

# 1999 Printer's Row Book Fair

On June 5<sup>th</sup> and 6<sup>th</sup>, 1999, the Chicago Bible Students sponsored a witness activity at the 15<sup>th</sup> Annual Publisher's Row Book Fair in downtown Chicago near the old Dearborn Street train station. A variety of Truth literature was displayed and offered to the public from 10:100 a.m. until 6:00 p.m. on both Saturday and Sunday. In spite of the extreme breeze which constantly blew across our book table and the threat of thunderstorms throughout the weekend, the weather did not cause the effort to cancel during normally scheduled times.

In addition to the Volumes, 13 additional hard bound books were displayed. A total of 43 books were sold which included 2 sets of Volumes, 9 paperback First Volumes, 6 Creator's Grand Design, 1 Twelve Apostles and the Lamb, 2 Mannas, 1 Songs in the Night, 13 Son of the Highest, and 1 Streeter's Revelation. A number of booklets and magazines were also placed with those who stopped.

I would like to express my appreciation to those Brethren who eagerly signed up so quickly, some early and stayed later than their scheduled time slot and displayed enthusiasm in their efforts. It was an honor to serve with them.

In making up this report, I asked them for their comments on 2 points. This report closes with their responses.

In Him,  
Br. Mark Kandel

## 1. "A highlight of the book fair was..."

"...the opportunity of witnessing and having our Truth literature on display.... We enjoyed the activity of seeing all the people and talking to some of them about the Truth. We are looking forward to serving again. We considered this a very positive service."

"The joy of starting conversations with parents and grandparents using the *Son of the Highest*. When they were not a parent, we suggested this was excellent self-reading and later storytelling to young people. Thoroughly enjoyed the gentleman who firmly insisted we were Jehovah Witnesses. As firmly, I replied, "No!" He purchased a Six-in-One Volume after a bit of talking and listening. How good it is to work with Brethren in any effort for the Lord. Noemi was my right hand, solicitous of my comfort, and when the mischievous winds blew their cheeks, we reset books from opening. It was good to be at the fair, because we were sowing the truth, and the Lord can water."

"...having the opportunity to be available to speak to anyone interested in the Bible."

“...being able to do the Lord’s work with other Brethren. This is always a blessing, no matter what the results.”

“...the joy of working side by side with our Brethren in personally sharing (unlike service meetings) the Truth with the world. It was a great opportunity to sharpen one’s skills of outlining the plan and First Volume to those that approached. On a more specific note, I appreciated a petite older African-American woman with a big hat who was so disgusted with the politicians of today that she was giving up voting. It was a blessing to offer to her God’s solutions, rather than man’s feeble efforts.”

“I had a delightful time. I spoke to a number of people and some bought books. One lady bought a Manna for daily devotional reading. A few bought the paperback Volume One. A few bought *Son of the Highest*. I think religious people found us and were interested. The people traffic was good and many people came to look over our selection of books.”

2. “When we do another fair activity like this, I would suggest....”

“...we design a display that would hold the books tiered and upright so the people would not need to come close up to the front of the table and look down on the books to see what we had to offer.”

“I would like to see glossy 4-colored dust jackets developed for all our hard covered books (especially the Volumes). The benefits of dust jackets would be as follows:

1. Would give a synopsis of the book (without a live person having to explain the contents.)
2. Would identify the author and the scope of the distribution of the book over the years.
3. Would modernize and make the Volumes look more current. (Where do you find a hard-covered book for sale today with a solid fabric cover—with no explanation of what the book is about? It appears that we are hiding something. People are leery of exactly what they are buying.)
4. Would catch the eye of people passing. More people picked up Br. Mali’s book than any other book—because of the shining attractive dust jacket. (Of course, everyone put it down after seeing the price.)
5. Would contain a return name and address for people to contact us by.”

“I would like to see each book individually priced with stickers. Most people did not equate the signs with specific books. After telling them the low prices, they seemed pleased and more interested.”

“I don’t really have any suggestions for this one. I think that everything was arranged well and went smoothly.”

“If we go to the same fair next year, be in a center booth instead of a booth on the sidewalk. Have more video tapes available.”

“If the fee is not too costly, I would recommend our representation in this event. An umbrella would be welcome and thank you for the chest of cold drinks.”

I liked the booth location being on the side of the street...more passed us than if we had been in the tent area. Also, being located at the south end, we were only about 500' from the restrooms and air conditioning in Dearborn Station. Being in front of a high-rise, we were sheltered from the sun for most of the morning and afternoon and also had a beautiful lake breeze from being at the corner of the building, which counteracted the heat.”

“I think the booth was well worth the money. The 3-hour shifts were a good idea as the Brethren weren't on a shift long enough to become weary. I know of Brethren who would have signed up, but the schedule was filled quickly—which indicates we should do this more often. The Dearborn Street location was easily accessible by car and the parking areas nearby were excellent. Having chairs at the booth made it easy to man the booth comfortably.”

“We really enjoyed the opportunity.”