

Bulletin

THE GOLDEN AGE

SALES DEPARTMENT

(Workers)

FEBRUARY 1, 1920

DRIVE home these facts: First, that the world has ended and the Golden Age—the Lord's kingdom—is in process of being inaugurated; Second, that the INTERNATIONAL BIBLE STUDENTS are the only ones announcing the Lord's kingdom, and that theirs is the only organization which suffered persecution during the war as a result of religious work; Third, that the seven leaders, who were sentenced to twenty years in the Federal Prison, are co-editors of THE GOLDEN AGE; Fourth, that the preachers are shirking their responsibility.

Objects of the work in order of importance are:

1. Beneficial influence of the work in the development of the character of the workers.
2. (a) Having THE GOLDEN AGE visit the home every other week; (b) Having the people learn what is in THE GOLDEN AGE by reading-it.
3. The witness of the truth to each one with whom you come in contact in the canvass, particularly those not accepting samples for examination.
4. The remuneration from the work.

The new book TALKING WITH THE DEAD with THE GOLDEN AGE is a tremendous inducement for subscriptions. This subject has been given unprecedented prominence in the papers, and nearly all the people are desirous of more information.

In canvassing, the procedure is the same as outlined in the November 15 Bulletin; first, a distribution of samples, followed in a day or so by a canvass for subscriptions, at which time the TALKING WITH THE DEAD booklet is offered as a premium with each subscription taken. This method, we believe, best accomplishes the objects to be attained in the canvassing, and appears as a new inducement to those who may have decided not to take the magazine because of its cost, or for some other minor objection; additionally, it gives a witness for the truth.

TALKING WITH THE DEAD will be sold to each worker at 10 cents per copy, (plus the carriage charges), by the Director, the understanding being that the worker will dispose of his copies only as premiums with subscriptions and will not resell them to any of his friends or acquaintances for ten cents, or dispose of them by personal distribution to some of his friends. Hence, in accepting TALKING WITH THE DEAD from the Director, it is with the express understanding that the 10-cent rate applies only to those given as a premium.

Premiums will not be given with renewal subscriptions. The book, TALKING WITH THE DEAD, will be sold at 50 cents to those renewing their subscriptions. It will be supplied with a six months' subscription at \$1.00 for the two, or a four months' subscription and TALKING WITH THE DEAD at 75 cents. For such books as the worker disposes of otherwise than with a subscription, he will pay the Director 25 cents each, plus the carriage charges.

Another offer that might appeal to some is THE GOLDEN AGE for one year, with TALKING WITH THE DEAD and a copy of Pastor Russell's Sermons as a premium, for \$2.00. The two books might go together in some instances, but in the majority of cases no doubt the people will desire THE GOLDEN AGE and TALKING WITH THE DEAD for \$1.50. Where the canvasser thinks the people are so situated as to afford the extra 50c, this offer might be brought to their attention.

The extra cost of ten cents will, we believe, remunerate the worker by quick turn-over; that is, more subscriptions will be obtained, assuring a larger profit at a smaller commission than would a few subscriptions at a larger commission. Each class member is entitled to one copy of TALKING WITH THE DEAD at 10 cents for his own use, all additional copies desired will be sold him at 25 cents and retailed at 50 cents. This is absolutely necessary, as the books at 10 cents are supplied at a loss; and it is only with a view to building up the subscription list that the books are supplied at this price.

From some localities we learn that the method of first distributing samples is not so successful as outright canvassing. Before any change is made we suggest that such change be authorized by this office, and a thorough trial of the sample distribution suggestion be made. Merely canvassing the people, in the ordinary sense of that term, is not the object to be attained, but rather to give the people a taste of the truth. Such letters as the following indicate that people are greatly interested in the contents of the magazine.

Picked Up on a Train

"I recently saw a copy of your magazine for a brief time on a train and it struck me as a remarkable issue from point of view and the wide scope of subjects covered, a far better presentation than the ————. I wish you would be good enough to send me a couple of old, or late, issues, as I would like to look them over a little more at leisure. Frequently one gets hold of a most unusual issue of a magazine and succeeding numbers are sometimes very mediocre. Kindly tell me also where this publication can be purchased, if at all, also what the yearly rate is and how often published. The issue I saw had a freshness of viewpoint, a fearlessness of utterance, and up-to-the-minute data that made quite a hit."

—W. J. K., *Colo.*

—W. H. W., *Colo.*

"I have just received a copy of **THE GOLDEN AGE** for October, and wish to subscribe for one year."

—D. N. R., *N. Y.*

"I shall appreciate your favoring me with a specimen copy of your publication. I assure you I shall be only too pleased to reciprocate your courtesy at any time."

—J. W. B., *Pa.*

"Enclosed find \$1.50 for a subscription to **THE GOLDEN AGE**. Please commence with issue No. 3. I have number 4 and want the balance of the articles on 'Religion and Philosophy.'"

—A. H. S., *Pa.*

"I chanced to have a glimpse of a copy of **THE GOLDEN AGE** and herewith enclose a remittance of \$1.50, for which please send the paper to me for one year."

—A. L. D., *S. Dak.*

"The December number of your magazine came into my possession, and pleased us so much that inclosed you will find a year's subscription."

—J. V., *Wisc.*

"Please find inclosed \$1.50, for which send me **THE GOLDEN AGE** for one year. Could you begin my subscription with the December numbers? as I should like to see them."

—A. C. F., *N. C.*

"While canvassing today I went into a colored preacher's home, and he certainly did enjoy the message. Have arranged to give a chart talk on the 30th. I have given two other chart talks at the homes of colored ministers, and have sold them some books. If it is the Lord's will, I expect to get a class started before we leave.

Results are being obtained by mentioning in connection with the canvass, the I. B. S. A. and the seven brethren who were imprisoned.

This means to thinking people that this organization apparently is not in sympathy with the denominations, as they met with no such experiences, and that consequently we are more likely to have what people want.

—*Ohio*

"By telling the people that the publishers of **THE GOLDEN AGE** were sent to prison for twenty years, I have had better success so far."

—*West Virginia*

"This being the first time I ever tried canvassing, you can see why subscriptions come slowly. Each one I have taken has been from those who asked me if it is published by the followers of Pastor Russell; and when they heard that it is, they all seemed anxious to subscribe."

—*New York*

"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."

—*Ohio*

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

—*H. M. W., Ohio*

"One of the sisters here was very careful not to let the people know that the work is being done by the Bible Students, and one woman told her that she didn't want any old magazines. Then the sister turned her conversation along the religious line and the woman said: 'Pastor Russell's teaching was good enough for me.' On the strength of that remark the sister sold her a Scenario, and she seemed glad to know that the Society had such a book."

—*M. B., Pa.*

"One lady asked who the publishers were; and when I told her they were some of our brethren who had been imprisoned, she subscribed readily."

—*G. E. K., Pa.*

"I canvassed one man who had no intention of subscribing; but when I told him that the editors of this magazine were some of those who were in prison (of whom he knew something, because he signed his name to the petition last winter), then he opened his eyes, saying that he would read it with all the more interest; and he subscribed forthwith."

—*Mass.*

"One of the sisters found a lady that at first, thinking the canvasser was connected with some one of the denominations, told her: 'No, she found all she desired in Pastor Russell's books and **THE WATCH TOWER**.' The remarkable feature of this case was that we are not acquainted with the party, and she has never attended our meetings."

—*E. E. C., Ia.*

"Enclosed find money order for \$1.50. Please enter my subscription to your publication for one year. Wishing you the very best of success."

The following subscriptions cannot be entered because the name of the town is missing. The party in error will kindly write the office so that the subscriptions can be entered properly:

- C. C. Emmons, 340-4th Street, S. E.
- Mrs. L. Mersinger, 1128 Birch Street
- Miss Grace Cooper, 603 Cherry Street
- Mr. Forrest J. Hamilton, 49 Sycamore Street

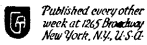
Three Months' Subscriptions

Heretofore on account of rush we have discouraged taking three months' subscriptions. The subscription department is now up to date, but instead of three months' subscriptions we suggest that you canvass for what will be known as "an acquaintance subscription" of four months for 50 cents, or six months for 75 cents, in event a year's subscription can not be obtained.

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.



Published every other week at 1265 Broadway New York, N.Y., U.S.A.
10 Cents a Copy—\$1.50 a Year
LOCAL OFFICE: 24 HUDSON AVE.
ALBANY, NEW YORK

Largest number of subscriptions taken in one day by one worker
40

Do not mix subscriptions for THE GOLDEN AGE with orders for supplies from the WATCH TOWER BIBLE & TRACT SOCIETY. These two are separate.

We have emphasized in previous Bulletins the necessity of prompt reports. However, there are probably 30 to 40 per cent of the classes not reporting as yet. For the most part the Directors state that this is due to the fact that workers are not handing in their reports. Kindly give this your prompt attention. In order that you may supply the Director with the information requested, your report should cover the following items:

1. Number of days per week given to the work, and amount of time each day;
2. What territory canvassed;
3. What territory completed;
4. Number of sample copies distributed;
5. Number of subscriptions taken;
6. Number of volumes of STUDIES IN THE SCRIPTURES, Scenario, Manna, booklets, sold in conjunction with your canvassing;
7. Largest number of subscriptions taken in one day;
8. Largest number of samples distributed in one day;
9. Number of TALKING WITH THE DEAD given as premiums.
10. Number of TALKING WITH THE DEAD sold with out subscriptions.

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

(Sign) JAMES S BROWN
(This signature not essential)

Enclosure \$1.50

Subscribers are telling what they think of THE GOLDEN AGE:

"Some business men stop us on the street and remark: 'Say, that's the best magazine I ever read!' The minute I begin to read that paper, I am impressed with the fact that it is so different from anything else. There is a prominent vein of truth running through it that gives a satisfaction that you find in no other newspapers or periodicals. All the others seem to be so poisoned with error and untruth that they have become the worst of propaganda.' 'I have received my \$1.50 worth out of the first copy.'" "We wish to also mention the many favorable remarks about THE GOLDEN AGE. Some subscribers go out of their way to let us know how much they appreciate the information contained therein. One of the brethren has had a dozen or more people stop at the office within the past two weeks to say how much they enjoy THE GOLDEN AGE. One said: 'If you are selling THE GOLDEN AGE when my subscription runs out, I'll renew my subscription through you.' Many professional men tell the worker who sold the GA to them that they consider it the best magazine they have ever read."

Wants to Show Sample to Friends

"Words cannot express how very much I enjoyed your little magazine, and I am enclosing \$1.50 for a years subscription. I am going to ask you to permit me to keep the one you sent me until I have shown it to two of my friends. I promise its safe return afterward."

B. H., Conn.

Insisted on Hearing it Read

"I stopped at a home where I got a subscription some time ago to ask the lady if she had received her magazine. You could tell by the expression on her face that she had. She said she had never read anything in her life that gave her the joy that it did, and that she was reading it to the rest of the family the night before until she was tired and sleepy, but they insisted she keep on reading; they enjoyed it very much."

A Good Report

"Please find enclosed 11 subscriptions—one-half day's work among the farmers—21 calls, 11 subscriptions, and 3 promised in a few days. Two said they would order direct from the main office if they enjoyed the copy left. No trouble to sell after I have several names on the list."

—S. M. H., Ark.

"At a revival meeting here the minister warned the people against Pastor Russell and his literature. He said that the church people had plenty of the very best of literature, but that they would not read it; they threw it on the streets; but at the same time, nearly every man he met had his pockets full of Pastor Russell's tracts. In another instance I was told that quite a prominent minister endeavored to hold a meeting at a certain schoolhouse, but failed to awaken any interest. He preached every night until about the middle of the week. Then he told the people that the devil had them; that it was no use for him to waste his time preaching there; that he would quit. And quit he did. The 'burning' of the tares is in evidence."

Wouldn't Quite When He Was Fired

"One colored woman told me this week that she was really disgusted with the preachers and the churches; that they had asked their preacher to resign, but he said he was not going to accept the invitation. She further said: 'The preachers used to be servants, but now they are the bosses.' Their time is short."

In order that subscribers may be assured of the best service possible, workers should, as soon as the subscription is taken, see to it that it is mailed to this office at the end of the day's work. Do not hold the subscriptions for a day or two, or until the end of the week, and then hand them to the Director. But the remittance is to be made to the Director at the end of the week, and he will remit for the total number of subscriptions sent in by the class. The subscriptions themselves must be sent in the same day they are taken.

A number of three months' subscriptions that were accepted are expiring. We trust that each worker has a note of such subscriptions and will see to it that he recanvasses the subscriber.

A commission of 25c will be granted for each renewal subscription for one year. 12c for a 6 month renewal, 8c for a four month renewal, and 6c for a 3 month renewal. Such subscriptions should be so marked across the face of the subscription blank viz.—"Renewal".

Further, it might be well to mention to all subscribers that THE GOLDEN AGE does not follow the practise of some other magazines; namely, not removing the name from the list at the expiration of the subscription, and later billing the people for such copies as they receive after the date of expiration. As soon as the subscription expires the name is removed from the list, unless a renewal is sent us within the next few days.

There are over 75,000 subscribers on the list at this writing. No doubt the subscription list will mount higher as soon as the canvassing is begun with the TALKING WITH THE DEAD booklet. It is hoped that we can begin the shipment of these booklets by the first of the month. Better service will be given the subscribers, as by the end of this month we will be in shape to take care of the mailing ourselves. Heretofore it has been necessary to entrust this to the work of a commercial mailing-house, which no doubt accounts in part for the fact that subscribers have not received their magazines promptly.

May the Lord continue to bless you in his service as you seek to herald forth the blessing he has in store for the world of mankind.

By his grace, we are

Your brethren and servants in the Lord,

The Golden Age