

# WATCH TOWER BULLETIN

FEBRUARY 1, 1931

## Jehovah's Work Prospers Marvelously

### 621,150 More Pieces of Literature Placed Than Last Year

#### Over 2½ Million People Receive Testimony

And now for the report of what you have been doing during the first quarter of the year. While the majority of the people have been holding back and industries have been curtailing production because of the hard times, saying, "Business is bad," "It can't be done," etc., the Lord's anointed have refused to allow the Devil to discourage them. When and where conditions are bad they have worked just so much harder in order to leave the witness in the hands of the people. And they have done it, too, as the figures show. Just look them over and see for yourself.

With the year opening with 'Testimony Week', we had a good start for making 1931 bigger and better than ever. Of course the "Scripture Studies Week" during November, 1929, helped to offset the big lead obtained at the outset; but a comparison so far of the two years shows that the past three months exceed the same three of last year in total literature distributed by 621,150. While there were more bound volumes placed last year than this, the total being 548,245, as compared with 512,784, the booklet distribution of this year so far exceeds that of last that this shortage is more than made up. Think of it! 1,115,945 booklets as compared with 459,334! The Kingdom is here. The Lord has arranged for this Kingdom gospel to be preached, and has made provision by reducing the price on the bound books, for a wider circulation. It is anticipated that the attractive new offer of 3 bound books for \$1.00 will enable the friends to leave more of the bound books in the hands of the people from now on and to quickly overcome the small shortage in books.

There is no use minimizing the fact that this big increase in total literature distributed is because of the Lord's time for the message to go to whosoever will hear, and the appreciation of the Kingdom privileges, which cause the friends to work harder than they did last year. That, we believe, is very pleasing to the Lord. Instead of 415,981 hours being spent in the work, there was a total of 720,599 hours reported. This means that during the three months just past there were, on the average, 5,203 class workers and sharpshooters witnessing 4.64 hours each week, 686 auxiliary colporteurs witnessing 10.55 hours weekly, and 1,062 pioneers witnessing 20.85 hours weekly. This shows conclusively that those who really love the Lord are endeavoring to use their time and strength to the honor of his name.

Instead of an average total of 5,022 class workers and colporteurs in the field weekly, there has been an average of 6,951.

As is to be expected, the literature has been left in the hands of more people because of this increased activity. There were 614,643 recipients of the Kingdom message in printed form, as compared with 441,892 during the same period last year. Besides these, many more were given a testimony at their door. The report of testimonies being somewhat inaccurate, on account of the late notice given and also of the fact that some of the friends have overlooked recording them on their reports, it has been necessary to estimate the number for those who have failed to report them. While the average number of testimonies per hour comes to less than four, the final

results are indeed encouraging. This estimated figure, which we believe is conservative, comes to 2,627,040. This means that the quarter-mark towards the quota of 10,000,000 has been passed during the first quarter of the year. Can we do it again during the next quarter? We hope that all the friends from now on will keep a careful check on their testimonies and will be sure to report them weekly so that we need not lose any in reaching and, if possible, surpassing that 10,000,000 mark.

This quarterly report, showing more workers (both colporteurs and class workers), more hours in preaching the Kingdom gospel, more people left with the message in printed form, and more testimonies given, is indeed one to make glad the heart of all those who love the Lord and his kingdom.

### Light Appreciated by the Public

#### Radio Prepares Field Canvass for Bound Books

Light has been a source of great encouragement to the Lord's anointed. The following letter from a colporteur reporting on his work in three counties shows how it is being received by the public in general.

"It is a pleasure and joy to report that the *Light* books are going over big. By that I mean that in every instance people have expressed themselves as being in full harmony with everything that is stated therein. In the three counties just finished we have yet to receive even one unfavorable comment. The Lord knows just when to send out his truth to the people. And what a privilege it is to have a part therein!"

This letter indicates how important it is to leave the bound books in the hands of the people wherever possible. The booklets do a good work in arousing the interest and awakening a demand for more of the literature and should, of course, be offered where it is impossible to place the bound books. Some of the friends have a feeling that in many instances the people are too poor to take a \$1.00 combination, and therefore they do not present it. Why not give to the people themselves the opportunity of deciding as to their ability? When it is realized that there are over 190 radio stations in the United States and Canada which are weekly broadcasting Brother Rutherford's lectures and an announcement concerning the three-book combinations, as well as *Light* (Books 1 and 2) and four booklets, those who go out as representatives of the Society should take full advantage of this wide publicity by offering the combinations which are announced. Unless the worker follows up with a presentation of the \$1.00 combination, showing the people that this is the unique offer which has been advertised over the air, the beneficial effect of the programs is lost. The purpose of the radio is to prepare the field for the workers.

Times are hard and many people are undergoing great suffering, but these very conditions, while making some people become bitter and turn against God, are causing others to long for relief from the great oppressor and to desire to learn of God's purposes. A dollar bill may seem a large sum to some people, but it could supply them with only a small amount of food with which to sustain life for only a brief period; whereas the truth, if followed, will mean life everlasting. But even more important than this is the opportunity given to take a stand on the Lord's side and participate in the Kingdom which will be in the vindication of Jehovah's name.

To be able to understand God's purpose to such a degree, a careful study of the books is essential. Therefore, let all stress the book combinations in each canvass. The price of \$1.00 for any three of the first seven, or for *Light* (1 and 2) with four booklets, is low enough to interest everyone.

### Classes' and Colporteurs' Combined Report First Three Months of Fiscal Year 1931

	Classes and Sharpshooters	Auxiliaries	Pioneers	1931 Total	1930 Total
Harp	15,292	4,964	30,713	50,969	
Deliverance	9,638	3,365	24,400	37,403	
Creation	12,070	4,338	30,572	46,980	
Reconciliation	7,077	2,987	20,508	30,572	
Government	8,550	3,279	23,859	35,687	
Life	9,444	3,595	22,693	35,732	
Prophecy	8,118	2,919	19,208	30,245	
Light—1	31,834	9,326	33,736	74,896	
Light—2	30,456	9,086	33,043	72,585	
Misc. Books	73,908	10,118	13,679	97,705	
Total Books	206,396	53,977	252,411	512,784	548,245
Total Booklets	536,608	126,323	453,074	1,115,945	459,334
Total Literature	743,004	180,300	705,425	1,628,729	1,007,579
Total Hours	314,104	94,125	312,370	720,599	445,081
Total Obtainers	354,374	84,545	175,724	614,643	441,892
Total					
Testimonies	1,272,322	354,990	999,728	2,627,040	No record
Average Number Workers Weekly					
1931	5,203	686	1,062	6,951	
1930	3,819	380	823		5,022
Average Number Hours Weekly per Worker					
1931	4.64	10.55	22.62		
1930	3.67	8.95	20.85		

#### Lectures to Be Given in Zone One

(Eastern Time and Pacific Time)

Feb. 15	"Who Is Your God?"
" 22	"Messengers of Peace."
Mar. 1	"Is Hell Hot?"
" 8	"Sinners in Purgatory."
" 15	"Heaven."
" 22	"Rich Man in Hell."

#### in Zone Two

(Central Time and Mountain Time)

Feb. 15	"Jehovah."
" 22	"The Bible."
Mar. 1	"Man."
" 8	"Satan."
" 15	"Jesus."
" 22	"The Church."

# 'COME, GATHER YOURSELVES TOGETHER'

## The Winter Work Continues

### Books to Be Stressed Especially 3 for \$1.00

An understanding and appreciation of the position and responsibilities of the remnant on earth as we approach Armageddon is of vital importance to all God's anointed. Does the Bible reveal this clearly? With clarion tones the Bible itself answers, in the vision given to John in the Isle of Patmos, where we read: "And I saw an angel standing in the sun [the light of the glory of God that shines upon the temple]; and he cried with a loud voice, saying to all the fowls that fly in the midst of heaven, *Come and gather yourselves together unto the supper of the great God.*"

This is the battle cry mustering God's remnant on earth that they may take their assigned position before the battle is fought. The supper of the great God is a supper of Jehovah's preparation for his remnant. It comprises the flesh of kings, captains, mighty men, and of horses and of those that sit on them, thus describing the Devil's organization as it is arrayed for action against God's people. To participate in this feast means that the anointed are witnesses of God's open judgment forcibly executed on the Devil's organization in the vindication of his word and his name. This is meat and drink to the anointed, and by faith those who are really of the Lord's anointed have entered into and are participating in this feast now.

During most of 1930 the remnant measurably entered into this feast by faith, but with the advent of *Light* (Books 1 and 2) this supper which the Lord prepared assumes a depth of understanding, reality and appreciation never before conceived of by the remnant. Now that the contents of these books have been assimilated by the 'eagles', they can appreciate as never before the significance of the prophet's words, when he says, "Thus saith the Lord God, Speak unto every feathered fowl, and to every beast of the field, *Assemble yourselves*, and come; *gather yourselves on every side to my sacrifice* that I do sacrifice for you, even a great sacrifice upon the mountains of Israel, that ye may eat flesh, and drink blood. . . . Thus ye shall be filled at my table with horses and chariots, with mighty men, and with all men of war, saith the Lord God. And I will set my glory among the heathen, and all the heathen shall see my judgment that I have executed, and my hand that I have laid upon them."

To the anointed this is as though it had already taken place. God has promised it, and will bring it to pass. They are therefore absolutely sure of their position. That being true, each one wants to get himself into this feast. This means actively participating in doing the work that the Lord has provided for his people to do at this time. Throughout the world the anointed will assemble at this feast in a very particular way during the midwinter drive week, January 31 to February 8. That, however, does not mean that they are going to cease from feasting when this drive is over. There was a time in the past when the Lord's people believed that when the

winter, with its inclement weather and innumerable difficulties from cold and bad roads, set in, they should cease activity in the Kingdom work until the early summer, when conditions would brighten up again; but now it is seen that obstacles in the way of Kingdom service are simply things to be overcome in magnifying the name of Jehovah. The hindrances of rain, snow and sleet are things that can be overcome by intelligent planning and a determination that nothing shall stop the Kingdom work and the witness that the Lord requires his people to give at the present time. Therefore, after February 8 each service director should see that his territory is carefully checked over and such territory set apart for the remainder of the winter as can be worked to the best advantage during inclement weather. Apartment houses, apartments over stores, homes where there are vestibules—all these provide protection to the worker and to the prospect and can be canvassed effectively in all kinds of weather.

The combination used generally throughout the country should be the bound books; the three for \$1.00 in all sections where business depression exists. This, however, does not mean that the worker is to limit himself to three specific books; but rather, he is to take all the books, and explain them all in his canvass, and then call attention to the different offers: \$2.90 for the set; \$1.90 for any six or the first seven; \$1.00 for any three of the first seven, or for *Light* (Books 1 and 2) with four booklets. The success of winter canvassing depends to a very great extent upon the careful planning of the service committee and the cooperation of the workers. In many respects this is the "acid test" of a capable service committee; for there is very little difficulty encountered in working during the summer, when weather conditions, and everything else, are at their best. Therefore this matter should be approached with prayerful consideration and an intelligent endeavor to work the most accessible sections of each assignment during the winter.

Plan your time. Thursday, Saturday afternoons and Sundays are the special days for group canvassing. In the winter weather the individual worker requires more encouragement because of the added difficulties that must be overcome. Therefore a special effort should be made by all the workers to attend some or all of these drives, not only for their sake, but also for the encouragement and help they may be to others who probably have greater difficulties to contend with. "That which every joint supplieth" is essential to the well-being of the entire body. It behooves each one of us, therefore, to consider carefully how we are fulfilling our obligations in this respect. Our slogan should be: **THURSDAY, SATURDAY AND SUNDAY IN THE FIELD.** Mark your calendar early. Choose the group you will meet with on each day, and plan your work so that you will be there on time, determined to use your faculties to the Lord's glory and the encouragement and help of the brethren.

### Radio Folders Cheaper Back Calls Successful

It is very interesting to us to see how the friends are taking hold of the distribution of the radio folders. Since we began printing these we have had orders exceeding two million. Enclosed with this *Bulletin* there is a copy of the new folder for the director and for each of the colporteurs. This new design will, we hope, be even more effective than the last one. You will note that quite a few questions are printed on this one, and it can be used instead of the old question slips we used to print. We have just completed another printing of two million of these folders. Due to the fact that we print them in such large quantities, the following new prices will go into effect on February 1: \$1.00 for 1,000; \$2.50 for 3,000; \$4.00 for 5,000; \$7.50 for 10,000. These prices cover the exact cost of paper and printing and the carrying charges. The pioneer colporteurs have had a special rate for some time, and this still applies.

When the office here receives letters from interested listeners to the radio programs, workers' slips are made out and mailed to the class director or to the colporteur in the territory in which the listeners live, and back calls are made. We believe there is no better means of placing books than by making these back calls. A few examples:

"I called and placed the six books he did not have: *Reconciliation*, *Government*, *Life*, *Prophecy* and the two books *Light*. He ordered ten booklets and took *The Peoples Friend*, *Left Golden Age* sample."

Another says:

"This young man has been reading two months. Has read all the books except *Light*. His understanding and appreciation is very unusual." These and other interesting experiences are the result of calling on people who listen to the watch tower program. The truth is going forth as never before.

### Territory Assignments and Reporting the Year's Work

All class territory assignments sent from this office list only such towns or cities as are post office points. Communities and adjoining rural sections, with minor exceptions, are to be worked in conjunction with the post office point serving them.

When possible, it is our desire that the class territory be confined within one county, or, at most, that the territory extend into adjoining counties only as may be necessary for the class to properly participate in the witness work. When entire counties are assigned the territory is compact and a great deal of confusion between neighboring classes and colporteurs is eliminated.

Classes whose territories adjoin should establish their own local boundary lines by mutual agreement, using county or natural lines to determine the limits of their territory. While the small towns that are not post office points and through which a natural boundary may run (such as a creek or main highway) may be divided between the classes, yet the post office towns are not to be divided. They are to be held completely under the supervision of the class to whom the

### Colporteur Offers Suggestion to Southern Colporteurs

The following letter from a colporteur who has had considerable experience in working Southern territory effectively, and who has been able to place a lot of literature in the hands of the people, indicates the importance of studying each situation to see how it can best be handled. Many well-meaning colporteurs go out into a territory without giving it real thoughtful consideration. This letter from a colporteur offers some excellent suggestions which would be well for others to follow. The letter reads:

"Greetings from the field!

"Am writing at this time to express a few thoughts that have been gathered from time to time in the work. I have noticed that some colporteurs who were really earnest and putting in full time in the work have failed to make a go of it in the South, due to the lack of knowledge of certain things that would mean their success in placing the books in the hands of the people. Many colporteurs do not know the full value of trading for marketable produce or do not know how to market the produce. For instance, hens in one locality are 12c a pound and by shipping to the nearest poultry dealer the same hens would net 18c. Hence the people could be allowed 18c and a much greater number of books could be placed.

"Colporteurs coming from the North to work Southern territory sometimes do not realize that they must change their canvass to suit the class of people they are dealing with, and therefore fail to accomplish as much as they otherwise could by adapting themselves to the conditions.

"Another mistake is made in the manner of working the territory. Some jump from one place to another in the county, working a little here and there, which many times causes prejudice to spread over the unworked portion of the county and greatly lessens the possibility of placing the books, whereas if the territory were worked systematically from one side to the other a much more effective witness could be given. The towns should be worked last, as a rule; for there's where the preachers are, and many times Satan works through them to warn their "prisoners" of the fact of a messenger's coming to their door, and thus keeps them from getting the message in permanent form."

post office town has been assigned.

No one should work any territory not properly assigned, even though it be just across the county line and in the rurals served from a post office town within the class or colporteur assignment. In other words; keep within the county assigned.

To properly report the year's work for the county, a record should be kept of the work done in each post office town or city separately. However, the work done in the rural sections or in small towns that are not post office points should be reported under this one heading: "Rural Work." It will not be necessary to report to this office the rural work done under each post office town. The one item will suffice.