

WATCH TOWER BULLETIN



JANUARY, NINETEEN THIRTY

JANUARY 25 TO FEBRUARY 2 PROPHECY DRIVE

What Can You Do in Midwinter?

A One-Book Campaign

The numerous letters received and the many expressions of appreciation heard at the different classes is an indication of the joy and enthusiasm with which the friends received the new book, *Prophecy*. The fact is that it takes the prophecies of Jehovah, given through his holy men of old, and places beside them the facts well known to many, thus enabling the student to determine for himself the fulfillment of the prophecies, and gives all glory to Jehovah. Man had nothing to do with stating the prophecy, beyond writing down what the Lord revealed, and had nothing to do with bringing about the events at the time stated. Therefore everything pertaining to it magnifies the great Jehovah and reveals his purposes of blessing his creatures. This is the great joy of the anointed who really love the Lord. This will also bring joy to every honest-hearted man and woman, because the blessing it assures centers in the great and unchangeable Almighty God.

We must realize, one and all, that not only do we receive a vision of the Lord and his purposes, which brings joy to our hearts, but with this joyful unfolding comes a tremendous responsibility. Unto the anointed are revealed the gracious purposes of Jehovah, not to be selfishly hoarded, but to enable them to heed the admonition, "Cry out and shout, thou inhabitant of Zion; for great is the Holy One of Israel in the midst of thee." Therefore, from the moment *Prophecy* is released, it becomes a Kingdom interest committed unto us individually and as ecclesias for the purpose of using it as the Lord dictates.

The drive commencing January 25 should be the greatest winter witness yet given. Consignments have been shipped to the classes and should reach their destinations well before the drive begins. As outlined in the December *Bulletin*, the territory should be carefully selected, having in mind that it is winter and likely to be cold. We recommend the following points for the service committee's plan of action:

(1) Only such territory is to be worked as has already been covered with the other six books.

(2) The territory should be in fairly large towns and cities where the dwellings are close together.

(3) For winter canvassing choose

(a) Business sections (not assigned to colporteurs).

- (b) Apartment houses.
- (c) Apartments over stores and business places.
- (d) Houses which have closed-in porches and vestibules.

All of these can be worked without much inconvenience even in the coldest weather. However, classes which have only rural territory are not debarred, for farmers, in almost all instances, invite you in. They have plenty of time on their hands and are glad to talk to someone.

There is no such thing as inaccessible territory if the work is properly planned. The planning is primarily the responsibility of the service committee. They should carefully analyze their assignment and present to the workers' meetings definite recommendations, stating why such are made. Let each one, therefore, whether a member of the service committee or a worker, recognize his responsibility before the Lord and carefully do his part in making this drive a success.

Use only the *Prophecy* book for 45¢. Work up a definite canvass, keeping in mind the suggestions offered in the special *Bulletin*, and those points in the book which appealed to you. And remember, "This Kingdom Gospel must be preached."

Do we hear someone say, "Do you realize that you are putting on this drive at the height of winter?"

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Pioneer and Auxiliary Arrangements

Week's Report to Be from Jan. 25 to Feb. 2, Inclusive

Now that you have read the new book, *Prophecy*, we know how anxiously you are awaiting January 25, when the time comes to introduce it to the public in order that the people can also enjoy the good things it contains. Of course you colporteurs want to have an active part in this work. We are not making consignments, but are leaving it to all colporteurs, both pioneers and auxiliaries, to place their own orders.

The auxiliary colporteurs will be working mostly with the classes, and therefore will canvass in the class drives with the *Prophecy* book only. The pioneer colporteurs, however, are asked to feature the *Prophecy* book but to open the campaign with an offer of the entire set of seven books for \$2.40. They will be the first to work with the new prices. By 'featuring the *Prophecy* book', we mean that in instances where the party canvassed does not desire the entire set of seven, you drop to *Prophecy* as your final suggestion rather than some one of the other books. We know that you are looking forward to this special occasion and will be as anxious as the rest of the friends to put forth a special effort. Already letters are beginning to come in from various friends about how they are getting ready for this next big attack on the Devil and his organization. We know that you will

be thrilled with the idea of giving the people more for their \$2.40 than you have been giving for their \$2.45, and we rejoice with you in the way the Lord has indicated that the time has come for this special offer to be made.

As the drive is from January 25 to February 2, inclusive, we ask all the colporteurs to end their previous week's report with Friday, January 24, instead of the usual Sunday. For this special *Prophecy* Week, report on the regular card the entire work for the 9 days beginning with Saturday, January 25, and ending Sunday, February 2, inclusive.

Many New Colporteurs 131 Since November 13

During the month of December a second letter was sent to all the classes, calling the attention of the congregated to the arrangement which the Society has made for all those who are able to give 12 hours a week to the actual canvassing. A most interesting and enlightening explanation was given of the words of Jesus in Matthew 24:40, 41 concerning the present time. He said, "Then shall two be in the field; the one shall be taken, and the other left. Two grinding at the mill; the one shall be taken, and the other left." The time to make haste with the witness work is here.

As from the flashes of God's lightnings on Daniel's prophecy the anointed are beginning to see 'the abomination of desolation standing in the holy place', they are beginning to flee to the mountains. The first letter about the present arrangement for the auxiliary colporteurs was mailed on November 13. Since that time more and more of the friends are awaking to the importance of the times in which we are living and are hastening to enroll in the colporteur work. Since November 13, 147 requests for colporteur application blanks have been received; 58 have already enrolled in the pioneer service, and 76 have entered the auxiliary work. Each day's mail is bringing in more and more requests, which thrills our hearts as we see those 'in Ju-

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NOVEMBER'S WITNESS

	Books	Booklets
Classes	123,879	65,317
Sharpshooters	4,896	2,423
Auxiliaries	22,503	9,426
Pioneers	99,361	55,723
Total for Month	250,639	132,889
Total to Date	401,635	305,639
Quota	2,750,000	2,750,000

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In accordance with their divine commission, the anointed of the Lord have this single purpose in life. Each year's report has shown that there has been a steady increase in the proclamation of the glad tidings. The one just published for 1929 shows that the past year was the most wonderful one ever. Now, the anointed of the Lord have set themselves to the task of putting forth an even greater effort, as announced in the December 1 *Bulletin*. 5,500,000 books and booklets is a quota which will call for some real work on the part of the 6,000 workers in this country. We believe that by the Lord's grace it can be done, for the Lord has promised that of the increase of his kingdom

there shall be no end. It should thrill the heart of every loyal one to have the privilege of engaging in this work, of increasing the Kingdom interests committed unto him personally, and of singing forth the praises of our God. To the anointed the Lord has committed the Kingdom Gospel which must be preached. With confidence, then, we can look forward to his blessings' being upon our efforts to accomplish this task.

What a happy lot is ours! Let us all get into this great work, 'press the battle to the gate,' and make 1930 the year of years. Let us all continually bear in mind the slogan for the year, "This Kingdom Gospel Must Be Preached."

"WHAT? ALL SEVEN FOR \$2.40?"

This Is What Many a Person Will Say

New Prices to the Public
Effective January 25

The Society outlined in the special *Bulletin* of December the activities and arrangements made for the coming year. The big thing, as you have already noticed, is the remarkable change in the price of the books to the public, which becomes effective January 25. It is almost unbelievable that we can offer to the people seven cloth-bound books for \$2.40, but still it is a fact. Not only has this arrangement been made for books, but we hope that during the year millions of booklets will be placed, due to the change in their prices. By offering the people two booklets for 15¢, four for 25¢, or nine for 50¢ we believe a splendid witness can be given with these pretty color-covered booklets. Each of them contains a short, interesting message in regard to the Kingdom, and can be left with those who cannot immediately afford a set of seven. It will prepare them for your second, third, fourth and fifth visit.

Then, too, the other arrangement that was made, of allowing a ten-percent discount on all combinations totaling over \$1.50, is surely an inducement for placing this Kingdom Gospel in the hands of the people. Didn't it rejoice your heart when you found out that you could go from door to door now, preaching the Kingdom and offering these seven books to the people for so low an amount? Of course it did. We very firmly believe that the 2,750,000 cloth-bound books and 2,750,000 booklets of our quota will easily be placed this year, due to these new prices.

Government reports indicate that the number of unemployed is increasing and conditions among the people are becoming severe, but isn't it true that in this time of stress and perplexity the people really are beginning to wonder what it is all about? While suffering and oppression are increasing, the Lord has graciously arranged it so that we can leave with them this beautiful set for an amount that even the poor can't refuse.

If the pioneers find that during the campaign for January 25-February 2 they can place more sets of seven at \$2.40 than they could sets of six at \$2.45, we should like to hear from them. During that week the classes and auxiliary colporteurs will be working with *Prophecy* only, and from February 3 on with the new set of seven. All seven books for only \$2.40! Doesn't that make you almost bubble over with happiness? And why shouldn't it, when you see that with this new arrangement this Kingdom Gospel, which must be preached, can be preached to a greater number of people. If this proves to be true, then the purpose of this reduction will have been accomplished. The only reason for placing literature in the homes of the people is that this Kingdom Gospel may be preached as the Lord said it must be. Happy is our lot in having part in this tremendous campaign. We hope everyone will make arrangements as outlined in the *Bulletin* for the coming year; and may it be a blessed one for everybody.

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Yes, we do, and we further realize that the Lord's kingdom is not a matter of seasons. It is here for all time and for all seasons, winter as well as summer. In this connection we should like to quote from a letter received from a regional service director in the northern states. "The severe weather demoralized the bus lines; on account of the snowdrifts the car froze up. It was 22 below zero on Friday night." That describes conditions about as bad as they ever are in any part of the United States. Now note the record of the workers in the territory. In this territory, covering the nine northern and most mountainous states, there were only 37 less workers than they had during October, and each worker averaged 4.4 hours a week in the service; in fact they had the second highest average of any section of the United States.

The great determining factor is not the weather, but our love and devotion for the Lord and his cause, and where that exists neither man nor devil can hold back God's messengers. The worse the weather conditions are, the more time the people have to read. Take advantage, then, of this golden opportunity. Work during the winter.

Each director will make a special report for the *Prophecy* drive. Your report for the week before the drive will end Friday evening, January 21. Your special drive report will commence Saturday, January 23 and continue to include Sunday, February 2. Please mail this report promptly. If all the reports are sent to the office promptly, we shall be able to let you know the results in the March *Bulletin*. Otherwise we shall have to hold it up until April. We therefore call upon each worker and each director to cooperate in this; the worker by reporting to the director promptly, and the director by compiling the information and mailing it promptly.

Colporteurs and Classes Have Big Month

Quarter Million Books Placed 5,540 Workers in the Field

A quarter of a million cloth-bound books were placed in the hands of the people during the month of November! Isn't that wonderful? It seems as if the Lord's anointed ones are entering into the spirit of the work more than ever before. In spite of some who have grown cold, in spite of the increased opposition on the part of the enemy, and in spite of bad weather and everything to make the month of November a poor one for the work, onward marched the Lord's army for one of the greatest months yet. The Lord blessed the obedient ones richly, and many were the letters received expressing the joy experienced by those who participated in the work. Some hesitated in entering into the drive with the *Scripture Studies*, but those who responded to the call were surprised to see the way in which the Lord blessed their efforts. But isn't that just what should be expected when the Lord is directing the work of his organization? His blessings upon this special drive prove that his favor is with those who love him and keep his commandments. It also indicates that the time has come in which to offer the later books to the people at a reduction.

A quarter of a million books in one month! Just think of it. The exact total was 250,636 books, 93,099 miscellaneous booklets, and 36,790 *Peoples Friend*, or a grand total of 383,526 different pieces of literature. Of this number the classes placed 128,775 books, 44,121 booklets, and 23,619 *Peoples Friend*; the pioneers, 99,361 books, 45,612 booklets, and 10,711 *Peoples Friend*; and the auxiliary colporteurs, 22,503 books, 6,966 booklets, and 2,460 *Peoples Friend*. It was a glorious month, for through the special effort put forth 29,253 complete sets of the seven volumes of *Studies in the Scriptures* were distributed. Besides this, 12,112 miscellaneous books, the majority of which, presumably, were old volumes of the *Studies*, were also placed.

Some excellent work was done

with the later books also, for many of the colporteurs and class workers during drive week disposed of their sets so quickly that they had to spend the rest of the week with the newer books. And then, of course, only the eight days from November 10 to 17 were devoted to the *Scripture Studies*, except for future deliveries of orders taken during that week. Of the later books 96,756 volumes were placed. So taking all in all it was indeed a glorious month.

Of those who participated and submitted reports there were 996 different pioneers to report once, but only an average of 836 who reported four times during the month. That is not so good when it is considered that there were 1,096 on the active list besides 61 suspended pioneers. Of the 561 auxiliaries on the active list 497 reported once, and an average of 396 sent in four reports. It seems too bad that all of those who are receiving the colporteur privileges do not see the necessity of being regularly engaged in the work, and at least of reporting. There was a big decline in the average number of hours a week given to the work by those who did report, dropping from 23.37 in October to 19.77 in November. Of course the rainy weather had much to do with this, but we would encourage the colporteurs to keep on the alert to take advantage of every moment if they desire to keep in the pioneer work. Unless one gives the time to the work he cannot hope to succeed. The auxiliaries reporting averaged 9.76 hours a week, as compared with 9.91 during October. This is considerably short of the required 12, and we sincerely hope that they will put forth a strenuous effort to maintain their requirements. The class workers averaged 4.308 out in the work weekly, and averaged 4 hours each in the work during each of the 4 weeks. The total average number of workers in the field each week was 5,540. That's just 400 short of the 6,000 called for in the quota.

Though the weather be bad and the roads worse, be of good cheer, remembering that *This Gospel of the Kingdom Must Be Preached* and that Jehovah has given you the commission to do your part.

February and March the "Seven" Books

Plan Your Work for These Months

During February and March the seven new books will be featured. Let no one say, "I cannot place seven volumes," or "The people won't take that many books". The *Studies* drive demonstrated without a shadow of doubt that that was entirely a child of our own imagination. They can be placed, and the people will be mighty glad to take them. At the new rate of \$2.40 you have the most phenomenal offer ever made to the people in the way of books. From the standpoint of the Kingdom there is nothing that can be compared with what the Lord has now provided you. What is said in another part of this *Bulletin* regarding the *Prophecy* drive planning applies to all winter activity. Plan carefully, work consistently, and report promptly, should be the order of the day.

Where the seven (jr) books cannot be placed, remember the other combinations with a ten-percent reduction on all combinations over \$1.50. Make any combination that you believe the people will take or that they especially desire, and if it amounts to more than \$1.50 give them a ten-percent reduction.

And the matter of booklets is not to be overlooked. In many cases people are busy, or are afraid of the idea of having to read a large book. You have the booklets, nine for 50¢. Consider the array of subjects: *Judgment, Oppression, The Last Days, Prosperity Sure, Where are the Dead? Hell, Our Lord's Return, Restoration, The Peoples Friend*, or any of the older booklets. Surely nine of these for 50¢ cannot be resisted by any one who has even a grain of horse sense. Neigh!

Special Bulletin Sent Out Aids for More Effective Witness

Copies of a special bulletin, "This Kingdom Gospel Must Be Preached," have been mailed to all classes, sharpshooters and pioneer and auxiliary colporteurs in this country. As it has been published for the benefit of all the workers, we hope that each one will make a careful study of it. If all class workers have not obtained a copy from their service director, we advise them to do so at once. The suggestions offered are to aid you in giving a more effective witness, which is, of course, the desire of all the anointed in order that the name of Jehovah might be praised. With the outline for the year's campaign, territory and canvassing suggestions, we hope that you will find it helpful.

Only three copies of this special bulletin have been mailed to the classes of foreign-speaking brethren in this country on account of so many of them being unable to read English. However, if any of these classes desire more copies, send us an order for the number needed and we shall be glad to send them to you.

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don't responding so readily to their King's command.

If you haven't obtained your copy of this second letter about the auxiliary colporteur work, see the service director at once and ask him to give you one.