

WATCH BULLETIN TOWER

FEBRUARY, NINETEEN THIRTY

BIGGER AND BETTER THAN EVER

Classes Well on the Road to Book Quota

The Pioneers Are Going to Make Theirs Too

Three months have passed, during which 1,007,579 books and booklets have been left in the hands of the people as a witness that Jehovah is God. Of these, 548,245 are cloth-bound books, 337,654 10c booklets, and 121,680 *Peoples Friend*. While the anointed have marveled as they have read in the *Year Book* the annual report of the great increase in the work during 1929, they have continued to increase their kingdom interests; for during the past quarter they have placed actually 135,338 more cloth-bound books than during the same period last year. This is largely due to the fact that this year the special fall drive was with the set of *Studies* instead of *Peoples Friend* booklets. But, because of this special effort with the sets, the classes and sharpshooters have placed 225,341 books, or 30.0 percent of their year's quota, during the first 25 percent of the year. Surely the Lord's blessing has been upon their efforts as they have preached the Kingdom gospel. If they keep up this good work, they will be able to "knock the spots off" their year's quota of 750,000 books. During this period they placed 154,299 10c booklets and 73,947 5c booklets, which, when added together, amounts to 18.3 percent of the year's quota. While this comes short for the 25 percent of time passed, still it is very encouraging when one considers that during the first quarter of last year only 13.5 percent of the year's total booklets had been placed and only 19.2 percent of the total books. Compare the latter with the 30.0 percent of this year's book quota already accomplished, and remember also that during last year the auxiliary colporteurs' activities were included, whereas this year their reports are excluded from the classes' figures. Surely the prospects are bright for a wonderful year in proclaiming the kingdom message.

During the past three months the number of sharpshooters reporting has increased considerably. This is to be commended, and we hope that in the very near future all the sharpshooters will report regularly, every month. The sharpshooters have thus far been keeping up with their quota, and we hope each sharp-

shooter will realize more and more the privilege of witnessing and go forth with renewed zeal in the preaching of the Kingdom gospel.

The pioneer colporteurs have also been doing some good work; but the increase is not quite so remarkable, due to the fact that during both years about the same number of pioneers have been in the field and these have worked steadily during both periods with the books, and have averaged about the same number of hours a week in the service. However, they have placed 6,335 more bound books than during last year's first quarter. In 10c booklets there has been a drop from 184,118 to 157,429. With the quota for the year increased to 1,725,000 books and 1,250,000 booklets for the pioneers, it means that so far they have placed 16.1 percent of their book quota and 15.7 percent of their booklets, including *Peoples Friend* with the 10c booklets. Last year, at this time they had placed 23.0 percent of the total books placed during the year, and 21.5 percent of the booklets. But this does not by any means indicate that the pioneers will not be able to reach their quota. You just watch them from now on. While there have not been less than 1,075 enrolled during the first quarter, an average of only 823 have reported regularly, each week, and some of these have been sick. The

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The New Flashtones for IBSA Week

What might, with propriety, be considered "the red letter day" of the great Kingdom witness, up to the present at least, is but three months off. The seven books by Brother Rutherford in their new and attractive "Flashstone" carton will be shipped to the classes during the latter part of February and should be received by the directors during March or early in April. These are not to be offered to the public, however, until the beginning of IBSA Week, April 26, and should not be opened up until a few days prior to that date. If they are opened up and dust permitted to accumulate on the books and cartons, it will take away from their attractiveness. Therefore we ask all the service directors to cooperate in this, and all the friends to be patient and wait until the due time for the distribution of the "Flashstone" cartons. The additional expense of acquiring the new "Flashstone" cartons makes it necessary to add five cents to the regular rate to the classes and colporteurs.

Colporteurs, pioneers and auxiliaries, will not receive consignments of the sets in "Flashstone" cartons. Therefore they should arrange to include these in their regular orders in March, so that they will have their stock ready for the big Kingdom drive, April 26 to May 4.

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Booklets Prepared for Public Need

Something Should Be Left in Every Home

A total of 2,750,000 booklets for distribution during this year has been decided upon as being the quota for 1930. During the first three months only 459,334 were placed by the classes, colporteurs and sharpshooters, and, gradually, as they have been pressing their activities with the bound books there seems to be a growing tendency to slight the booklets. The booklets also contain the Kingdom message and have been specially prepared to meet a public need. Of course, first and foremost, every one wants to place the bound books in the hands of the people, and should try to do so; but just stop and think of the many calls that you make each day you are out in the service where the people refuse the books for one reason or another. If you don't show them the booklets, how can you expect them to know about them?

In many sections of the country thousands of people are facing privation and want. As the oppression increases, so does the suffering. Are these people to be left hungry for the comforting message of God's Kingdom because they are not in position to take the bound books you offer them? Remember that your commission is to preach this Kingdom gospel. How can this be better accomplished than by leaving a book or booklet in their hands to read? The rates on the booklets have been made especially low in order to meet this public need. Don't forget that the new arrangement offers them 4 of these 10c booklets for only 25c, and 9 for 50c, and if anyone is too poor to spend that much he can get a single booklet for 10c, or a *Peoples Friend* for 5c. Hence there is food for all, and none need to be left hungry. We are confident that if the colporteurs will give a little more attention to these attractive booklet offers, they will find themselves able to leave more literature in many more of the homes. This will have the two-fold effect of leaving a greater witness and helping them considerably in meeting their expenses.

Furthermore, the booklets do a great work in preparing the territory for the next worker to call with the books. One colporteur writes us her experience. She says: "I was told by a Catholic lady that the *Where Are the Dead?* booklet is stirring the Catholics of S—. She said it is the most talked-of book that has ever been placed here, and one poor woman who lost her husband had raved and cried for the book *Where Are the Dead?* until they got it for her."

If a special effort is made by all (Continued on page 2, column 4)

What You Did in Three Months

	Classes	SS	Auxiliary	Pioneer	Total
<i>The Harp of God</i>	20,361	1,061	5,328	48,554	73,302
<i>Deliverance</i>	13,101	715	3,839	38,961	56,470
<i>Creation</i>	15,173	795	4,013	41,447	61,428
<i>Reconciliation</i>	9,763	633	2,939	31,293	44,628
<i>Government</i>	12,076	787	3,444	34,400	50,657
<i>Life</i>	29,095	1,944	7,059	35,098	73,196
<i>Studies</i> (sets)	14,657	517	2,128	5,587	22,889
Miscellaneous Books	13,159	450	2,710	12,018	28,335
Total Books	215,387	9,954	44,026	278,878	548,245
Miscellaneous Booklets	148,461	5,838	25,926	157,429	337,654
<i>Peoples Friend</i>	71,490	2,457	8,313	39,420	121,680
Total Literature	435,338	18,249	78,265	475,727	1,007,579
Average Workers Weekly	3,819		380	823	5,022
Average Hours per Worker	3.67		8.95	20.85	
Average Reporting at least once each month	1,003		498	1,026	

Comparative Results on Quota Basis for First Quarter

	BOOKS		BOOKLETS		INCREASE	
	This Year	Last Year	This Year	Last Year	Books	Blkts
Classes & SS	225,341		228,246		84,957	89,501
Classes, SS & Aux.	140,384		138,745		35,447	31,645
Auxiliary Colp's	44,026	35,447	34,239	31,645	8,579	2,594
Pioneers	278,878	272,523	196,849	184,118	6,355	12,731
Totals	548,245	412,907	459,334	322,863	135,338	136,471

In the above figures for last year *Peoples Friend* booklets are not included, as they were not included in the quota; but they are for this year, hence shown with this year's booklets.

December's Witness

	Books	Booklets
Classes and SS	47,644	71,014
Auxiliaries	10,841	10,502
Pioneers	88,125	72,179
Total for Month	146,610	153,695
Total to Date	548,245	459,334
Quota	2,750,000	2,750,000

IT'S GREAT! THIS COLPORTEUR WORK

Only 12 Hours a Week and You're an Auxiliary Colporteur

403 Questionnaires Sent Out

On January 8 another letter was sent to the classes to be distributed to all the Lord's anointed. It was a very important letter. Did you get your copy? If not, see the service director at once and find out why.

This letter mentions how we have looked forward to the time when the Lord would arrange so that everyone of the Lord's anointed who is not tied down with infirmities or Scriptural obligations could get into the colporteur service, either pioneer or auxiliary. It begins to appear that that time is here; for "where there's a will, there's a way", as the old saying goes. When that will is the Lord's will, how much more true this saying is! The anointed everywhere are responding to the call to action. Each mail is bringing in more and more applications and requests for questionnaires. It might interest you to know that since the mailing of the first letter on November 13 we have mailed out 403 questionnaires and actually enrolled 121 new pioneers and 215 auxiliary colporteurs. Those who have Scriptural obligations to look after are also making special provisions in order that they can have greater opportunities of singing forth the Lord's praises.

Would you like to take a peek at some of the interesting information which we receive here? If so, we'll give you the results of the 70 applications for the colporteur work which were sent in during the week following the mailing of the letter to the classes on January 6. Of these, 10 applied for the pioneer work, and 51 for the auxiliary. Out of the 10 to enter the pioneer work 12 were brothers and 7 were sisters. The ages of the sisters range all the way from 22 to 57, and the ages of the brothers range from 33 to 73. Those who respond to the call are coming from all walks of life. The majority of the sisters say that their occupation is housework, but one has been a secretary. The brothers report a great variety of occupations, such as day laborer, freight handler, civil engineer, photographer, farmer, mechanic, lumber business, office work, roofer, and road finisher.

The auxiliary colporteur work is granting those who have Scriptural dependents a wonderful opportunity to be more regular in the service. Of the 51 questionnaires received, 33 are from sisters, and 18 from brothers. Twenty-six of the sisters report that they have homes to look after, and four are widows. Two of them have families of six, and one young married sister has to take care of her baby; one is a nurse, and one a music teacher. Some, of course, have no children, but merely their home duties; but, judging from this list, it does begin to appear that arrangements can be made for those who earnestly desire to have a more active part in the Lord's work, doesn't it? We know that it's dangerous to tell a woman's age, but since we are dealing in generalities we think no one will object. Of the 33 sisters to enroll, two are in their 20's, eight in their 30's, ten in their 50's, six in their 60's, and one 75. So you see

that age makes no difference when it comes to the Lord's work.

Practically the same situation exists among the brothers. One young brother 15 years old has enrolled in the auxiliary work with the expectation of putting in his time following his school work. Eight brethren are in their 30's, three in their 40's, two in their 50's, and four over 60. Only three of the eighteen brothers to enroll are single and with no dependents. Of the remainder, three have one dependent upon them for support; two have two dependents; one has three dependents; five have four dependents; two have five dependents, and two have six dependents. Their secular positions are reported as follows: shoemaker, farmer, laborer, bank teller, consulting engineer, draftsman, barber, textile mill worker, factory foreman, trainman on railroad, open hearth helper, grocer, mechanic, sales manager, grave marker, and high school pupil.

If it is possible for all these to give 12 hours a week to the most important thing in life, because they love the Lord above everything else in life, we are wondering seriously if there are not really many more who could do the same thing if they really wanted to sufficiently.

And so 'there were two in the field and one was taken and the other left; two grinding at the mill, the one taken, the other left'.

(Continued from page 1, column 2) quota is figured on the basis of 1,000 reporting regularly, you know. With the many new colporteurs who are daily entering the work we are hopeful that this average will be maintained from now on. Then, with the new special rates on books and booklets, we have every reason to believe that, by the Lord's grace, it can and will be done. Time, regularity and reports on the part of all, are essential.

The auxiliary colporteurs, like the classes, entered the special drive with the *Scripture Studies*, and during their first quarter placed 44,026 books, 25,926 10c booklets, and 8,313 *Peoples Friend*. In books, they placed 8,579 more this year than during the same quarter of last; but in 10c booklets they dropped from 31,645 to 25,926. So far, then, they have at the conclusion of the first quarter made 16.0 percent of their book quota and 13.7 percent of their booklet quota, as compared with 22.4 percent for books and 20.0 percent for booklets attained last year. On the face of it this doesn't look so good; but when you consider that this work was done by an average of only 380, instead of the 600 set as the goal, it really isn't so bad. These have averaged only 8.95 hours a week in the actual canvassing, instead of the minimum 12. We hope that the auxiliary colporteurs will put forth a more determined effort to meet their requirements. If they do this, with the additional colporteurs that are daily swelling the list, we are confident that they will be able, not only to reach their goal of 275,000 books and 250,000 booklets, but also to surpass it.

Realizing that "This Kingdom Gospel Must Be Preached", the anointed of the Lord are pressing on in the great cause, joyfully singing forth the praises of their God.

After making extensive investigations of the freight, mail and express rates from Brooklyn, from St. Louis, and from Oakland, we find that the territory that each one of these points can serve has changed considerably. The Society will shortly send out a letter outlining the territory that each depot will serve; and, beginning about February 1, all classes and colporteurs should keep this new arrangement in mind so that their orders may be placed in time and delays in the service be avoided.

A very large saving can be made in the carriers' charges if the colporteurs, class directors and stockkeepers will order their stock in hundred-pound lots. Of course, some small classes, having but a few workers, probably cannot handle a hundred pounds of books at once, but they should make their orders as large as possible and perhaps not place them so frequently as heretofore. It is the rule of the Society to make all shipments the cheapest way, and, as freight is the cheapest, we send all literature in that way. If a class or colporteur orders only forty pounds of books and it costs 50c by freight or \$1.10 by mail, we ship by freight, unless otherwise requested. If requested to send by mail we charge the class or colporteur the difference, which in this case is 60c. Few of the friends, however, realize that for the same 50c we could send sixty additional pounds of literature. We must pay the minimum charge, which is based on a hundred pounds. If the class or colporteur had ordered a hundred pounds, it would probably not be necessary to place another order for four weeks instead of, as in this case, making it necessary to reorder within two weeks. Besides, large orders are easier to fill than a lot of small orders. We hope that the friends will cooperate in this matter. In order to make up a hundred-pound shipment, figure on 140 books to a hundred pounds. The booklets weigh 14 pounds a hundred.

In conclusion, then, keep in mind that all orders for literature should be placed about four or five weeks in advance and mailed to 117 Adams Street, Brooklyn, N. Y. Also, that the order should be for literature weighing a hundred pounds or more. It is the purpose of the Society to give all the friends better service during the coming year in supplying them with the better and more books which we are making.

Regarding Statements

For the information of the directors and service treasurers, the symbol *p-au* appearing on your statement signifies "*Prophecy—Author's Edition*", and *p* is for the regular edition of *Prophecy*. *D-jr* stands for the latest seven books, by Brother Rutherford, in "Flash-tone" cartons, and *jr* for the same seven books without the cartons. However, these symbols should never be used when ordering literature.

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All colporteurs should keep in mind the hundred-pound minimum freight charge, and should order their supply of "Flash-tone" sets with other books sufficient to make up a hundred pounds or more. This, of course, applies to the classes also.

Discontinuing the Chicago Depot

Special Letter to Be Sent to Directors, Stockkeepers and Colporteurs in Regard to Ordering

Due to the fact that our Chicago and St. Louis depots are so close together and that we can give as good service from the St. Louis depot to all points that Chicago now serves, it is deemed advisable for the Society to discontinue the Chicago depot on February 10, and to do all shipping from three points: Brooklyn, St. Louis, and Oakland.

The Lord's work is increasing, and arrangements are made to carry at our depots a larger stock of books in all languages that are required frequently. Desiring to make shipping as efficient as possible, the following is set forth in order that the classes and colporteurs will have a clear understanding of what can be done if all will cooperate.

All classes throughout the country should send their orders to the head office, at Brooklyn. This will make it necessary to look ahead about four or five weeks to be sure that you will have sufficient supplies to carry on the work until your order can be filled. This arrangement will permit us to take care of the bookkeeping here and then forward your order to the depot for shipping. Exceptions to this should occur only when for some unforeseen reason a large quantity of books has been disposed of and it is urgent that you have a stock within a few days. In such instances you may take the liberty of sending your order to the St. Louis or the Oakland depot direct, but all remittances for literature should be made to Brooklyn.

The pioneers and auxiliaries are to follow the same practice as the classes. We realize, however, that for those on the far west coast this would be very difficult, and therefore the exception is made in their case. They may place their orders direct with the depot at Oakland unless otherwise instructed. All other colporteurs should look ahead far enough to allow themselves sufficient time to send as many of their orders as possible to Brooklyn. In cases of emergency, however, they may send them to the nearest depot.

All remittances should be sent to this office the same as usual, regardless of whether the order has been sent here or to the depot. When the order has been received at the Brooklyn office it will be shipped from the point that can do so most economically.

This arrangement is made because there are only one or two persons who work at the depots, and the checking of orders, prices, accounts, labels, etc., can be done only at the Brooklyn office.

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(Continued from page 1, column 4) the workers to leave something in every home, we feel confident that with the new attractive booklet offers, together with those made on the combinations of books and booklets, the quota can be attained.

Let's give the work with the booklets a boost. We have a big printing press here, our first one, the one we fondly call "The Battleship", for the purpose of making them. The more you place, the more we'll make, and the greater will be the witness given.