



# ALL SET FOR IBSA WEEK

## The Field Wonderfully Prepared for Canvassing

### Life Expected to Break All Records

Strong in the Lord and the power of his might, the little band of the Lord's anointed again obey the command of their great Captain and go forth to sing aloud the praises of their God. The great enemy, Satan, with his stupendous power, would frustrate their efforts, but he that is with them is far greater than all the opposing hosts'. In faith and confidence, and with great rejoicing, preparations have been made for another IBSA Week. All is in readiness for the great drive to begin. Three and a quarter million leaflets advertising the radio hook-up and the new book, *Life*, have been printed and distributed. Announcements have appeared in many newspapers and have been made over a large number of radio stations. Then from coast to coast is heard the key-note speech as Brother Rutherford addresses millions of listeners over a vast hook-up of more than seventy-five radio stations. Was there ever a time more opportune for calling on the people? Naturally the remnant awaits with keen anticipation the time to offer *Life* to the people. At last it comes. For nine days without a let up, culminating in a whirlwind finish during Saturday, Sunday and Labor Day, they 'press the battle to the gate' and find that again 'the Lord of hosts is their strength and a crown of glory and a diadem of beauty unto them'. Surely it is a time of great rejoicing, for action in the Lord's cause always brings joy.

**LIFE, LIFE, LIFE, LIFE!** Louder and louder grows this glad refrain as those in suffering and misery learn through the pages of this new book how life is to be obtained. All mankind want it; but before they get it they must first know the way. Therefore this IBSA Week centers around *Life*. "Six books for \$2.45" features the campaign. If the person called upon is unable to take all six, each worker drops to a 75c combination made up of *Life*, three ten-cent booklets, and a *Peoples Friend*. But if still unable to spend that much, then *Life* alone for 45c is offered.

A harmony and unity of action exists among those who see eye to eye, even as the Lord has promised. Bethel is closed so that those usually engaged in making the books can join their brethren in the field. Their vacation period coming at this time finds them scattered into many parts of the country and coming as a reinforcement to the little companies of the Lord's anointed here and there. Classes have been stocked with *Life*, and the colporteurs, as ever, stand ready to co-operate in the same great campaign. Having helped to prepare the field

by the radio, the radio workers show their willingness to be used by the Lord in any and every capacity and they too get their hag of books to go out into the field.

What a privilege it is to join in with such a band of devoted workers who serve the Lord because they love him above everything else.

In August 1926 IBSA Week the classes placed 18,881 *Deliverance*, which book made its initial appearance at that time. Last August, *Government* was the special book in the campaign for the five-book combination. At that time 12,086 were sold. What will be the record for 1929, with *Life*?

### Colporteurs Enthused About Life

"Have you finished reading *Life*?" "Sure thing!"

Then, no doubt, you feel just like all those from whom we have been receiving letters during the past few weeks. How's that? Well, you can hardly wait for IBSA Week to start, so that you can get out into the service and OFFER LIFE TO THE PEOPLE.

And speaking of letters, we wish that you could read over some of the many that we have received from the colporteurs. They seem to be thrilled with the prospects of this new book. We are looking to them to do some big things during IBSA week. That you may enjoy with us some of their good letters, we are giving you a few excerpts.

"I received the new book, *Life*, and think it wonderful. I want to do all I can to put the wonderful message of life in the hands of the people."—Colporteur in Pennsylvania.

"I have just finished reading the new book, *Life*. It's wonderful. I enjoyed it from cover to cover and prayed silently all through its pages for strength and power to be able to put them out, rejoicing every step of the way."—Colporteur in Arkansas.

"I feel that if I did not write to thank you for that wonderful new book, *Life*, I would be like the lepers Jesus healed who went their way and forgot to thank their healer. The book stamps truth inside and out."—Colporteur from California.

"Sister C—— and I wish to extend to Judge Rutherford and all co-workers our heartfelt thanks for and appreciation of the new book, *Life*. Hope to place lots of them in the hands of the people IBSA Week."—Colporteur in Georgia.

"We received the new books entitled *Life*, and appreciate them very much. We hope to be permitted to place many of them in the hands of the truth-hungry people.

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# AFTER SEPT. 2-WHAT?

## 6, 5- and 4-Book Combination to Be Stressed September an Ideal Month for Canvassing

The Lord, through his prophet, calls upon his people, saying, "Prove me now herewith, saith the Lord of hosts, if I will not open you the windows of heaven and pour you out a blessing that there shall not be room enough to receive it." We are convinced that this will be the happy portion of all the Lord's witnesses who have been faithfully engaged in his service, particularly during the August IBSA Week. We believe that the joy and the blessing which the Lord will have poured out upon his people will be a source of stimulus that will make September the greatest month of 1929. There is no greater joy on earth than the consciousness of spending one's vitality in obedience to the Lord's command; and although many of the workers may be physically tired and weary from the effort put forth, the joy that is their portion will undoubtedly more than compensate for it. This joy may be theirs permanently as they continue to use their power to glorify the Lord.

September is the most ideal month of all the year for canvassing. The weather is brisk and invigorating without being cold. People are, in general, settling down after a more or less restless summer. Children have returned to school, and people are considering the weightier things of life. Their minds, in many instances, are turned to educational lines. Most homes have children in the primary school, in college, or in the university. They are spending much money in the education of these children. Many are wondering what returns it will ever bring them. God's witnesses should take advantage of this trend of thought in the minds of the people. Most branches of education taught in the institutions of this world are at best only man's conception of things. The wisdom of this world is their highest standard. This wisdom may or may not help them in coping with the selfish competition that exists in the world, but it offers absolutely no consolation, help or comfort in the preparation for man's eternal destiny. It contributes nothing in his fight for life.

Therefore, at best, the people are merely feeding upon husks and are dissatisfied. There is only one way to life: "This is life eternal: to know thee, the only true God, and Jesus Christ, whom thou hast sent." God's witnesses, therefore, anointed by the Lord to carry his message to the people, hold the key to happiness and peace of mind, yea, even to life itself, in the ministry of reconciliation that the Lord has committed into their care, to be his witness to all the people about the planting of

the new heavens and the laying of the foundations of the new earth.

To any of the Lord's people who have taken the trouble to write down and carefully consider and compare the seventy-two chapter titles contained in the six books written by Brother Rutherford, it is very evident that the Kingdom message which the Lord has provided for the people is not complete unless the entire six volumes are placed in each home. In this connection we would strongly recommend that each worker take the time to copy down and carefully consider these seventy-two titles. He should go over them repeatedly, so that he may have clearly before his mind how very important and essential each one of the six books is, in order to carry out the commission from the Lord to properly place with the people the message of reconciliation.

Therefore September's first and chief offer is the six-book combination, at \$2.45. You can not effectively present this combination unless you realize its import yourself. Therefore we emphasize that each one try to visualize the importance of the message these books contain, in order that you may present it to the people with greater force and conviction. In territory where a large number of *The Harp* have already been placed and it is deemed advisable to offer a five-book combination, offer the set without *The Harp* for \$2.10. In territory where *The Harp* and *Deliverance* have been widely distributed, the remaining four books may be offered for \$1.75. From this time forward our object should be to place the entire set of six in the home or fill in the remainder of the combination for those who have some of our books.

During recent months one out of every fifteen to eighteen sales has been a combination of five books. We believe that the same percentage of six-book combinations can be placed if the friends familiarize themselves with the importance of the message they have for the people and consistently offer it to them. Of course where conditions are hard and the people have very little money, smaller combinations can be prepared and offered to them. However, it should always be kept in mind that the message of the Kingdom which the Lord has commissioned us to bring to the people now is much more necessary and essential to them than anything else they could have for their money. Even the small amount of food that they could buy for the nominal sum that is asked for our literature would last them for only a very short time; while the comforts and blessings from the Kingdom message that is obtained from the literature would be theirs for all time.

# Important Features of Service Organization

## All Should Be Familiar with These

For the benefit of the classes and their service committees and individual members we give here a brief summary of the things that are essential to a proper service organization.

### WHO CAN ORGANIZE FOR SERVICE

In order to maintain a service organization a class should have at least four members who not only can but will engage in the canvassing work with some degree of regularity.

### THE TWO PARTS OF A SERVICE ORGANIZATION

Each service organization is composed of two parts, both of which must work together in order to give the witness effectively. These two parts are the service committee and the workers. The service committee consists of the service director, the stockkeeper and the service treasurer. In a small class it is all right for the director to be stockkeeper also, but the position of service treasurer should be held by another member and should not be combined with another office in the service organization. It is the responsibility of the service committee to formulate plans of action. These plans are to be presented to the workers for their discussion and approval. It will then be the responsibility of the workers to carry into action the plans finally agreed upon by the majority.

### DIRECTOR

The director is appointed by the Society and serves as its representative. He is also the representative of the class, inasmuch as he is chosen by the Society upon the recommendation of the class. He is therefore a servant of both the ecclesia and the Society. The duties of the director are twofold. His responsibility to the class is that of directing its service activities; and his responsibility to the Society is that of carrying out the instructions he receives from the office from time to time through *Watch Towers*, *Bulletins*, letters, etc.

### SUBDIVIDING THE TERRITORY

One of the director's chief duties is to see that the class territory is properly subdivided into personal assignments and canvassing-party assignments. This division should be so made that the class can work it most effectively. In order to do this the director must know the territory; the nationalities in the various sections; the class of people, whether rich, poor or middle class; when the people are paid; what are the best days or seasons to canvass, and why; the approximate number of homes in each assignment, etc. This will enable him to determine how many workers can cover a certain part of the territory in a given period of time, and will eliminate much waste of time occasioned by sending too many workers into an assignment, or not enough. This information should be recorded on the workers' territory data slip.

### THE BEST WAY TO CANVASS TERRITORY

Having properly subdivided the territory and knowing it, the director is charged with the responsibility of arranging to have it worked by the workers best suited to the different sections. Some workers are better fitted to meet the wealthy and educated; others, the middle class or the business people.

### KEEP WORKERS IN CLOSE TOUCH WITH INSTRUCTIONS

It is the duty of the director to bring to the attention of the class all instructions and communications from the Society, so that the class may know what each worker should do to give the most effective witness.

### MONTHLY STATEMENTS

Each month a statement of the class account is forwarded to the class in care of the director. It is the special duty of the service committee to examine this statement of the condition of the class account. Further, the service committee shall give to the ecclesia, through its service treasurer, an account of the amount of money that has been remitted to the Society during the month, the value of the books still in stock, and the amount of money on hand. The last two items should be sufficient to balance the amount due the Society.

### REPORTS AND CORRESPONDENCE

Each week the director is to make a report to the Society on the regular weekly report card, whether there has been any work done or not.

All correspondence of the service committee with the Society is to be done by and through the director.

Once each month the director should make a report to the ecclesia of what has been done during the month and of the plans outlined for the coming month.

The director is to see that a record is kept of the sales made, hours canvassed, number of purchasers, etc., in each town, so that he may be able to make out a yearly report when called upon to do so.

### ASSISTANT

The director should appoint a worker to act as his assistant. The assistant will aid the director in carrying out all the details of his office as may be requested by the director, and will act in the place of the director in all matters when for any reason the director is unable to act. Particularly the necessary detail work of keeping records, handling reports and making up the weekly report, etc., should be assigned to the assistant director. The assistant should endeavor to relieve the director of all the detail work possible, so that the director may have more time for the direct supervision of the work in progress and for planning the work in prospect.

The director is to do everything possible, not only to see that the work is properly mapped out, but also to encourage and stimulate the workers by concerning himself with their problems and offering sympathetic suggestions that will help them to meet the conditions in the territory.

### STOCKKEEPER

The stockkeeper will have charge of all the supplies of literature furnished by the Society for the service work. It is the duty of the stockkeeper to keep full and accurate account of the stock committed to his care. All supplies for the work will be obtained from the stockkeeper. The best course to follow is for the workers to pay cash for all books obtained from the stockkeeper. Credit may be extended to such workers as can not advance the money for the books, with the understanding that it is the duty of the service treasurer to collect from them the price of the books as they are sold, and, in case the worker is inactive, to notify the stockkeeper.

## Recommendations for Directors

Regarding your recommendations for directors for 1930: There are still a large number of classes that have not sent in their recommendations. Kindly see to it that this matter is given consideration and that the recommendations are forwarded before September 10. We note that the brethren in the foreign-language classes have been very slow about sending in their recommendations. These, as well as the English classes, are urged to give this matter attention at the very first opportunity.

who will request the return of the books that have not been sold. The stockkeeper should turn over to the service treasurer all money received for books.

The stockkeeper will make out orders for literature as may be required, using the regular order blank, and hand the order to the director for his approval. The director will send in the order to the Society. Always try to place orders for at least one hundred pounds.

### DO NOT STAMP LITERATURE

Books and booklets are not to be stamped with the name and address of the ecclesia, nor with any other information. Neither should any circular or card be inserted unless such insertion has been approved by the Society.

### SERVICE TREASURER

The service treasurer will have charge of all money received from the sale of the books which have been shipped to the ecclesia by the Society. The service committee will make up the account once a month, and each month the service treasurer, as the representative of the ecclesia, will pay for all literature sold during the month, turning the check over to the director to forward to the Society.

### WORKERS

The workers are those consecrated ones who take an active part in the service, and upon them depends to a very large extent the measure of success of the plans of action. The service meetings are intended to bring the workers in close touch with the plans of action, so that a united front may be presented to the enemy. The workers can greatly assist the service committee by sincerely endeavoring to carry out the instructions for action issued to the committee by the Society. By submitting to the director prompt reports of their activities they will enable the director to send in to the Society without delay the regular weekly report requested of him.

### PRICE OF BOOKS TO WORKERS

Each worker who engages in the field service an average of three hours a week, and so reports to the service director, will be granted class rates on the books. Workers who do not average three hours a week will pay the regular retail price for the books.

### OTHER POINTS

Workers only should have a vote in the plans of action to be undertaken by them. It depends upon them to carry out the plans, and therefore they should determine what course of action is to be adopted.

In the event that the director should be unable, neglect, fail or refuse to carry out the instructions of the Society, the workers should bring the matter to the attention of the ecclesia and of the Society as soon as possible. It is hoped that

## Classes and Colporteurs Urged to Report Promptly

Do you want to know the final results of IBSA Week? Of course you do; and so do we. And, besides this, you are anxious to know the total results of the year's work, which ends with September 30. Now each colporteur and class can help us greatly in obtaining these final figures by promptness in sending in their weekly report cards during the month of September. Colporteurs are urged to make out their weekly reports each Sunday night and mail them at once. Class directors are also specially requested to mail their reports as early as possible. If you are a class worker, you also can help in this by so reporting your weekly activities that the director can tabulate the class figures by Sunday night. If you don't do this, it delays his report to us.

Remember, but ONE report is requested for IBSA Week, from Sunday, August 25, to Monday, September 2, inclusive. The report for the week preceding will be to August 24, and for the week following will begin with Tuesday, September 3.

## July Report

The July report of the classes and colporteurs, with a combined sale of 178,971 books and 228,220 booklets, is very gratifying. With August, September, and IBSA Week yet to hear from, our prospects for 1929 are the best yet.

(Continued from page 1, column 2)

It has been more than twenty-five years since we first entered the colporteur work."—Colporteurs in Arkansas.

"Have just received the book *Life*, for which I am very thankful. What I have read in it makes me want to be on the firing-line more than ever."—Colporteur in Kentucky.

"We received the new book, *Life*. Sister E.— and I are thankful to the Lord for this fine gift from you. The book is attractive, the cover massive, the contents and pictures up to date. The book will sell like hotcakes. We believe all colporteurs are eager to place this book among the people."—Colporteurs in New Hampshire.

"I wish to express my appreciation of the new book, *Life*. It is certainly beautiful and will surely awake the remaining good people out of their slumber. I myself shall do my best, with all the help our Lord has so graciously provided."—Colporteur in New Jersey.

The colporteurs are such a joyful and appreciative lot of people that we can't help but love them very much because of their devotion to the Lord.

this action will not be necessary, but the work in any ecclesia should not be hindered by inattention of the director.

Neither the service committee nor any member of it is authorized to involve the ecclesia in any financial obligation without first getting the consent of the ecclesia.

Books are to be sold at the price fixed by the Society, and workers should offer literature for sale at that price, known as the retail price.

In ecclesias having no brother available to serve as director but having enough members to carry on a service organization, a sister may act as class sharpshooter, whose duties will be similar to those of a service director. The ecclesia may make its recommendations to the Society accordingly.