

Bulletin

THE GOLDEN AGE

SALES DEPARTMENT

(Directors)

DECEMBER 15, 1919

Gradually Growing

Our daily record of subscriptions is very interesting. The average number of subscriptions received per day around the first of October was about 500; later this dropped to about 250 a day; but we are glad to report that since the use of the samples the subscriptions are averaging around 1,200 a day, and one day touched the high-water mark of 4,741 subscriptions. No other magazine ever published has a record to compare with THE GOLDEN AGE. With its start of 1,544 subscriptions in thirty minutes after it was announced, and 2,568 subscriptions on the first day, it can be seen that the 100,000 mark will soon be reached. From the quota given in the last Bulletin you have no doubt determined the proportion of that quota that is expected from your particular territory, and are carefully watching the progress of the work with a view to attaining the mark set.

It is regretted that repetition with regard to report cards is necessary. In our monthly letter, we attempted to emphasize the necessity of sending these in weekly. Less than a third of the classes organized are reporting as requested. We trust that all will kindly have their reports mailed *promptly* at the end of each week, whether there is anything to report or not. In order that an intensified campaign may be undertaken, it is absolutely essential that information be had as to the progress of the work in your territory, so as to be able to guide the work in general. Each report card should indicate the date of the week for which it is rendered. The object in asking that the report be mailed as early on Sunday as possible was to give this office the time necessary to adjust the order for samples, so that shipments to be forwarded during the week will contain the required supply of the latest issue.

Additionally, it seems necessary to again emphasize the necessity of placing workers in territory for which they are best fitted naturally. A worker would have difficulty in approaching someone whom he would be inclined to recognize as his superior, whereas he could talk freely

and confidently to people of his own station in life. On the part of the one being canvassed, it is necessary that the magazine have a proper introduction.

Some friends write us that in their locality they are unable to do very well due to steel strikes. It would be best to canvass other parts of the town before that section in which the steel workers live. However, rather than be idle, we believe it would be well to distribute the sample copies in these districts, even though you may not receive subscriptions. The Director could arrange to distribute sample copies to such houses where interest is found, as the issues come out, until they are so situated as to be able to subscribe. It is when the heart is bowed down with grief and sorrow that it can be most responsive to the truth.

Sample Requirements

The change in the method of operation obviously cuts down the number of samples required. We would appreciate it if the Directors would advise us immediately their requirements of samples in harmony with the new outline of procedure, so that the printing order for samples will supply your needs. The monthly statement will be forwarded as soon as possible. As yet our books are not altogether in shape.

In the workers' Bulletin the suggestion is made that each one arrange to note the various reasons why people subscribe and why they do not subscribe. Having this information you can study very closely your territory, and thus plan to overcome the obstacles that are in the way of the canvasser. In going over the correspondence of the last month it has been noted that there are principally seven obstacles the friends are meeting with: first, indifference on the part of some; second, opposition to the religious feature; third, cries of the high cost of living; fourth, people say they have too many magazines; fifth, spending-money has been diminished by drives of various organizations; sixth, strikes; and seventh, complaints of being exploited by bogus magazine solicitors.

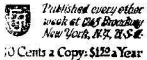
One Director, in compiling the reports of his workers, gives these reasons for not subscribing in his territory: Out of 106 calls, 49 were Socialists, 9 complained of having too many magazines, and 23 were not interested. The reason "not interested" seems a little vague, and could be enlarged so as to give some real definite reason for such a condition. Likewise, the solicitor should report the reasons he notes for the people subscribing, and thus Directors will be able to instruct canvassers generally how to adjust their canvass. This will need particular watching, as conditions vary in different territories.

General Items of Importance

The receipt card and subscription blank to be properly filled out should follow this form:

In acknowledgment of One Year's subscription

for James S. Brown,
235 N. Main St.
Albany, N. Y.



10 Cents a Copy. \$1.50 a Year
LOCAL OFFICE 24 HUDSON AVE.
ALBANY, NEW YORK

The subscription rate for England will be 8s. or \$1.92. When sending orders to this office, all subscriptions to THE GOLDEN AGE should be mailed to THE GOLDEN AGE, 124 Columbia Heights, Brooklyn, N. Y. All orders for books and other WATCH TOWER publications should be mailed to the WATCH TOWER BIBLE & TRACT SOCIETY, 124 Columbia Heights, Brooklyn, N. Y.

Do not especially encourage six months and three months subscriptions. Rather, when canvassing, talk in years and the one you are addressing will think in years and subscribe in years. If you talk in months, of course he will think in months and subscribe in months.

We hardly think many occasions will arise wherein people will wish to procure single copies of THE GOLDEN AGE, especially under the new plan of distribution; for they will have had opportunity to read it. However, in such instances single copies should be remitted for at the rate of 7c each, and the worker should have a commission of 3c each.

Items Inquiries have been received regarding the mailing of THE GOLDEN AGE to labor organizations. Some plans along this line are under advisement, and eventually we hope to handle such an undertaking, perhaps from this office.

The placing of THE GOLDEN AGE on the news stands has been taken up with the syndicate controlling many of the stands throughout the country. However, we believe that for the present this can be better handled by this office through the Directors. In addition to the regular news stands in the cities, magazines can be

Mr.	James	S.	Brown
(Mr.—Mrs.—Miss)	(Given Name)	(Initial)	(Surname)
235		N Main Street	
(Number)		(Street)	
		Albany	New York
		(City)	(State)

The Golden Age

124 Columbia Heights
Brooklyn, New York



Enter my subscription to THE GOLDEN AGE for one year

(Signed) JAMES S BROWN

(This signature not essential)

Enclosure \$1.50

Albany, N. Y. News Bureau No. J-3

supplied to department stores, stationery stores, hotels, etc. The news stands in the stations are controlled by syndicates, and these agencies ordinarily will not handle any publications unless authorized to do so by the home office. Our suggestion is that each Director choose a brother of good address to interview the operators of the regular news stands, and the sales managers of the department stores, laying before them *THE GOLDEN AGE*, telling them of its object and purpose, and also that a commission of 33% will be granted for each copy sold or subscription taken. Orders so received can be sent to this office, and we will arrange to have *THE GOLDEN AGE* forwarded so as to be on the news stand the date of the issue.

It is customary for publishers to take back from news stands all unsold copies of back issues at the full wholesale price. Your News Bureau is the local agency of *THE GOLDEN AGE*, and your Director is its representative. Hence, the Director can arrange with the news stands to have these unsold copies collected at the time each new issue arrives, replacing the old issue with the new one and merely charging for the extra copies to replace the ones sold. You can then arrange to have these back issues distributed in the regular way in your territory. We do not know what results there will be in sales of the magazine through the news stands, but we believe that as an advertising feature it is well worth taking advantage of.

In approaching the news dealer, make mention of the present size of the subscription list, and particularly that the first issue was dated October 1, and before one copy was issued the subscription list amounted to over 10,000 paid subscriptions; also that paid subscriptions are being received at the rate of over 1,200 per day. Do not attempt to evade telling who the publishers are when interviewing, especially if you are asked who is publishing it and what movement is in back of the publication. By answering them plainly we are assured that the magazine will be continued on the stand; whereas, if the publishers' name is hidden, it is quite likely that the preachers, stirring up opposition, will use this as a good instrument to have the news dealer cancel or take the magazine off his stand.

Regarding the commission on subscriptions received by class workers, we have purposely left this to be decided by the classes. If the class, by vote, determines that the commission shall be turned in to the class treasury, and the treasurer in turn reimburse the worker for his expense in connection with canvassing, such should be the procedure. On the other hand,

they may decide that the commission shall be retained by the worker, and the worker donate to the funds of the treasury as he or she desires.

At the convention, when it was suggested that territory be canvassed and re-canvassed, this statement applied particularly to classes where the whole town could be covered in a short time. It was not intended to convey the thought that Directors should attempt to limit workers to a certain amount of territory and have them canvass that territory and then re-canvass it to the neglect of the balance of the assignment. As soon as the samples have been distributed and subscriptions solicited, the worker should generally proceed to territory that has not as yet been covered. After the present assignment of territory has been thoroughly canvassed, then the subject of re-canvassing can be taken up.

All communications mailed to this office should contain the name of the town or local News Bureau. In many instances the Director, Assistant Director or Stockkeeper lives in a town other than that in which the class is located, and it is difficult for us to determine the class of which he is an officer.

The object of suggesting a card instead of a slip of paper for the receipt to the subscriber was that the subscriber would be more likely to keep a card, perhaps using it as a book mark, and thus he would permanently have the address of the local class, which he will require at some time if he becomes a reader of *THE GOLDEN AGE*. Receipt cards will be furnished in quantities on order from the Directors.

When sending in remittances, do not relist the subscriptions that have been sent in during the week. Merely send in the remittance and indicate the total number of subscriptions that the remittance covers. Lists are superfluous and confusing. We do not know whether they are new lists or whether they merely confirm the subscription blanks already mailed.

Delays in entering subscriptions and in attending to correspondence have been due to various errors. In writing, endeavor to avoid the following omissions which cause extra trouble, so that the handling of your correspondence may be expedited in this office:

- Remittance received, subscription missing.
- Remittance short.
- Check not enclosed.
- Subscription missing.
- Name and address illegible.
- Address incomplete.
- Post Office omitted.
- No such Post Office in State. Mail evidently addressed care of another Post Office.
- Is not name of town and Post Office different?
- No such town on map.
- Previous address not given.
- Name and address of complainant not given.

- Samples should be mailed locally.
- No address given.
- Colporteurs subs should not be included with class communications.
- Duplicate of sub blanks should be sent to Assistant Director.
- Orders for supplies should be kept separate from subs.
- Name and date of paper missing.
- Items not reported on.
- Weekly report not received.
- Order for sample copies not definite.
- Is not accorded Colporteur rates.
- Enter on regular sub pads instead of listing in letter form.
- Remittance received for subs from.....

Those devoting all their time to the work (and by this is meant that such are not employed in any other remunerative occupation) should write us, that their names might be listed among our regular colporteurs, and in turn be accorded rates on all WATCH TOWER publications, and also colporteurs' commission, subscriptions to THE GOLDEN AGE.

A number of inquiries being received direct from the workers indicate that they are not acquainted with the instructions contained in the letter of organization. Encourage the workers to refer all questions and queries to the class Director, and in event he is not able to answer, he (and not they) should write this office for instruction. The idea is that workers should not receive instructions of which the Director is not aware, and if individual workers corresponded with us we might at times overlook the mailing of a carbon copy of our reply to the Director.

Colporteurs who devote all their time to the work are subject to the direct supervision of this office. We always accord them their own preference in the work. If they prefer to work in conjunction with a class, that is arranged for, but our suggestion is that they canvass territory that cannot be reached by classes and thus effect a much wider canvass for THE GOLDEN AGE than would otherwise be possible. Colporteurs are not available for class work until the territory that cannot be reached by classes has been cared for. At that time the question of having them assist classes will be taken up. In the meanwhile, each class should busy itself in accomplishing work in the territory assigned to it, and if it is noted that the work is not progressing as fast as has been anticipated, assistance will be sent.

In taking advantage of the suggestion in the last Bulletin with reference to a year's subscription to THE GOLDEN AGE as a Christmas present, all subscriptions so taken should be indicated across the face of the subscription blank. These will require special care and attention, and in order that none may be overlooked

we are urging that they be marked very plainly. The folder and letter mentioned in this connection has already been mailed you.

Showing by States

There are over 50,000 subscribers on the list, with about 1,200 being added daily. The highest number of subscriptions entered in one day was 4,741. These subscriptions are distributed amongst the States as follows, and indicates the progress made in each State toward reaching the quota, as set in the previous Bulletin:

Pennsylvania	3439	Minnesota	312
Ohio	3096	Nebraska	303
Illinois	1959	Tennessee	298
Calif.	1776	Maine	253
Mass.	1705	South Dakota	222
Mich.	1438	Idaho	204
Indiana	1376	Mississippi	198
Texas	1332	Louisiana	180
Missouri	1198	Rhode Island	162
New Jersey	900	South Carolina	117
Washington	888	Montana	108
Virginia	707	Oregon	90
Maryland	087	North Dakota	90
Oklahoma	093	New Mexico	81
Alabama	596	New Hampshire	72
Connecticut	581	Delaware	72
Kansas	588	Nevada	63
Iowa	534	Vermont	54
North Carolina	498	Utah	14
Wisconsin	494	Arizona	
West Virginia	484	Wyoming	
Colorado	480	Canada	1848
Kentucky	402	Foreign	213
Florida	394	New York	3248
Georgia	367	California	1776
District of Columbia	367	Massachusetts	1705
Arkansas	322	Michigan	1488

In no instances should THE GOLDEN AGE or STUDIES IN THE SCRIPTURES be sold at reduced prices; in other words, at prices below those listed in the publications of this office. A revised price list appeared in the November 15th TOWER, and sales should be conformed thereto. Uniformity in price should prevail in all of the Society's publications. We desire that there be no misunderstanding on the part of the public as to the Society's work and then, too, other colporteurs will not be placed in the embarrassing position of explaining why they are asking more for the publications than you did.

Your servants in the Lord,

The Golden Age