



PRESSES PRINTING "JUDGMENT" & "OPPRESSION"

Most Attractive Society has ever made

Booklets Will 'Take Big'
with the Public

Can Be Used to Great
Advantage in Placing
Five-Book Combination

"Better and more books and booklets" is the slogan of the Watch Tower printing plant. We have tried our best to make these two new booklets the finest-looking and the most attractive we've ever published. We hope you will like them. They contain the very best reading matter, because it will bring to the people comfort and gladness of heart. It is because they contain the truth that we have endeavored to make covers that will attract attention and make people want the booklets. Of course, you yourself should get well acquainted with their contents before canvassing with them.

Brother Rutherford has made these two booklets *Judgment and Oppression*, the best yet, and we expect a tremendous circulation. We are not going to tell you all about them, but here are some things of interest. On the cover of one appears the title, "Oppression. When will it end?" There is something to talk about right away. The people are suffering oppression. You can help them by placing in their hands booklets with the answer. On the cover of the other booklet is the title, "Judgment—of the Judges—of the Preachers—of the Nations—of the Financiers—of the Politicians—of Satan's organization—of the People," worked up in bright colors. As soon as one looks at it, it will make him want it. We believe these booklets will 'take big' with the public; and we hope that, with the Lord's blessing, they will have the greatest circulation of any year booklets.

On the back half of the covers we have reproduced the five big sellers. The pictures of these five books, printed in four colors, can be used to great advantage in selling or taking orders for the set. The cover can also be used as a prospectus because it has such a splendid reproduction of our books.

A consignment of the two booklets is being made to every organized class, and we figure that they will be delivered about the third week in March. As soon as shipments are received the directors should get them in the hands of the friends so they can enjoy the contents and immediately start the work with them.

The colporteurs should begin sending their orders to Brooklyn, or to the St. Louis or Chicago depot, about March 11. The Oakland depot will have the booklets in stock about March 22. The class

Directors Reporting Colporteur Sales

Many of the directors still seem to have difficulty in reporting sales made by colporteurs. All sales made by auxiliary colporteurs should be reported to the director of the class the same as those of any other worker in the territory, and the director should include these sales in his weekly report to the Society, as well as on his yearly report at the end of the year. Auxiliary colporteurs are requested to make two reports weekly, one for the director and one for the Society. These reports by the auxiliary colporteur to the director should include all the sales they have made during the week, whether on Sunday or on week-days. They should plan their work, however, so that what they do on Sunday is over and above their 16-hour weekly minimum requirement. Reports of colporteurs other than auxiliary colporteurs should not be included in the weekly report of the director. In fact, all colporteurs other than auxiliary are requested not to report to the director weekly, but to give him a report when the territory they are working in his assignment is completed, showing the number and kind of books sold, and in which town, that he might include this information in his yearly report covering the territory assignment of the class. In his weekly report the director should not report sales made by any colporteur except auxiliary colporteurs.

Transportation Charges What We Pay What You Pay

The question has been raised in regard to expense of shipping books to classes and colporteurs. All shipments are made the cheapest way when we prepay the charges. If the one ordering desires the shipment made by mail or express when freight is cheaper, the difference between the cheapest way and that specified will be charged to his account.

In view of the fact that freight rates are based upon 100 pounds as a minimum charge, we ask that colporteurs and classes place their orders long enough in advance to make it possible for them to order at least this amount. The freight charges on shipments weighing over 100 pounds are figured proportionately at the 100-pound rate. To ascertain the weight of any shipment, figure on the basis of 135 cloth-bound books or 800 booklets to the 100 pounds.

and colporteur rates applying to these booklets are the same as those of the other ten-cent booklets.

Regulars and Auxiliaries near a Million

93,296 Pieces of Literature Distributed First Four Months

Are You a Pioneer Colporteur?

Then read this.
Forward flows the tide of truth. There were 743,100 pieces of literature placed in the hands of the people by the little band of an average of 221 regular colporteurs who have reported weekly for the first four months of the year. The enrollment has been greater than this, showing 1,000 as the four months' average. You are wondering what has happened? So are we. But there were fewer delinquents in January than heretofore. We are still hopeful.

January was a difficult month for many of the colporteurs on account of so much sickness, heavy snows and low temperature. But we hope that from now on those who are on the list will put forth a greater effort to get in their full time. Only 16.6 hours a week, which is the average time for the average colporteur reporting weekly during the past four months, is hardly sufficient to enable one to make his expenses. One wouldn't expect to earn a living as a bank president unless he were on the job more than that. Do you think that one should ask the Lord to supply this unless he is willing to put forth as much of an effort to show forth His praises as if he were working for the Devil? Your job is much more important than that of the bank president. And we want to see you continue in the colporteur work because of the blessings that you'll receive. There's nothing like serving the most high God. But regularity is essential.

We notice also that the pioneers are falling behind in offering Rec-
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Are You an Auxiliary Colporteur?

Then read this.
Br-r-r-r-r. Hasn't it been cold and hard to get out on the slippery pavements. So much sickness too has made it even more difficult to get in the required ten hours. We appreciate all this because of the reports that you have been sending us. But cheer up; spring will be here before you know it. Then when the birds begin to sing, the sap to flow, and the air becomes sweet and fresh with the smell of growing things, you'll be putting in more than the ten hours in order to make up the time you have lost during the past four months. The following table of figures shows that the average auxiliary reporting weekly has maintained an average of only 6.88 hours a week, instead of the required ten.

Even with that low average, and with the average of 315 delinquents in reports out of 720, you have been able to place 16.1 percent of your year's quota in books, and 15.2 percent in booklets during the first third of this year. This means that during the next two thirds a lot more work must be done with the bound books and the ten-cent booklets. Still when you consider that five weeks out of the seventeen were given over to the *Peoples Friend* campaign, the possibilities of surpassing the final figures are very bright. You placed more bound volumes than we anticipated you would during January, in spite of the booklet campaign; which makes us very happy. Keep up the good work, auxiliaries, and now that better days are coming, see if that ten-hour-a-week average can't be maintained.
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	Regular Colporteurs		Auxiliary Colporteurs	
	Sold in January	Sold in 4 Months	Sold in January	Sold in 4 Months
Harp	13,354	67,236	983	7,381
Deliverance	12,100	66,060	788	6,068
Creation	12,986	72,013	954	8,637
Reconciliation	9,506	53,413	824	7,151
Government	10,899	59,413	1,073	7,915
Sets Studies	168	1,353	30	205
Misc. books	2,303	7,172	640	2,303
Total volumes	62,504	325,027	5,523	40,970
Year's quota		1,450,000		250,000
Percent of quota reached		23.1		16.4
Percent of time passed		33.3		33.3
10¢ booklets	34,853	218,971	4,636	36,281
Year's quota		1,600,000		350,000
Percent of quota reached		13.0		10.3
5¢ booklets	57,599	189,102	33,113	115,945
Total pieces of literature	154,956	743,100	43,272	193,196
Number of colps on list	1,008		687	720
Average reporting weekly	734	721	368	404
Average delinquent	274	377	319	310
Average number of hours				
a week per reporting				
colporteur	16.6	16.6	6.75	6.88
Grand total literature distributed by all colporteurs				936,296

Are You a Class Worker?

Books	Sold January	Sold 4 Months	Year's % Quota	% Year Quota Reached	% Year Quota Expired
Harp	3,352	30,643			
Deliverance	2,524	24,115			
Creation	3,396	31,960			
Reconciliation	2,954	26,795			
Government	3,795	36,636			
Sets Studies	266(88)	1,498(214)			
Miscellaneous	117	5,581			
Total	16,704	157,237	900,000	17.5	33.3
Misc. booklets	15,490	154,235	1,400,000	11	33.3
Peoples Friend	199,500	1,151,612	2,517,982	45.7	33.3
Hours canvassed	33,032	259,488	1,040,000	25	33.3
Calls made	380,520	2,594,880	13,000,000	20	33.3
Average workers per week	2,642	3,668	4,000	91.7	
Classes reporting	610	692	910	76	

The foregoing table shows the activity of the classes during the month of January and also for the four months ending January 31, 1929. A close analysis of these figures reveals a number of interesting facts which will, we trust, be helpful to the service committees and the workers in planning their work for the remainder of the year. In considering the figures for January, the fact that the first twenty days of the month were devoted to the *Peoples Friend* drive makes that the most outstanding event of the month.

ANALYSIS OF JANUARY ACTIVITIES

In the February *Bulletin* we called attention to the fact that, due to the epidemic of influenza, we hardly expected that the *Peoples Friend* drive would come up to the quota set for this period. We are free to admit, however, that we did not expect that the decrease in the drive would come anywhere near the disappointing figures shown on the table above. Our quota for the drive was approximately one million booklets. Our sales for the period were 199,500, or about 800,000 short of what we expected. When we advised you in the January *Bulletin* that the March *Bulletin* would carry the results of the drive, we did not expect that our report would be so poor.

However, facts are facts, and no army can hope to be victorious if it is afraid to face the facts as they exist. The pertinent question that these figures bring up is, Why did we come so far short in the *Peoples Friend* drive in January? The first cause undoubtedly was the effect of the flu over a large portion of the United States, which retarded the activity of the workers in many of the classes. The second contributing cause was the intensely cold weather that existed in sections of the country where the weather is usually mild at this season of the year. The southwestern states, which usually have an ideal climate for our work during the winter months, had their worst winter in years, snow, sleet and ice tying up traffic and paralyzing business in general in some sections. The North and the Northwest were also tied up with similar conditions.

CLASSES' RESPONSIBILITY IN SLUMP

While these facts undoubtedly played the major part in retarding our sales, there were other causes which resulted in so small a sale of the *Peoples Friend* booklet, and these are found amongst the classes and the workers themselves. During the October and November drive the average sales per hour per worker were 17 booklets. During the January drive the average was five booklets per hour, which seems to suggest that the real force of the message was not appreciated by the friends to the same extent as when the booklet first came out and that

consequently they did not put the same 'punch' into their canvasses for the booklet and it did not 'go over' so well.

CLASSES NOT REPORTING

Another reason is that practically one-third of all the organized classes in the country have not sent in reports for the month of January. We received reports from only 610 out of the 910 organized classes. There does not seem to be any real reason why this condition should exist, for regardless of how bad the weather is, a postcard can be dropped in the mailbox. Even if a class has been unable to do any work during the week, a report should be mailed to this office. Otherwise it is impossible for us to properly plan the work and cooperate with you in disposing of your stock and magnify the name of Jehovah. Therefore we again request that each service director do his part by seeing that a report card is forwarded every week.

CONTINUE WITH PEOPLES FRIEND

From this time forward, every combination of books sold should include a copy of *The Peoples Friend* and this booklet should be offered in every home where none of the other literature can be placed, so that this message will get into the hands of the people as quickly as possible.

DELIVERANCE AND RECONCILIATION SALES WEAK

Considering the figures for the four months just ended, it will be noted that we are particularly weak in the distribution of *Deliverance* and *Reconciliation*. These are 12,000 and 10,000 short of the peak that *Government* has reached. Therefore an effort should be made to tighten up on the canvasses for these books. Examine your presentation at your workers' meeting. Discuss the proposition, and see if this difficulty can not be overcome so as to bring *Deliverance* and *Reconciliation* up to the same level as the other books.

As an indication of how the public appreciates *Deliverance*, we have before us a copy of a catalog issued by a book-publishing house wherein they quote "Deliverance, by Judge Rutherford—\$1.40". Of course this is entirely unauthorized by us, but it does illustrate the public's idea of the value of our books.

ANALYSIS OF FOUR MONTHS' ACTIVITIES

The total sales of bound books for the period of four months amounted to 17.5 percent of our quota, while 33.3 percent of our time has already expired. In other words, we have sold only one-sixth of our quota for the year in one-third of the time, and with our booklet figures we are still farther behind. We have disposed of only one-ninth of our quota in one-third of the time. Sale of *The Peoples Friend* has not reached fifty percent of the number sent to the classes, which

Plan Now for IBSA Week

Pioneers Asked to Report on Completed Territory

Pioneer colporteurs who hold territory assignments of counties that they have completed are asked to enter the number and kinds of books sold in each of the places worked, and the date of completion, on the assignment sheet and return it to us. If any have gone over their territory once and wish to recanvass it before going to some other place, write us to this effect when sending in the assignment sheet, and we shall be glad to re-assign it to you.

constituted the quota; and all the time set apart for the special drives with this booklet is past.

This indicates the necessity for careful planning on the part of the service committee and the workers in the field in order to overcome this handicap. While it is true that the foregoing figures are for the four worst months of the year and include the time when the *Peoples Friend* campaign was under way, nevertheless it is going to take careful planning, persistent work and a maximum amount of time in the service in order to overcome the handicap that we are faced with now.

A further analysis of the figures shows that during the first four months of the year only 25 percent of the quota of time has been put in, instead of 33.3 percent to keep up with the portion of the year that has expired. The calls made have amounted to only twenty percent of the calls that should be made during the year.

The average number of workers per week was set at 4,000. During the first two months we went well over the 4,000 mark each week; but the drop in the last two months brought the average number of workers in the field each week down to 3,668, or 91.7 percent. The number of classes reporting is far short of the total number. Evidently a number of classes do not appreciate how necessary their reports are in order to intelligently prosecute the campaign that the Lord's people have before them at the present time. The number of classes reporting in January was 610. The average number reporting for the four months ending January 31 was 692, out of 910 classes. Evidently twenty-five percent of the classes do not appreciate their responsibilities in this connection and have not reported once during the first four months of this fiscal year.

These figures are not presented for the purpose of discouraging or disheartening the friends. We are still convinced that our quota will be more than reached before the end of the year; but, rather, these figures are presented that every one might realize what we are faced with and understand the amount of work necessary in order to come up to the goal that we have set for ourselves. In all probability, if the number of classes who have not reported had reported regularly there would be a better showing than indicated in the table above.

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conciliation and *Government*. These books contain the message of the hour and should be placed in the hands of the people. If you bring them to their attention and tell them about their outstanding points, you'll find the people will take them. Go over your canvass to see if you can not improve upon it in your description of these books.

Only 18.6 percent of the year's

Special Combination For This Week

As announced in the February 1 *Watch Tower*, the first IBSA Week for 1929 takes place May 19 to 26. Each service committee and worker should commence planning for this event right now. The drives should be arranged to cover the larger towns in your assignment that have not been worked during the winter months. The towns which you intend to canvass during that week should be chosen as soon as possible and captains appointed to look after the witness in each town. These captains should arrange to get well acquainted with the territory in advance. Figure out how many workers each captain will require and how the workers can be most advantageously distributed to avoid duplication of work and waiting around for books and territory. Also, the means for transporting the friends to these different towns should be considered, and whether interurban trolley, bus or train is to be used. Competent guides with a thorough knowledge of the territory should be appointed for each party, and depots for additional supplies arranged for in convenient locations which would be known to all the workers in that town. These can usually be arranged for in small stores. Of course, if automobiles are used, they will constitute the depots for the literature and should be conveniently parked so as to be accessible to the workers. In this way many of the retarding influences and conditions that would hold up the work and waste considerable time may be largely eliminated before the drive commences.

MOST ATTRACTIVE COMBINATION

The particular combination to be used during May IBSA Week will be the five books. The Society has arranged to ship to each class whose reports indicate that they are disposing of these combinations in their territory a limited supply for IBSA Week. These combinations are being enclosed in a very attractive *Flash-tone* container which can be used to display the literature in a prominent place in the home, such as on a library table. This can also be placed in the bookcase, thus keeping the combination always intact. We believe that this container will add very materially to the attractiveness of the combination and be a big help in selling the entire combination at one time. People will rarely request that a combination packed in such a container be broken. We believe that the advantage derived from this method of presenting the books will be a big help in placing entire sets in the homes.

booklet quota reached, and one-third of the year passed! That looks bad, doesn't it? But we are not discouraged; for when you see the two new booklets, we feel sure that you'll be anxious to put them out. Just think, two new booklets, covers in four colors, really interesting reading, the best yet, and to be sold for only 10¢ apiece! Are they pretty on the outside as well as wonderful on the inside? You just wait and see. They ought to sell like hot cakes. In fact, we are wondering if that 1,600,000 booklet quota is going to be high enough.

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tained. By "watching the time, stopping the leaks", and putting in an hour here and an hour there, you'll be surprised just how the hours will count up for the week.