included in the dates mentioned. The first Sunday's work should be in the small though well-settled towns outside of the largest town in the county of your assignment. The canvass to be used is brief and to the point. The workers should be enabled to make a greater number of calls with this booklet than they could in the same amount of time canvassing for the other books; and to do this it will be necessary for each worker to undertake a greater number of calls than ordinarily planned and, having agreed to make this number of calls, to manage their work accordingly.

Speed Essential

Work fast, but with due consideration and courtesy for those upon whom you call. Let your manner emphasize that your mission is an urgent one and that you have many other people to call on. If there is a disposition to engage in an argument or discussion of some topic, put this to the side with some apt remarks about your calling later at which time you will have more time to discuss matters.

The second Sunday's work should be in the more thickly populated sections of the city, particularly among the laboring classes. Here again the work should be undertaken early Sunday morning so as to enable you to call on the majority of the homes before the people leave for church and then to shift your work during church hours to sections of the territory known as of a non-church-going make-up.

The third Sunday could be devoted to other sections of the city, but always the selection of territory should be of the more populated sections. The rurals and small towns can be canvassed during this last Sunday, provided the thickly settled territory has already been reached.

Prepare for Emergencies

Considering the season of the year, it would be too much to expect that all days of the two weeks will be fair and without

rain; and yet there is a work to be done and to be done quickly. Without seeming to be inconsiderate of the inconvenience to which workers will be put in rainy weather, we yet feel the real necessity of urging work during such weather. Progress will not be so great. More time will be required to make calls, but even a little work does much toward reaching the greatest possible number of people in the time set aside. Reserve for such days sections of the territory in which the houses have porches and will accommodate rainy-day canvassing. Then, taking due precautions for your health, go equipped with raincoat, umbrella, etc., and then when calling adjust yourself to the conditions of the home, and, if need be, offer to leave your umbrella on the outside; and if your raincoat is wet, offer to take it off. This will gain you an entrance. People do not want wet coats or umbrellas in a dry house, but consideration of the homes on which you call will show the courtesy that people will be quick to notice.

Plan Your Time

Speaking particularly to the sisters, we recommend that steps be taken to adjust your time during this two-week period so that you will be able to devote some hours each day to territory in the vicinity of your home. Of course this will require planning on the part of the director. He should know beforehand what territory you will work from your home during the week, and then he will reserve it and direct canvassing parties to territory beyond reach of the home. Among sisters probably each one can take the initiative in arranging duties or cooperating with other sisters who have homes, so that home duties can be cared for, such as, for instance, one sister serving as nurse for the children of all the others in the class so that the others can go out, and each one in the class taking a turn.

Begin Promptly

Keep in mind that the important feature of the drive is to begin on the day set and to end the special work with November 4. After November 4 any territory that has not been covered is to be covered in conjunction with the canvassing for the five-volume combination, or other combinations; but during the two weeks set aside strenuous effort and intense application will be required, in order to finish the work by November 4. The time has been chosen with due consideration of all the conditions involved, primarily from the standpoint of the interest of

field in the booklet and its message during the last week of October and the first week of November. The message is more apropos and more applicable during the time in which it is to be told, and the greatest effect can be expected from a witness that is given when the truth of the message is timed with the interests of the people.

"Last year when *Freedom for the Peoples* came out, I was working with the Springfield class. We would go out and place 5, 7, 9 or possibly 15 booklets, and the *Bulletin* said we should place 100. Finally I stumbled upon a canvass that enabled me to place 40, 80 or 100 in a day. One or two other friends adopted it and were as successful as I was, or even more so. Perhaps it will help some one else. So I am writing it to you, adapting it to our new booklet.

'Good morning. I represent Judge Rutherford, of New York. This is his lecture, "The Peoples Friend," that went forth from Detroit, Michigan, on August 5, in the greatest radio hook-up that ever took place in the world. This booklet shows the trouble and distress of the common peoples of earth, who is to blame for this condition, and our deliverance into life, liberty and happiness. We feel that the message this book contains is so vital to every man and woman on earth today that we are instructed to sell it for a nickel (if you have a nickel) or, if for any reason you haven't the money, to give it to you if you would like to read it.'

"The last part did the work. They might have 'No' written all over their faces, but when I came to 'if you have a nickel' a change would come in their expression and almost invariably they would say, 'Well, I guess I have a nickel,' or 'That's fair enough. I'll take one'. Of course we had to give away some, but the vast increase in sales more than made up for it."

ISABELLE C. SMITH, *Pioneer Colp.*

Know the Importance of Your Mission

One lady asked me what proof I had that the books I sell are the true interpretation of Bible. She said, "How am I to know your religion is different from the hun-

dreds of others who claim to teach the Bible truths?"

She flatly refused to buy the books because she thought that I had no proofs that the books I was selling contained the truth of God's Word.

So I gave her the proof by quoting Matthew 24: 14. I then asked her which church on earth that she knew of was giving a witness unto all nations that God's kingdom is being set up. She said she did not know of any. I took the *Prosperity* booklet and turned to page 54 and showed her how many books the I. B. S. A. was able to place in the hands of thinking Christians in only a short time.

I told her the books contain the message about the kingdom, and besides placing all those books in the homes of good people we are reaching millions of others by air on the radio. She at once called for the pocketbook and took the large set of three.

Directness Effective

Another experience I had which was interesting was with a doctor who said that he never did and never will buy anything of reading matter from any one at the door.

I told him that was too bad; for by so doing he might miss the opportunity to know the truth.

He said, "The truth about what?"

So I said, "Concerning the origin of man, the reason why he is here on earth, and what is his destiny."

He asked me to come in and, after answering the few questions he asked, he wanted the book *Deliverance* right away, and I gave him *Golden Age* No. 228. He promised to buy the two other books after he looks over *Deliverance*.

LENA PODWORNA, *Medfield, Mass.*

In the first case mentioned, the statement that you are merely helping them to understand the Bible, or something equally indirect, would hardly have clinched the interest. Here the worker seized upon an up-to-date condition, showed that the work was to be done, demonstrated that they had the conviction that they were doing the work that was foretold. People with a purpose are always interesting and welcome.

In the second case there was nothing but a prejudice against buying things at the door. Here again the worker stated directly why it was necessary to offer the books at the door. More and more, however, people are coming to appreciate the real service rendered by those who come to their homes with literature.

The Worker's Approach Important

Enclosed you will find my report card for work done in Detroit. My assignment seemed to be among the aristocrats. When we came to these wonderful mansions, I said to the friends, "We are going to change our plans. Let every one of you be just as natural as you can. Look at these people as poor suffering creatures and starving and yourselves as the great ones who have come to help them. Don't let the Devil put before you their standing in this world, but hold yourself far above them and as knowing that they need you."

We completed our assignment by 3.00 p. m. and had only a few books left. I finally adopted the plan of having the driver take the workers right up to the front door, just as though they were the owners, and stop at the door. The plan worked fine. Not the maid or butler, but the host came to the door. Just the one we wanted.

On one occasion we noticed an old gentleman coming out of the garden, smelling some flowers he had just picked. This time we did not call at the front door but at the wicket leading to the garden. When he got up to me I said, "This is the most beautiful place I ever looked at."

"Oh, do you think so?" was his reply.

I replied, "My friend, it puts me in mind of the Bible picture of the garden of Eden."

"Oh, you ought to have looked upon it about a month ago when all the roses were in bloom."

Here I began my canvass with *Creation*, following with *Reconciliation*, *Deliverance*, *Harp*, *Where are the Dead?* *Last Days*, *Lord's Return*, showing him that the whole earth will be made like his garden when the kingdom comes, and God will use man to make it so.

He said, "How much did you say the price was?"

As he handed me a two-dollar bill he said, "The books are mine now."

They were all lying on the grass, and as I said goodbye he picked them up and said, "I will have something to read now." S. S. GOODIN, *Colporteur*.

The methods to be employed should be adapted to the territory; and workers will enjoy good success if they even adapt what they say and how they will go about their work to the house where they are about to call. As you approach the house note such things as whether the house looks neat and tidy or whether it looks as though the people were well-fixed, of the working class, or poor. Remarks that are suited to the individual case come home to much better advantage. It gives the people you are talking to an important place in what you have to say.

The point emphasized in the following letter is a good one to keep in mind when calling at the different homes.

I learned many things at the convention which are very helpful, especially to always agree no matter what the prospect may say. The other day a man told me he never read and had his library full. I agreed and put the books all back in the case. Then I talked of the grain business and around to the education his children were getting in the school. He confided that he wished he had something to interest them in the church. In a few seconds he had *Creation*. F. B. LARSEN, *Colporteur*.

In addition to the work of distributing the booklet, endeavor to permit your methods to accomplish a twofold purpose. See that the manner in which you urge the reading is such as to awaken the interest and pave the way for the placing of the message in permanent form in the hands of the people. It is essential that the people read the booklet; and if they do, it will be found that the experience set forth in the following letter proves itself to be a real factor in effecting future results.

I once thought that the offer of booklets would retard the sale of books, but, on the contrary, they assist. For a psychological reason I offer booklets last, and in the following order: *wd*, *hl*, *lr*, *ld* and *ps*. In offering the books I use this order: *Deliverance*, *Harp*, *Creation*, *Reconciliation* and *Government*.

Another experience. One's first remarks are important. I begin with: "Judge Rutherford, the president of the International Bible Students Association, has written a number of Bible helps especially for the benefit, comfort and joy of the people." From here I go rapidly through the books, making some startling remark about each one and winding up within a couple of minutes with "all for only one ninety-eight, ordinarily the price of just one book". And I hold up the little library together so they can see it with backs of books turned toward them. I hesitate a little and then say, "Now the price of these books just covers the cost of production and distribution." From here on the answer is "yes" or "no".

L. BETOG, *Bronson, Kans.*

WATCH TOWER BIBLE & TRACT SOCIETY