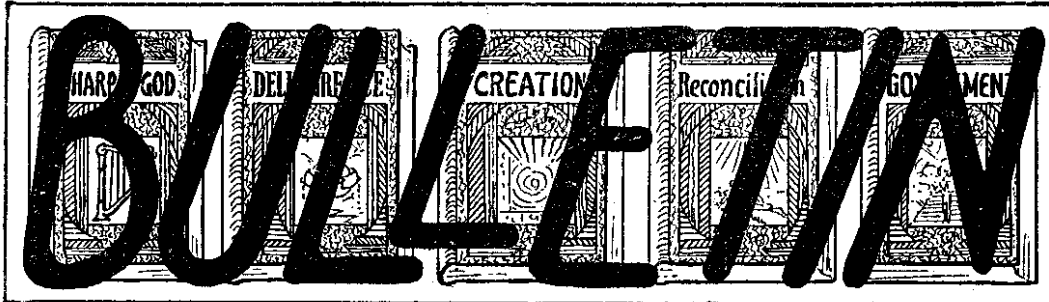


**WATCH TOWER**  
**BIBLE**  
**AND TRACT**  
**SOCIETY**  
 Classes and Auxiliary  
 to Date  
 460,934 Books  
 607,870 Booklets



**AUGUST**  
**FIRST**  
**NINETEEN**  
**TWENTY-NINE**  
 Colporteurs  
 to Date  
 821,505 Books  
 593,103 Booklets

# NEW BOOK PUTS "LIFE" INTO IBSA WEEK

## International Network

### Inaugurates Campaign

#### Millions to Be Informed of Broadcast on Aug. 25

It is with great pleasure that we tell you that at least 75 stations are to be linked together on August 25 in this great international network. The message to be given by Brother Rutherford, "Health and Life for the People," will inaugurate the IBSA Week campaign. This will prepare the minds of the people so that they will be in a receptive mood when the workers call with the literature.

#### ADVERTISING LIFE

In order to increase the effectiveness of the hook-up the Society has prepared a new radio flier specially for this occasion. On one side appears the announcement of the hook-up, giving the time, date, subject, and list of stations. On the reverse side is the picture of a man reading *Life*, and a word or two about the book. The announcement is attractive, simple, and to the point. We are sending a few samples to the classes so that the friends can get a better idea of it. Beneath the announcement of *Life* is the statement that a world-wide distribution begins August 25. Colporteurs desiring to have a part in this work should send in their orders soon.

We here remind you of the instructions contained in the July 1 *Bulletin* regarding the distribution of the announcement slips. The workers should begin using them about three weeks before the date set for the hook-up, handing them to those on whom they call, at the conclusion of the canvass. One week before IBSA Week concentrate on the larger cities and towns, giving special attention to those sections that have been set aside for IBSA Week canvassing. The largest number should be circulated during the three days just before the broadcast. In this way the broadcast will be fresh in the minds of the people, and also the new book *Life*.

For newspaper advertising the Society will be glad to furnish plates at 50c each, or mats at 10c. Before ordering make sure whether the newspaper you intend to use requires the plate or the mat.

Inclosed with this *Bulletin* the director will find a suggestion for advertising the broadcast on the spare tire of your automobiles. You can follow the design suggested, having some painter in your vicinity do the work for you.

By giving the hook-up wide publicity in the above-mentioned ways it is hoped that a larger number of people will be reached and prepared

## Three Features of Drive Aug. 25 - Sept. 2

### Life, Big Hook-up, and Six-Book Combination

#### Make Your Plans Early for the Field Work

August is by far the most outstanding month of the year 1929 as far as the Lord's anointed and their commission to be his witnesses are concerned. The new book, *Life*, is to be released for public distribution during IBSA Week of that month, giving us a combination of the six most attractive and valuable books in the market to offer to the people, the value of which can not be estimated in dollars and cents, because they contain a message of hope, peace and life, without which all else is worthless. IBSA Week starts on August 25, and a great international broadcast on the subject "Life and Health for the People" will introduce the book *Life* and inaugurate the drive. This broadcast will take place from ten to eleven a. m., Eastern Daylight Saving Time. With these three great contributing factors the August IBSA Week should result in the greatest of all witnesses to date. Brother Rutherford has so arranged the time of the broadcast that practically every worker in the United States, Canada and the isles of the sea may be able to listen in on the talk before they start out in the work.

#### TUNE IN

Wherever possible the classes should arrange to have a good receiving set in their places of meeting, so that they can hear the message while they are assembled for service. The friends should gather at the meeting-place an hour, or at least half an hour, before the broadcast takes place, so that all arrangements, such as territory distribution, transportation, supplies of literature, and any other details pertaining to the day's activities, may be completed before the broadcast commences. As soon as the program is concluded let each one take his place, advancing as a part of the mighty army of Jehovah, singing the honor of his name. In this manner all the Lord's anointed from coast to coast will start as one mighty unit in declaring the purpose of Jehovah. Surely the prospects of having part in this great drive will thrill the heart of each anointed child of God and will induce each one to make a special effort to have part in the opening of the campaign as well as continuing the united effort throughout the nine days of IBSA Week.

We would suggest that on the opening day, particularly, the friends east of the Rocky Mountains take their lunch along with them when

they assemble for service in the morning, and, immediately following the broadcast, go forth into the field, spending the remainder of the day in the service. This will avoid the necessity of returning home for their meals and will enable each one to make the opening day the big day of the drive.

#### THREE BIG DAYS

As a climax to August IBSA Week we have Saturday, Sunday and Monday, August 31 to September 2, during which practically all the friends will be released from their secular employment and thus be enabled to devote the entire time to the witness work. There will, consequently, be more time available for the work than there was during May IBSA Week.

A method that has been found very beneficial in using periods like this has been to have a number of the friends get together on Friday evening or Saturday morning and go to some of the larger towns in the outlying territory and establish a headquarters, and work from that headquarters during the three days. Thus they save time and energy and give a much more effective witness than if they had to drive to the territory every morning.

We would recommend that in setting apart territory for IBSA Week the service committee consider this proposition and lay aside some territory for those who wish to undertake a week-end drive as suggested here. Definite provision should be made to supply sufficient territory for every brother and sister in the class who has all or part of these three days available for service. The responsibility to make these provisions rests primarily upon the service committee in each class. However, if no provisions are made by the committee, it would be the duty of the class to request that such arrangements be taken care of.

#### YOUR VACATION

Another matter that should be given consideration during this period is that at this season of the year a number of friends are enabled to take their vacations. Surely nothing can bring greater joy or satisfaction to the Lord's people than devoting a certain part of their vacation period to the work of magnifying the name of Jehovah. The joy that this brings is not to be compared with anything else on earth. Therefore we strongly urge that, wherever possible, the friends arrange for their vacations so that the vacation period will include IBSA Week, and in this manner

## "Simply Beautiful"

### Adds One More Color to Our Attractive Set

You all know that Brother Rutherford has written a new book, *Life*, because the July 15 *Watch Tower* announced it. But we just must say something about it. It is a cloth-bound book of 364 pages, is printed in a little larger type than our other books, and contains six tinted pictures illustrating different passages in the book. There are also eight paintings, reproduced in four colors, which add to its attractiveness. As for the cover, it is of beautiful red cloth, upon which "LIFE" is stamped in brilliant gold. The center panel is embossed in a most striking way. But we will not say any more about it, except to repeat that "it's simply beautiful". As for the most important part of the book, the message it contains, it will thrill your heart as you read it, refresh you with its timely truths, and increase your love for the Lord and his cause. This message is not for only the consecrated, however, because everybody wants life. When canvassing, try asking the people, "You want life, don't you?" Of course they must say "Yes". Then offer them the book and show them how life can be obtained. We believe these books will sell like pink lemonade on a hot day at the circus.

"When can we start?" Wait a minute; we're coming to that. The "Author's Edition" has been sent to all organized classes, as announced, and the regular edition will follow, so that every one will be supplied before IBSA Week. On August 25 IBSA Week will be introduced by a nation-wide broadcast, and when advertising this hook-up *Life* will be advertised at the same time. The new radio flier will prepare territory for *Life*. Then on August 25 the campaign with this new book begins, and is to be stressed all through IBSA Week. The people want "LIFE", and now we have it for them.

#### COLPORTEURS TO ORDER

The colporteurs are going to have it too. Beginning August 1, we can fill orders for colporteurs from all depots, except Oakland, which will have *Life* on August 5. This will be in ample time for a supply to reach you.

Isn't it great how the Lord provides these good things to give the people from time to time! We know you will agree and say, "It surely is!"

# Colp's Prepare for IBSA Week with "Life" New Report Cards Ready for Everybody

## Possibility of Surpassing May's High Record

On your marks! Get set! All are awaiting with anticipation the starting signal of the next great attack, which opens with the big radio broadcast.

The colporteurs are urged to hurry in their orders for *Life*, so that after the lecture they will be ready to rush out into the field with this wonderful new book added to their combination.

What are you going to do during this coming IBSA Week, colporteurs? Can you surpass that wonderful record you made in May? Let's see what the possibilities are.

### NINE-DAY DRIVE

This coming IBSA Week you will have *nine* days instead of only *eight*. With one Saturday, two Sundays, and a holiday, there is an advantage of a holiday over last May. With the additional day you will have the opportunity to talk to more persons than usual. May was a rainy month, whereas during August the country roads are usually good and the weather better. Thus there should be a good chance for improvement in the average number of hours in the work per colporteur. The number enrolled is about the same. In May there were 1,248 regulars and 616 auxiliaries. Now there are 1,255 regulars and 617 auxiliaries. But of those enrolled in May, only 1,040 regulars and 474 auxiliaries sent in their reports for IBSA Week. These figures include the few straggling ones which were received after tabulating the figures for the June *Bulletin*. Therefore there is another opportunity for surpassing May's figures.

And don't forget this GREAT BIG ADVANTAGE. *Life* will be added to the campaign. Isn't that a wonderful title? When you see the book, with its encouraging message and its beautiful binding, pictures and pages, you'll be so anxious for the 25th to arrive that you'll find it difficult to wait until the starting time for offering it to the people. Everything points to an even greater IBSA Week for the colporteurs than that record-breaker during May. To accomplish this, however, it will mean a lot of work, for remember what you did in May. In that IBSA Week 1,040 regular colporteurs averaged 32.81 hours in actual canvassing and sold 85,680 books and booklets. Then 474 auxiliaries averaged 19.68 in the actual canvassing and sold 21,940 pieces of literature. That makes a grand total for all the colporteurs of 107,620 for the *eight* days' work. Can you surpass it? We know that you want to because of your love for the Lord and your desire to have an ever-increasing part in spreading the message of his kingdom. The total number of 42,899 hours given in the service by all the colporteurs thrills us as much as the number of books actually sold; for it is really the effort put forth that is most pleasing to the Lord.

The time is not far off. Begin to make your preparations now, so that you can be in the field as much as possible during these *nine* days. If you have to move to a new territory, you should be there before August 25.

(Continued from page 1, column 1) for the house-to-house work of IBSA Week, thus affording a greater and more favorable field for the message of the Kingdom and its blessings.

## Director Appointments

On July 15 we forwarded to the secretary of each organized class the annual request for the names of three brethren from which the Society will choose one to serve as director for 1930. If this matter has not been brought to the attention of the class by the time you receive this *Bulletin*, please ascertain the reason, and if the secretary did not get the above-mentioned letter, advise us immediately and we will forward another. All classes should have this information in the Society's office before September 10, so that they in turn may be advised of the appointment by October 1, which is the beginning of the Society's business year.

## Consignments of Life

Consignments of the new book, *Life*, are being made to all the classes whose accounts are in good condition and who have not specially requested that no consignments be made. Classes which do not receive such a shipment should send in their order direct, so as to have the books for IBSA Week.

Some of the auxiliary colporteurs and sharpshooters are being assigned a few of the new books, also provided their accounts are low enough to warrant it and, further, that their reports indicate that they are placing enough books to make such a shipment advisable. If you are an auxiliary colporteur and do not receive a consignment, you will understand the reason. We suggest that you order, then, the number you desire, since we do not wish to overstock any one.

On account of the frequent changes in the addresses of regular colporteurs, no consignments are being made to them. Full-time colporteurs should order their own stock of books.

(Continued from page 1, column 3) they can use the time to the Lord's glory and their own blessing and refreshment.

Preparations for this IBSA Week will be the same as those for the May IBSA Week. Please read carefully the suggestion on planning for drive week outlined in the March *Bulletin*, and the questions for service committees and workers in the May *Bulletin*, and make your arrangements accordingly. We were very much surprised and much disappointed to receive advice that some of the classes made no special effort to arrange for pressing the witness during IBSA Week in May. Any class finding their service committee either negligent or indifferent in regard to their privileges in this connection should take the proper steps to have the committee removed and some competent brethren appointed in their place. The Kingdom and the witness which the Lord will have given regarding it are the highest things in the world, and nothing should be permitted to interfere with our privileges in relation to them.

### EVENING WORK

August IBSA Week has many advantages over that of May, in that we have longer evenings for evening canvassing. Weather conditions are better and the friends have gotten into the swing of canvassing, and a much more effective witness should be given. In this connection it is going to be very interesting to watch the comparison between the May drive and the August drive. During May the class workers

## Sharpshooters'

### IBSA Week Reports

For IBSA Week's report the sharpshooters will please use one of their monthly cards and cross out the word "Month" and mark it "August 25 to September 2, IBSA Week", and report their sales for drive week on that card. This is in addition to your regular *monthly* report. Send in your monthly report as usual.

throughout the whole United States averaged 9.54 hours each in the service and sold 176,921 pieces of literature to 86,608 purchasers. With the advantage of weather conditions the total sales of literature during the August drive should exceed 200,000 pieces and the number of purchasers should reach 100,000, due further to the fact that we have nine days for the August drive and had only eight days in May. These figures, of course, include the auxiliary colporteurs also. Let each of us determine that, by the Lord's grace, we are going to put forth the necessary extra effort to bring the sales up to those suggested above. We are convinced that the Lord will bless the effort if we honestly endeavor to do this thing to the glory of his name.

The territory to be worked during August IBSA Week should be the most densely populated portion of your territory not already covered with the bound-book combinations this year. Check up on your territory situation. Know it thoroughly before IBSA Week, and have each captain familiar with it, so that the drive will be inaugurated without any confusion or duplication of effort.

### COMBINATIONS FOR IBSA WEEK

The combination that is to be specially pushed will be the six bound books: *Life*, *Government*, *Reconciliation*, *Creation*, *Deliverance* and *The Harp of God*, for \$2.45. There is nothing else in the world that can be compared with the combination that you have to offer the people. This set of volumes contains the Kingdom message, which is essential to the people in order to get life, peace, and happiness. Therefore a very special effort should be made to place the entire set in all the homes possible. The prospects of placing this library of the Kingdom in the hands of the people now at a price that they usually have to pay for one volume of fiction or other literature in the market today is something that should enthrall every one of the Lord's people, because one is offering the people something better than reading material: one is presenting to them the knowledge of God's provision and arrangements by which they may have peace and happiness and, ultimately, life.

### SIX BOOKS THE BIG THING

Let no worker hesitate to offer this combination of six books to the people. The average person will be glad to take the six books as quickly as he would take three for half the price. Many sales of complete sets are lost on account of the timidity or diffidence on the part of the friends in presenting the entire combination. If for any reason you are unable to place the six bound books in the hands of your prospect, then drop immediately to a 75c combination composed of *Life*, three ten-cent booklets, and *The Peoples Friend*. This presents a most attractive variety, one book and four booklets

## Classes and Colporteurs

### Reminded to Send But One Report for IBSA Week

With the adding of *Life* to the books to be sold a new report card has been made for both classes and colporteurs, with a special column provided for reporting its sales, and a new space for reporting the number of purchasers who have bought the six-book combination. A consignment of the new cards is being sent to the classes; but *not to the colporteurs*, on account of their frequent changes of address. In case the colporteurs have any of the old cards on hand, we ask that you use these before ordering the new ones, by making the following changes on your present card:

Cross out the "Set 7 vol. Studies" heading and write "Life" above this. Report therein the number of *Life* sold. Then for reporting the number of six-book combination purchasers, divide the column for reporting the five-book combinations, using the first half of the column for reporting the number of five-book sales and the other half for reporting the number of six-book sales. If you sell any sets of *Studies* during the week, report these in the blank space at the bottom of the card.

Together with the colporteur's copy of this *Bulletin* a "supply order blank" is inclosed. Please read this over carefully, and when you are in need of some new report cards fill it out in accordance with the instructions and send it in to us. These "supply order blanks" are not inclosed with supplies of the *Bulletin* sent to classes, as they are for the exclusive use of colporteurs. Colporteurs are urged always to use them for ordering supplies, so that they will be sure to get the supplies. Please print your name and address plainly, so that there will be no mistake made by the post office. A new slip will be included in each order of supplies sent.

Again it is called to the attention of all classes and colporteurs that for IBSA Week there is to be but ONE of the regular weekly report cards made out. Do NOT make out two, but merely send the *one* card for all sales made from August 25 to September 2, inclusive. This will mean that your report for the week preceding IBSA Week will end with August 24. The report for the week following IBSA Week will begin with September 3.

### Don't Forget: Bethel Is to Be Closed Aug. 18-Sept. 2

Colporteurs and classes are again reminded of the vacation period of the Bethel family, during which the factory and office will be closed from noon of August 17 to the morning of September 3. Be sure to have plenty of hooks and territory to last through this period.

dealing with vital features of God's plan which can not but appeal to those to whom they are offered at a price well within the reach of every person's pocketbook. If you are unable to induce your prospect to take your second offer, then drop immediately to *Life* alone for 45c. Endeavor to leave a copy of *Life* in every home possible. Keep in mind that this is a special *Life* drive and that every home should have a copy of this book whether they have any of our other literature or not.