

Bulletin

THE GOLDEN AGE

SALES DEPARTMENT

(Workers)

JANUARY 1, 1920

MY STRENGTH AND SONG

MORE and more it is evident that the people need the truth through **THE GOLDEN AGE**. The common people hear gladly. By the Lord's Word opposition will not continue long. Those associated with the Lamb in the skirmishes of the war with the beast, and continuing throughout, are "called and chosen and faithful." The final test is Faithfulness. Our sentiments as workers are in the Year's Text—"The Lord is my Strength and Song". The song of his gracious plans to mankind engages his people. He affords strength for the service. And the strength and the song bring responsibility to declare the message.

This should be a banner year for the message. The signs spoken by the Lord take place before our very eyes. On earth distress of nations; perplexity; sea and waves roar them; looking to things The time for leadership end, reeling to and fro enjoying divine peace of publish by word, pen, **GOLDEN AGE** the glad plan. It is a privilege stress, and to tell of the the setting up of God's All need this message of bound to come soon when it will be in great demand.

REPORTS

See to it that so far as you are concerned the Weekly Class Report is not delayed.

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Kingdom in the world. comfort. The time is

Meanwhile you render each person you call on an invaluable service. And they would like you to call again. But the message must reach others, and they can arrange for your visits every other week through **THE GOLDEN AGE**. You may publish the tidings by word of mouth alone, or additionally by the sale of sets of Scripture Studies, or by a subscription to **THE GOLDEN AGE**. This is the all-important object—to

Publish the Message

The Message the People Want

THE GOLDEN AGE is the message the people want. It is but for them to find out what it contains. A worker writes us from Pennsylvania: "A prominent doctor of this city, who is also a member of a club, told me yesterday that he took a copy of THE GOLDEN AGE to the club one evening, and that himself and several other members spent the evening in discussing its various features; and in the end they decided that THE GOLDEN AGE was something new and different from anything they had seen before, and that it was worthy of support." It is by just such discussions and talking over the message contained in THE GOLDEN AGE that the canvass has accomplished. People for the most part do not act impulsively, nor on the spur of the moment, but after they have had the time to consider, and compare what was offered with what they have and with that they can obtain; then they have some basis upon which to decide.

A Professor---A Manufacturer

A colporteur writes: "One man who is a college professor subscribed to THE GOLDEN AGE, saying: 'It is just what I have been looking for'. Another, a manufacturer, said, 'It contains good, sound reading---just what I want. So many other magazines are one-half advertisements and so high priced, and nothing practical to read.'"

Best I Ever Saw

A brother from Ohio writes: "One brother gave a sample copy to a man who he thought would like it. After the man examined it he said it was a very good magazine, but like all the I. B. S. A. literature, it had a lot of Bible quotations in it; so he gave it to a friend of his, an oil worker, who read it and said, 'It is the best magazine I ever saw,' and wanted to subscribe."

The Jews Interested

"One sister met a Jew, the proprietor of a department store, who is interested in the Zionist movement and is very much discouraged. He said he was afraid the whole race would be exterminated. She gave him the comforting message of the present time to the Jews, in which he became much interested, and invited her to come again."

Had the Books Eight Years

"Already one sister came to a house where the lady had had the books, STUDIES IN THE SCRIPTURES, eight years. She says no one could get her to believe anything else, and has been trying to find some one that believed as she did." (This comes from a town in which there is a class of fourteen.)

Interest in a Dead City

"Calling on one lady, who seemed to be a consecrated woman, she said: 'Our minister of the Congregational church said the people are so unresponsive to his efforts, and if they didn't soon respond he would have to give up his pastorate and work in the slums, where they would respond.' This city is known by salesmen, as well as others, to be dead, so to speak. Sunday we had advertised a good deal for a meeting in the theater, and it was the biggest success we have had along this line. Thirty-nine names were handed in. We are very much encouraged, and believe THE GOLDEN AGE work and lectures will work wonderfully together."

POINTS TO BE PRESSED

CANVASSING and re-canvassing a locality leaves its indent upon the minds of those canvassed, and this impression deepens with each additional call. The people reason like this: "If that man (or woman) is giving his time to canvassing for that magazine, there must be something in it; either personal gain, or the magazine contains a message worth looking over." Many canvassers make an initial call and do not call again; but not so with THE GOLDEN AGE worker: refusal of the subscription is merely the invitation for another call. The work is so great as to call for even the little time and effort that each can give. It should stimulate all to do with might what the hands find to do, working while it is yet called day. Endeavor to leave in the minds of the people these points: The present order of things has ended; the new order is the setting up of the Lord's Kingdom; the I. B. S. A. alone tells of the new order; that the preachers are shirking their responsibility, and instead of meeting the issue bring up subterfuges to perpetuate their outworn doctrine; movements are on foot by church organizations to demonstrate to the people that the past war was nothing more than one of the spasmodic upheavals of history, and are putting themselves on record as the scoffers, of whom the Apostle Peter spoke. (2 Peter 3: 1-4); THE GOLDEN AGE alone tells the truth.

Get the Message to the People

Get the message into the minds of the people. Make the indent! The present canvassing ought to leave such an impression that any further outraging of the opinions of the people, such as the banning of literature, may not be taken calmly and uncomplainingly, but may have the same effect in the opinion of the people as the acts of the steel magnates, coal mine operators, and profiteers had. The message should be gotten to as many as possible. It is not likely that the majority will respond at the first canvass with a subscription to THE GOLDEN AGE; but the present stress of times is but "the beginning of sorrows"; and as the trouble and distress incident thereto are more keenly felt, then will follow the collapse of Babylon. With the collapse, the people will insist on hearing the Lord's message. Now is the opportunity to impress on their minds that the I. B. S. A. promulgates the truth, and was for that very reason singled out as the one religious organization to reap persecution during the World War.

A Diamond Field

"I enclose \$1.50 for one year's subscription to THE GOLDEN AGE, beginning with the first number, if possible. I consider THE GOLDEN AGE a diamond field."

J. H., Mo.

Editor Subscribes

The Odessa Record,
L. C. W——, Proprietor.

"Have just received a copy of THE GOLDEN AGE, and, if it keeps up to that standard, it will be just what a lot of people want. Here's a check for a year's subscription."

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Very Out of the Ordinary

"Among my mail yesterday I found a copy of THE GOLDEN AGE. On the wrapper were the characters '11-20', which would indicate to me that some one has favored me with a year's subscription. Would you be so kind as to inform me who it was who has seen fit to please me in this way, for I wish to thank him. I would certainly have wanted to subscribe on my own account had not some one else done it for me, but the copy I have is the first knowledge I had had of the existence of your very out-of-the-ordinary publication. I am only an ordinary American working-man, without technical training of any kind, and earning ordinary wages, but I think I know a fine thing when I see it, and this is one of them. I hardly know how to describe your publication, but to me it is solid meat all through and has surely touched the right spot in my heart. You seem to be in a class all by yourself among the periodicals of the day. Your mission seems to be to inform the people about everything that is going on in the world today, but softening their hearts and preparing them for the Golden Age while doing so."

Y. M. C. A. Official Greatly Interested

"A copy of THE GOLDEN AGE was handed me this morning and I must say it has greatly interested me, and I am herewith enclosing check to the amount of \$1.50, and ask that you enter my name for a yearly subscription, beginning with Vol. 1, No. 4, issued Wednesday, November 12, 1919. Anxiously awaiting same, I ask that you believe me to be, Very sincerely yours,"

A. L., Physical Director, Y. M. C. A., Tenn.

"Certainly Did Enjoy No. 1"

"Enclosed find check for one year's subscription to THE GOLDEN AGE. I have received the October 1 issue and would be glad if I could get the back copies up to this date. Because of sickness I have been unable to subscribe sooner, but I certainly did enjoy No. 1, and hope I shall be able to get the rest, and the comfort and blessing they afford." J. W. H., Va.

"Your Great Journal"

"Find enclosed thirty cents for last two copies of your great journal. Do news dealers in this city sell your magazine?"

E. S. M., Miss.

Liked the Sample Copy

"Enclosed find \$1.50 for which please send me THE GOLDEN AGE for twelve months. Please send me all of the numbers published up to date. I have read the sample copy and like it sufficiently well to subscribe for a year." M. C. J., Okla.

Wants Back Numbers

"I received a sample copy of THE GOLDEN AGE dated November 12, Vol. 1, No. 4. Am enclosing Post Office order for \$1.50 in payment for one year's subscription, commencing with date of sample copy, November 12, if you can supply me with the back numbers." L. C. F., Ohio.

Would Not Take Their Money Back

"Some who have received only one copy say they would not take their money back if they had to give up the magazine, they like it so very much."

SOME MORE POINTS

When collecting samples, if no subscriptions are forthcoming, endeavor to find out the objection the people have to the magazine; also as to whether they read it or not. If they have not read it, offer to leave it with them free, and assure them that you will not bother them by calling a few days later if they will promise that, finding anything of interest, they will forward the subscription to you by mail. Then, two or three weeks later, you could call upon them again in event you did not receive the subscription.

In distributing sample copies the question is raised as to the disposition of old and torn copies, and especially those that would be left on hand were they collected just prior to the time of receiving the new issue. Coöperation with your Director you can so gauge the distribution of samples as to not collect the ones which will be distributed just before the arrival of the new copy. For instance, **THE GOLDEN AGE** is issued every other Wednesday. We are aiming to complete the printing of **THE GOLDEN AGE** and have the shipment forwarded so as to be in the hands of the stockkeeper the day before the date of issue. Hence plan your collection of samples accordingly, leaving the samples in the hands of the last people you have canvassed just before receiving the current samples.

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LARGEST NUMBER OF
SUBSCRIPTIONS
TAKEN IN ONE DAY
BY ONE WORKER

When sending in orders for supplies we wish the friends would not mix their orders; and by this we mean that when writing **THE GOLDEN AGE** you should not order books and supplies furnished by the **WATCH TOWER BIBLE & TRACT SOCIETY**. Orders for such should be kept separate; and all **GOLDEN AGE** subscriptions should be kept separate.

Regarding what is said on the front page about reports, the following excerpts from two letters, received from Directors, were written instead of sending a report. "The workers failed to hand in their reports, although I have urged them to do so and tried to make them realize the necessity for their doing so in order that I may be able to fill out the report card properly."

N. H.

"I regret to say that the friends of our territory did not send in the report of their work so I could send in the report as you requested. I will act on this matter just as soon as we can get the report of the work of each."

Kans.

1920

*We trust that 1920 will be your year
of richest blessings in His service*

the Golden Age