

MONTHLY LETTER TO COLPORTEURS

(MAY 25, 1923)

DEAR COLPORTEURS:

Letters received from the field indicate a marked increase of interest in the SOCIETY'S publications. This is especially encouraging; for it is an assurance that the literature being shipped in such large quantities is finding its way quickly into the hands of the people. In fact, it appears that the trouble through which the world is passing has opened their minds, and that they are seeking for the Bible solution. As to whether they will be guided by it we know what the Lord's Word indicates; but our privilege is to place in their hands something that will be of comfort to them in the darker times ahead. We have received quite a number of letters such as the following:

"People are more interested than they used to be. If I can get in and witness, I do not have much trouble in selling the books. I try to make my witness so short as to not take too much time; but where people are willing to hear, I spend all the time necessary. Where you go in a hurry, you cannot get the attention of the people. Take enough time."

From what we are able to learn the questions that are asked the workers are of various kinds; and though it is our privilege to explain to them the truth, yet it naturally reduces the time at our disposal to call upon others. If the present interest is any indication, it means that there are hundreds, yea thousands, who are anxious to know but who are not receiving the message because of the time taken with those first called upon.

There seems, then, to be a need of a booklet that will deal with questions of principal interest to the people, and such a booklet is in course of preparation. In accordance with the suggestions tendered in the "Monthly Letter to Colporteurs," dated April 23rd, more of our colporteurs are maintaining a greater average than one set of STUDIES per day; but even this means that thousands of homes, the occupants of which are interviewed, are left without any literature. As a part of the campaign already outlined we therefore recommend that colporteurs handle the new booklet,

"World Distress—Why? The Remedy"

This booklet the SOCIETY will supply to you postpaid at 3 cents each, and it is to be retailed at 10 cents. The booklet contains 64 pages, paper binding of imitation brown Morocco leather, gold stamped. It includes a short treatise on each of the following subjects:

Why is Evil Permitted?
Who Made the Devil?
Prophecy and its Fulfillment
End of the World
Where Are the Dead?
Immortality
A Ransom for All
World Distress and Perplexity—Why?

As the argument on each subject progresses, frequent insertions of excerpts from the STUDIES IN THE SCRIPTURES and THE HARP are made, the object being to impress the people as they proceed with the reading that the subject is thoroughly dealt with in the STUDIES IN THE SCRIPTURES and THE HARP, and to emphasize the necessity of possessing the full set of volumes.

Eight Separate Treatises

The object of the booklet is to help the people see the real service of the Bible in their every day life, that it solves their most perplexing problems. It points them to Bible helps that will answer their questions. The subjects above enumerated are not chapter headings of the booklet. Each article is complete in itself. Hence, if an individual is interested in one particular subject, he can read that article and get a satisfactory answer to his question without having to read other portions of the booklet. The booklet is well designed, and with its imitation leather cover makes one of the finest appearing booklets that the SOCIETY is publishing. In fact it is of such appearance that people will gladly find a place for it on their reading table. Its binding suggests permanence.

Procedure

The order of procedure that we recommend is for colporteurs to canvass the people for the full set of STUDIES IN THE SCRIPTURES and THE HARP of GOD for \$2.85. If the people cannot be induced to buy the complete set, then offer them THE HARP BIBLE STUDY Course at 48 cents. If they still feel that they do not care to purchase any of the literature, then offer them the booklet, "World Distress—Why? The Remedy," at 10 cents. The subjects treated are printed on the front cover, and as you come to this part of the canvass, we recommend that you hand the booklet to them and let them leaf through it as you are commenting upon it. The chapter headings have been designed with a view to creating interest and to serve much the same purpose as the questions on the self-quiz cards. You can remind them that in time you know they will want some of our publications and that you will not likely be around that way again, and you take this means of leaving with them the name and address of the publishers. In all probability you will be able to place quite a number of these booklets, and even though the profit per sale is little, yet it will make each call productive. If you are able to place twenty booklets per day you will have netted a commission on them alone of \$1.40.

Sales of Sets to Credit of Colporteur

With the booklets we are supplying colporteurs a card that they can insert in the booklet when placing them. This card, when signed by the colporteur, offers the books to the person canvassed at the same price that you sell them for, delivered at their door, the books to be shipped from this office prepaid. We feel certain that there will be a number of sets of the volumes sold as a direct result of reading this booklet, and it is our desire that colporteurs shall benefit from all sales made as a result of their calls. Hence, as these cards are received with the orders at this office, the commission, minus the parcel post charges or express charges, will be credited to your account.

Booklet All Can Afford

As you go forth in the work, then, our suggestion is that you take as your objective: "Place literature in every home." The booklet will be of comfort to indi-