



# SCRIPTURE STUDY SPECIAL, NOV. 10 TO 17

## To Be an International Campaign "Should I Sell Scripture Studies?"

### Greatest Offer Ever Presented to the People Every Class Making Special Arrangements

As stated in the October 1 *Watch Tower*, the Society has set aside the week beginning Sunday, November 10, and ending Sunday, November 17, inclusive, as a special week for the sale of *Studies in the Scriptures*. The *Watch Tower* has repeatedly emphasized that the fundamental doctrines, as outlined in the *Studies in the Scriptures*, have never been changed. Those fundamental doctrines are just as essential now as they were twenty-five years ago. Past experience has evidenced that the Lord himself provided the food contained in these volumes for the nourishment and blessing of his people. The charge that the Society is opposed to placing these books in the hands of the people can not be substantiated by any statement appearing in any of the Society's publications. On the contrary, it is the purpose of the Society to stage an international campaign using the *Studies in the Scriptures* exclusively. This drive will include the United States, Canada, England, Germany, Greece, Poland, the Scandinavian countries, and others. The peoples of those European countries dwelling in the United States are also to be witnessed to.

In this campaign it is hoped that each one of God's anointed will have a part. Brother Rutherford has arranged to adjust the factory schedule so that the Bethel family may have some time to participate in this special effort. This drive will constitute the full campaign for this year, instead of the live-cent booklet usually distributed. The entire set of *Scripture Studies* will be offered to the public at \$1.25. This is the greatest offer of its kind ever presented to the people; a library on the Scriptures that cuts its way through the false doctrines of the Devil's organization just as thoroughly and as effectively now as it did at any time during the past forty years. Every one who has some of the later books by Judge Rutherford and is interested in their message will be anxious to obtain the *Studies in the Scriptures*, which the Lord used to lead and feed his people during the time when he was preparing the way. There are millions of people in the world today who have heard Judge Rutherford over the radio. Other millions have read his literature and are interested in it. A good proportion of these will be anxious to get a set of the books that first interested him and started him studying these precious truths of God's Word from the standpoint of the Kingdom.

Surely no one will contend that the Lord will not use the message contained in the *Studies in the Scriptures* to the blessing of these people, when we have such abundant evidence of their benefit to God's people in the past.

Therefore let each one enthusiastically get behind the campaign and push it to the glory of the Lord from one end of the earth to the other.

#### CAMPAIGN

There is a big field for the distribution of the *Studies in the Scriptures* in the territory covered by the WATCHTOWER chain network in the United States and territory which has been recently covered with the later books, written by Judge Rutherford, both in this country and in Europe. If the canvass suggested in another part of this *Bulletin* is used, which connects up our present work with the *Studies in the Scriptures* and shows their relationship to that work and to the momentous events that are transpiring in the earth, a large number of these *Studies* can be placed in the hands of the people during the eight days set apart for this special work.

Therefore let the service director in each class set apart the thickly  
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### A Suggested Canvass

#### Make It Short and Cover Territory

The following is a suggested canvass for placing the sets of *Scripture Studies* in the homes of the people. You recall that for the last few years we have had five-cent booklets and that these were placed in the hands of the people very rapidly, due to the fact that we made a short, snappy canvass and did not spend much time telling the people all about the booklet. We believe that this same method can be used with this set of *Scripture Studies*, because we are offering to the people such a line set of volumes, seven of them, for only \$1.25. It should not take much talking to distribute these among the people during this special drive week. We might say:

"Good morning. I represent Judge Rutherford, the international radio lecturer, who broadcasts over a great chain of stations every Sunday morning. Many people have wondered how he first became interested in Bible study. It is this very set of volumes I have here which he read, which led him to the  
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### The Many Reasons Why You Should

#### A Witness to Jehovah

Several letters have been received from zealous and conscientious friends who desire to carry on the Lord's work in the Lord's way, asking this question: "In view of the increased light which the Lord has given his people now, should one of the Lord's anointed sell the sets of *Studies in the Scriptures*?"

Perhaps you have had the same question in your own mind. Therefore we are going to give you our view of the matter.

Beyond any question of doubt, the Lord's blessings have been upon the publication and distribution of the *Studies in the Scriptures* in times past. They have been used by him during the harvest period to enlighten his people concerning his divine purposes. Many of those who are in present truth today first came to know and love the Lord through their reading of these books. They still contain the ten great fundamental doctrines of the Bible, which, even with all the increased light on the fulfilment of prophecies, have not been changed. Nor is there any likelihood of their being changed, for the increased light but further proves their correctness. The fact that today we see more clearly the fulfilment of certain prophecies is in exact accord with the Bible statement that 'the path of the just shines brighter and brighter unto the perfect day'. Should one then hesitate to sell these books, because certain prophecies are not so clearly explained? No; for the books themselves serve as an additional proof of the rapidly increasing light and should further aid one, if he reads them together with the later books, to see that he is on the right track in his search for the truth.

Who is there that has been in the right heart condition that has not received much comfort and consolation as he has read these books? They have brought this comfort because of the great fundamental truths which they contain about God's purposes. Paul, in 2 Corinthians 1:4, shows why Jehovah has given this comfort, saying, "that we may be able to comfort them which are in any trouble, by the comfort wherewith we ourselves are comforted of God." Having received this comfort, then, through reading these books, why should there be any reluctance in offering them to others?

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### ANNOUNCEMENT

Attention, all ye auxiliary colporteurs, service directors and class workers! An important change in the auxiliary colporteur work and requirements goes into effect October 1, which we hope will make it possible for many more to enter this branch of the work and for those to continue who are already enrolled.

From that time forward the requirements will be a minimum average of twelve hours' canvassing a week, including Sunday, instead of ten hours' canvassing a week, exclusive of Sunday. In other words, it means that if a worker is able to work six hours or so on Sunday, and the balance of the twelve hours' time during the remainder of the week, he can enjoy the special rates and privileges of the auxiliary work.

Instead of reporting their weekly sales to the service director as well as to us, from now on the auxiliaries will be asked to report weekly to this office only. As heretofore, they will receive their assignment of territory from the class service director, provided they are working with a class. They will keep a careful record of all books sold in the assignment; and when the assignment has been completed, it will be returned to the service director, together with a complete report of the sales. From now on, therefore, no colporteur sales will be included in the weekly report of class activities sent in by the service director. The director will keep a record of books sold in the territory, for his yearly report of the total work done in the class assignment. If a quota is set by the class, the work done by colporteurs working with it may also be taken into consideration in attaining this goal but should not be confused with the weekly reports of the books sold by class workers only, sent in by the director. Henceforth, service directors should not include in their weekly report sales made by any colporteurs, regardless of their rating.

We believe that this arrangement will greatly aid in simplifying the work. Knowing just what the class workers in each class (exclusive of the colporteurs) are doing, the service department can more accurately judge the size of the consignments which should be sent to the respective classes.

# Pioneers Expected to Have Big Part in Set Drive

## A Real Experiment for Back Calls

### Place Orders Soon for the "Studies"

Pioneers, what are you going to do in the world-wide one-week campaign with the sets of *Scripture Studies*? Of course you want to have a part in it. The zeal and enthusiasm with which you have entered into the two other special drive weeks during the past year has convinced us of this. And in order that you can have a real part in it, we are anxious to do our part. We know that it would be difficult for you to meet your expenses unless a special price were made to you in order that you could afford to offer the set for \$1.25. Therefore the Society has arranged to bear this burden and offer them to you considerably below their actual cost.

We believe that at the special half-price rate at which these sets are to be offered to the public you will be able to place more books than ever before. What do you think you can do? Here are a few figures to think about. During May IBSA Week, which corresponds with this special week in November in length of time, you averaged 4.35 five-book combinations, 2.20 two-book, .65 three-book and .23 four-book combinations, or a total of 7.43 sales of combinations per colporteur. Some, of course, did much better than this, whereas others did not do so well. Besides this, many single books were sold. Now if eight days are given to offering the seven books at this half-price figure of \$1.25, we should not be surprised to see you average about twelve set-sales each. This will mean, of course, that some would have to sell more than this, in order to make up for those who on account of sickness may be unable to be out full time in the work. Twelve sets may sound like a lot, to some; but after all, it is not quite two sales a day for the eight-day period. Results show that if one

(Continued from page 1, column 2) populated sections of his territory which are covered by the chain hook-up, and, if not in the chain area, territory manifesting the greatest interest and where the largest number of *The Harp, Deliverance, Creation, Reconciliation or Government* have been placed during recent years. This territory should be districted for the drive. The minimum number of calls set apart for each worker should be about fifty. This makes an ideal assignment for one week's special work and should be covered by one worker without any great difficulty. Out of the fifty homes set apart, a conservative estimate of sales would be four. Therefore the average for the week should be approximately four sets of *Studies in the Scriptures* per worker. During this drive the canvass for the sets should be short and to the point, and where there is no interest shown the worker should hurry on to the next home without wasting any time in talking about the other literature. This is to be a drive exclusively for the *Studies in the Scriptures*.

#### 4,309 WORKERS

During the year 1920 there was an average of 4,309 workers in the field each week. We believe that there will be more workers out during this special drive on the *Studies*. However, using the conservative figures of 4,309 workers, each call-

talks booklets, he sells only booklets; if he talks books, he sells books. Therefore, does it not seem reasonable that if he talks sets of *Studies* at half price, he will be able to sell them too? And surely it is the desire of all those who love the Lord to place in the hands of the people the great truths which he has given them in the *Scripture Studies*.

No doubt you have some good territory which you have gone over with the latest books and which you would like to recanvass with these sets during this week. Give those who have obtained the latest books the opportunity of this wonderful bargain. Many were not at home when you made your first canvass of the territory, while others were too poor to buy. Here's an opportunity to make some good back calls. Why not let them also have the opportunity of obtaining the message before you leave for another territory?

Send in your orders to the depots or to this office. We shall appreciate it if you order in lots of multiples of seven sets, if possible, since seven sets will nicely fill one carton, fourteen sets two cartons, etc.

Remember, the drive is for the one week only. Begin making your plans and preparations now. If you have a stock of sets on hand, then will be the time to place them in the hands of the people. If you send us a statement of these we shall be glad to credit your account with the difference between the usual pioneer price and this new one, so that you will not have to bear the loss.

As heretofore, the report for this week will be for the entire eight days, instead of the usual seven; which will mean that the week previous will be for only six, ending Saturday, November 9, instead of Sunday.

ing upon fifty homes and selling on an average of four sets during the week, it will mean that at the end of the week we have canvassed over 200,000 people and placed over 17,000 sets of *Studies in the Scriptures*. What will the results show?

Surely the fact that the Lord has prepared the message in this way and placed it in the hands of his servants is proof conclusive that it is his intention that they should, as his witnesses, place it in the hands of the people.

Another feature that should be taken advantage of at this time is calling upon the large number of people who have shown marked interest during recent years and who have been specially followed up by one particular worker. These people, in practically all cases, will have the later books, written by Brother Rutherford, but not the *Studies in the Scriptures*. Each worker who has been instrumental in follow-up work among these people and in developing their interest up to the present should make it a point to call upon them and offer them a set of *Studies in the Scriptures*, to complete their library of the truth.

Evenings, when the whole family is at home, or at least those of the family who are most interested in the truth, is the ideal time to carry on this phase of the work. The director should make special plans, setting aside these names for the different workers, and strive to as-

## Bethel Home Closed Three Days

### Speakers to Serve Classes During Campaign

Brother Rutherford has set aside three days of this campaign, so that the members of the Bethel family may have a greater part in the distribution of the *Scripture Studies*. This will mean that approximately 180 brethren will be spending three days full time in canvassing from door to door, giving the witness of the kingdom.

This will also permit some of these brethren to serve classes from eastern Ohio to the Atlantic coast, and as far south as Norfolk and Richmond, Va. There will not be enough brethren, of course, to serve all the classes, and preference will therefore be given to those classes making early application. Classes desiring a brother from Bethel to serve with them and assist them during this special campaign are requested to have their application in before October 21. These brethren will lead the friends in the field, and will also be prepared to give some lectures in the evenings. They can arrange to leave New York Thursday evening and be ready to go out with the friends Friday morning.

During the past two drives of this year the Bethel family placed a considerable number of books and received many blessings in so doing. Their big job is making "better and more books"; but when a drive is on they are all glad to take advantage of these blessings.

(Continued from page 1, column 3) conclusion that he would devote the rest of his life, all his time and energy, to the spreading of the kingdom message in the earth. This he has been doing, and many people have been encouraged by his lectures and also his own publications. Why is it that 15,000,000 copies of these books which you see right here have already been sold? It is because they contain such a message of hope and comfort. They give you a clearer understanding from the Bible itself of God's great purpose, not that man should live on the earth in sickness and sorrow, but that he should enjoy perfect life and happiness. Furthermore, they show that mankind will receive these blessings through his kingdom, which is near at hand. You want to know about such a kingdom, don't you? In order that you might, for this week only, we are offering this set of *Studies in the Scriptures* for half its usual price. The usual price is \$2.50; but if you take them today, you can have them for only \$1.25."

certain as far as possible the best evenings to call upon these people and arrange for this work to be carried out. This, of course, will in many cases include going outside of the territory set aside for the drive. In fact, the people living outside of the drive territory should be given preferred attention; for those who are within the area which is being covered will in all probability be canvassed anyway.

These sets will be charged to the classes at 91c each, and will be sold to the public for \$1.25.

## How Many Will You Sell?

### Auxiliary Colporteurs to Get Sets from Classes or May Order Direct

The auxiliary colporteurs are to have an active part in the campaign with the sets during the eight days, November 10-17. The rate granted to them will be the same as that extended to the classes; i.e., 91c for the entire set of seven volumes. As a matter of convenience, then, if you are an auxiliary colporteur working with a class, you can obtain your stock direct from the class stockkeeper instead of ordering a separate stock from the Society. If you are not with a class, you may order direct; for, of course, you will want to have a part in this work. Regardless of whether the books are obtained from the class or from the Society direct, remember the new arrangement, as announced in another part of the *Bulletin*, calls for a report of your sales to the Society only. It is no longer necessary to report weekly to the director, but only when you complete a territory.

We hope that the auxiliary colporteurs will engage in the "*Scripture Studies Special*" 100 percent. The class workers are hoping to sell four sets each, the pioneers twelve sets. For the auxiliaries a quota of seven sets each is being suggested. How near will you come to it?

Another opportunity presents itself to again demonstrate to the Lord that you love him better than anything else and that you desire to put forth a special effort to perform his bidding.

## Scripture Studies Consignment

### Classes Not Receiving a Consignment Should Order Soon

A consignment of *Scripture Studies* is being made to each organized class, according to the number of workers in the class. We hope that all classes will be able to dispose of their consignment at the remarkably low price of \$1.25, as well as of such sets as they may have on hand.

If some of the classes have odd sets, short one or more volumes, we suggest that an order be placed to complete these sets. Please state in your order that it is for this purpose.

All those classes that have informed the Society that they do not desire consignments of any kind of books should place orders for this special week; otherwise they will not have the literature for the campaign. All other classes will receive a consignment. We have taken into consideration your present stock according to your May inventory, and also the number of workers. A charge of 91c a set will be made to each class for the books sent.

Classes that now have sets of *Scripture Studies* on hand and dispose of any or all of these during this special week will be credited \$1.00 for each set so sold, inasmuch as they originally were charged \$1.91 for these sets.

# 1,580 More Workers Out This IBSA Week

## Radio Helped Greatly in Sale of Life

### Combinations to Be Stressed More

The fall IBSA Week, August 25 to September 2, was truly a marvelous success. As of old, the Lord went before his people, putting their enemies in confusion and preparing his witnesses to accomplish the good pleasure of his will. In order to appreciate the magnitude of the work that the Lord is now doing, we must realize that the Devil, through his organization, controls all the resources of the world and is bent upon the destruction of God's faithful witnesses, and that, if it were not for the protection of the Lord, none of them would last twenty-four hours. Yet, despite all this assembled opposition, it has pleased the Lord to use his little band of witnesses to give the greatest testimony of all time to the glory of his name and the establishment of his kingdom.

The figures for the week speak for themselves. However, a brief comparison of the outstanding features of the week's drive with some events of the past will be found very encouraging. The number of workers in the field during this IBSA Week were 1,580 more than were out during the May drive. The number of *Life* sold was more than the combined total of *Deliverance* and *Government* sold during the IBSA Weeks in which they were released. In the number of bound books sold there was an increase of 12,646 over that of May of this year.

Undoubtedly the radio chain hook-up did much to prepare the people for the new book, *Life*, and also to stimulate the workers to a keener appreciation of their privilege in distributing it. The increase in the bound-book sales brings forcibly to our attention one outstanding fact, and that is that the people in general will take what is properly presented to them. They do not know what is best for them, consequently they are unable to determine what they should buy. The Lord, however, knows what they need most, and from time to time places his message in the hands of his servants to carry to the poor groaning creation. It therefore becomes the privilege and duty of the Lord's people, realizing that the Lord has provided them with the message, to present this to the people. In the past we were prone to let the people determine what they should take, and usually they took booklets rather than bound books because they were cheaper. The determining factor was not that which the Lord provided for their best interests, but their own preference, which was usually selfish. Therefore, in order to properly represent the Lord and do his work at the present time, the servants of the Lord should watch his guidance carefully, realizing

that he has provided them with the different messages that he wishes carried to the people, and stress that message as being for the best interests of the people at that particular time.

The bound books contain the message in its most permanent form and will undoubtedly be retained and re-read long after the booklets have been destroyed. Therefore it is for the best interests of the people to induce them to buy the bound books. This, of course, does not mean that the booklets do not have their part to play in God's witnessing work now. There are many people who are so situated that it is impossible for them to spend more than the few cents required for the booklet. There are others who are more or less skeptical and can not at the present time be induced to invest in more than a booklet in order to investigate the subject, while there are still others who are so selfish and so eager for this world's goods that they would not be willing to spend more than a few cents even to obtain the knowledge of God's kingdom. Therefore booklets are all that can be placed in the hands of these people, and every effort should be made to leave one or more with them.

### WHAT LIFE DID

During IBSA Week the Lord provided a new book, *Life*. By means of the radio hook-up, particularly, the Lord gave his people a vision of its importance and of their responsibility toward its distribution. Enthused with this vision they went out and enthusiastically offered *Life* to the people, and the people took it because it was presented with enthusiasm. Undoubtedly a great number of these people would have been satisfied to get a ten-cent booklet, had they been offered that, but the Lord's people, realizing the importance of the new book, and stressing it, imbued the people with their enthusiasm, so that the people themselves realized their need of this book. Therefore it seems evident that the Lord's people, having the mind of the Lord, are in a better position to determine what the people now need to help them understand the Lord's purposes than are the people themselves, and should do everything possible to leave with the people that which will do them the greatest good, and this will undoubtedly be found in the bound books.

### COMBINATIONS

There are one or two points in our IBSA Week activity, however, that might be improved upon. We mention these here, not with any idea of criticizing the work done, but rather that we might profit by our experience and use these weak

points as stepping-stones for greater success in the future. There was a decided drop in the number of combinations placed. During August IBSA Week we left only 6,010, as compared with 8,200 during May IBSA Week; a drop of 2,190, mostly in five-book combinations. This was due, undoubtedly, to the fact that the friends became so enthused about the new book, *Life*, that they forgot to stress the combination of the six books.

Conditions are generally better in August than in May, and with the same amount of emphasis placed upon the combinations, we should have sold a larger number than were placed during May IBSA Week. It would be well to keep this point in mind in the future. The sales per worker and the hours per worker show a decided decrease also. This can probably be attributed to the 1,580 new workers who entered into the service during August; they, being inexperienced, were unable to make as many sales as those who were longer in the work. This resulted, of course, in reducing the average for all workers. The same reason would account for the drop in hours per worker. Apparently most of the new workers did not devote the same number of hours that those did who are regularly in the field; consequently it meant a reduction in the average number of hours per worker.

**MORAL:** Be regular in the service, and therefore more capable of glorifying the Lord and receiving richer blessings.

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Furthermore, the fact that the Lord's blessings have so unmistakably been upon the publication and circulation of the *Studies*, and the fact that he has had these printed and placed in the hands of his people to be carried to others, constitute them a real kingdom interest. What is to be done with this kingdom interest which the Lord has given to his people?

Millions of people are suffering from misery, hardship, aches, pains and distress, due to the oppressive organization of the Devil. The market is flooded with literature which contains no truth whatsoever. It is read by the people but gives them no hope, and they know not which way to turn. The *Scripture Studies* contain the kingdom message, which will give them this hope and comfort. The workers meet many people daily who manifest an interest in this message but who feel that they can not afford to purchase the books. Are those people to be left hungry? Rather, the Society has decided to make a special offer to them by cutting in half the selling price for the set of *Studies* for a period of eight days in order that all the people of good will may "partake of the waters of life".

## What to Do Now

### Offer Set of Six Books

During October and November, with the exception of the week set aside for the special drive with the *Studies in the Scriptures*, a special effort should be made to reach the farmers, who have been busy during the summer and fall with their crops. The harvest is nearly completed now. These people will be receiving returns from their crops and considering plans for their winter comfort and entertainment. We know that any plans that do not take into consideration the Lord and his goodness are worse than useless. Therefore it is the privilege and duty of God's anointed witnesses to do everything possible to awaken the people to a consciousness of their need in this connection. What better way can this be done than by calling upon them and telling them about the Kingdom and placing in their hands the kingdom message. This is the best time of the year to reach the farmer. He has the time to talk to you and to read, and has a general inclination to relax after a strenuous summer. He will have more money at this season of the year than at any other. Specialize on the six-book combination for two-forty-five as your main offer. If conditions are such that the farmer is unable to purchase the six books, of course smaller combinations may be arranged, always keeping in mind that the more of the books you place in the home, the greater the variety of subjects the purchaser has to consider, and the more likely he will be to find one or more that will appeal to him and induce him to investigate the message that the books contain.

Why, then, should one who really loves the Lord and rejoices in his truth hesitate to sell the *Studies in the Scriptures*? They contain the great fundamental truths of the Bible. They have brought many of those in present truth today to a position where they have learned to love and honor Jehovah. They stand as a testimony to the truth of the Bible statement concerning God's giving to his people an ever-increasing understanding of his purposes. His blessings have so unmistakably been upon their publication and distribution in the past that those which he has placed in the hands of his people now become a real kingdom interest. In view of these points, should there be any doubt of their accomplishing still more good if they are distributed, when Jehovah himself says, in Isaiah 55:11, "So shall my word be that goeth forth out of my mouth: it shall not return unto me void; but it shall accomplish that which I please, and it shall prosper in the thing whereto I sent it"?

### Special Report for Nov. 10-17

Your weekly report for this special drive week should cover the entire eight days. Therefore each class director and colporteur will close his weekly report for the week commencing November 4 on Saturday November 9. The special drive week report will commence with Sunday, November 10, and will close Sunday night, November 17. Please follow these instructions carefully. Sharpshooters will kindly send in a special report also (separate from the regular monthly report), covering the sets of *Studies in the Scriptures* they have sold during the special drive week.

### IBSA WEEK Report for Aug. 25 to Sept. 2

	Number of workers reporting	Average number of hours per worker	Total books sold	Total 10c booklets sold	Total 5c booklets sold	Total literature sold	Total purchasers	Average number sales per worker
Classes	8,557	8.00	56,916	60,375	28,355	145,046	83,742	9.80
Auxiliary Colporteurs	456	20.44	9,540	6,464	2,417	18,421	8,966	19.68
Sharpshooters	78	10.00	1,405	1,057	397	2,859	1,137	14.60
Total	9,091	9.36	67,861	67,896	31,169	166,326	93,845	9.53
Regular Colporteurs	997	37.86	47,948	29,682	7,114	84,744	34,356	37.86
Grand Total	10,088		115,809	97,578	38,283	251,070	128,201	

# 44,571 "LIFE" THE THRILL IN IBSA WEEK

Army of 10,088 Sell 19,129 More Books than in May

You're One of These,  
Aren't You?

Was the past IBSA Week better than the one in May? That's the question that has been in the minds of all those interested in the Kingdom work. Now for the figures.

In the first place, the distribution of 3,500,000 circulars preceded the great chain broadcast over 97 radio stations, and millions listened to the heart-cheering lecture and rejoiced. Then 10,088 messengers of the Lord responded to the call to action and joyfully went forth with the good news, selling an average of 12,868 bound books a day for each of the nine days. This represents an increase of 1,540 workers over the number responding during May. These were thrilled with the new book, *Life*, and with the privilege of offering it to the people. Consequently the people could not but be impressed with their spirit and their message. The totals show that almost 35 percent of all the purchasers bought a copy of *Life*. The workers sold almost 5,000 copies daily of this new book, or a grand total of 44,571 copies for the entire drive.

Now here is an interesting fact. The number of 10c and 5c booklets which were sold decreased from 121,671 and 44,155 during May IBSA Week to 97,578 and 38,283, respectively, during the August drive. This made a decrease in the total literature distributed, which was 251,670, as compared with 262,548 in May. However, the real witness given during the last IBSA Week was far greater; for literature was left in 128,201 homes, as compared with 119,353 during May, or an increase of 8,848. The total number of cloth-bound books sold during the August drive was also far greater than during May, totaling 115,809, as compared with 96,680. Surely the results are gratifying, in that they indicate the real effort which the consecrated have put forth in singing the praises of Jehovah. The average number of hours spent in the work was slightly less for class workers, due to the large increase in the number who participated, but the auxiliary and regular colporteurs took advantage of the added day and increased their time in the field. Wasn't it a happy time?

## A Helpful Suggestion

It will be noted that since August 25 all WATCHTOWER chain programs are announced as sponsored by The Watch Tower, instead of by the International Bible Students Association. This emphasis of The Watch Tower during each week's program will serve the double purpose of enabling radio listeners to identify the broadcast when they tune in, and consequently to identify in the mind of the householder called upon by a worker that the books offered are more of the same message. Therefore, always mention The Watch Tower when calling upon the people.

## Inventory

The service directors will please see that their inventory is properly made out and forwarded to this office as soon as possible after October 1.

## Important to Class Colporteurs

Change Takes Place Oct. 1

Another important change takes place, beginning October 1. From now on there will no longer be a branch known as the class colporteur service. There will be only the pioneer and auxiliary branches.

Those class colporteurs who are putting in twenty-five hours or more a week will be classified as pioneer colporteurs and be given pioneer rates. Those who work less than twenty-five hours a week will be classed as auxiliary colporteurs. Their system of reporting weekly to the Society only will continue.

If there are others who are able to give their full time to the colporteur work, but who, due to some peculiar circumstances, are unable to leave their homes which are in class territory, by making special arrangements with the colporteur department they will be granted the pioneer rates.

It is essential that these arrangements be made in this manner in order to assure the class workers of sufficient territory to keep all busy.

## Weekly Reports for 1930

In reviewing the matter of the submitting of weekly reports by directors during 1929, we find that as the year progressed the service directors became more and more appreciative of the need of submitting prompt, regular and accurate weekly reports. At the end of 1929 it is noted that there is but a small minority who have yet to understand and appreciate the need of submitting reports each week, whether or not any sales have been made. For 1930 we have set for ourselves a goal of 100 percent; so this minority will necessarily have to be overcome. It can, and by the Lord's grace, we hope to see it done in 1930.

We wish to strongly emphasize to the directors of 1930 that your co-operation is both requested and needed in order that we may be able to reach the goal mapped out. It's a simple matter, requiring very little time and work, to make out and submit to us each week a report of the activities of your class. The thing resolves itself into a question of HOW much interest a director takes in his work. We find that the directors of the large classes, who have the most reports to gather in from the workers each week, submit weekly reports; it's the directors of the small classes who fail to submit a report regularly. So it's not a matter of amount of work involved, but is just a question of HOW much interest a director has in his work. Let each 1930 director take a personal interest in his work during the year, and, if this is done, we are most certain to reach our 100-percent goal. Let's go to it!

This applies also to the regular and auxiliary colporteurs. Let each colporteur take this to heart and really consider this as a kingdom interest.

## Canvassers' Slips

These Have Been a Big Help  
to Many

Many of the friends have found it helpful to use the question slips that the Society publishes. We now have a new one, with questions on the six books, which, we believe, the friends will find helpful in selling the six-book combination. We are now offering these question slips to the classes at \$1.00 a thousand, instead of the previous price of \$1.50. Due to the fact that the friends have been using so many of these during the past year, we can print them in larger quantities, and therefore at lower cost.

The radio slips have also been reduced to \$1.00 a thousand.

(Where extra printing is to be done on these slips, or a different layout is desired, the usual price of \$2.00 a thousand will apply, or \$1.50 a thousand if ordered in lots of five thousand or more.)

We trust that the friends will take advantage of using the question slips and radio slips in their Kingdom work.

## DO YOU HAVE A DIRECTOR?

There are still a number of classes who have not sent in their recommendation for the 1930 service director. If we do not receive these recommendations, or some advice from the class explaining why they are held up, we can only assume that it is the wish of the class to be discontinued as a service organization and remove them from our files.

## Pioneers to Receive One Copy of Watch Tower from Now On

It has been the custom to send all full-time colporteurs two copies of each issue of *The Watch Tower*; but, from now on, only one copy will be mailed. If a sample copy of any issue is desired, they should make a special request for it. Sample copies of *The Golden Age* will be mailed to pioneers the same as usual.

## Meaning of Symbol "jr"

Some question has arisen in the minds of some of the colporteurs and service directors as to the meaning of the symbol "jr", which has appeared on the monthly statements of their book accounts. It stands for the set of all of Brother Rutherford's books. Prior to the publication of *Life* it represented the set of five, but now it represents the set of six. When combinations of less than the six volumes are ordered each book will be recorded separately.

books, 6,464 10c booklets, and 2,417 5c booklets. As with the regular colporteurs, the total of literature distributed was less than that during May, but the total of bound books was more.

Surely it was a joyful occasion! The new book did put LIFE into the campaign.

## Colporteurs Show Big Results

Time an Interesting Factor  
Auxiliaries Averaged 20.44  
Hours During IBSA Week

47,948 cloth-bound books sold in nine days! That's what 997 pioneer colporteurs reported for the August IBSA Week, which surpasses their total for the May drive by 6,477. During the nine-day period the colporteurs who reported averaged about the same number of hours each day in the actual canvassing; but instead of working eight days, they kept up a steady pace for the entire nine. Therefore the total number of hours for each colporteur averaged 37.36, instead of 32.81. For some reason or other, the number of reports for the August drive fell off to 997, as compared with the 1,040 during May. With 1,218 entered on the active list, we are wondering what happened to the other 221.

The average number of books sold per colporteur during this period was 48.09, as compared with 39.88 during May. Why was this? Can you guess? Yes, it was because of *Life*. Never before has a new book been taken up by the colporteurs as has this one. It shows how desirous they are to follow the Lord's leadings and to carry on the work in his appointed way. During the drive 13,302 copies of *Life*, or an equivalent of almost 28 percent of the total number of volumes, were placed by the pioneers. Enthusiasm for this book has been running high, but it is hoped that the decline in the number of sales of 5- and 6-book combinations which occurred during the drive will be changed to an increase. Many of the colporteurs are writing to us that they are finding it just as easy to sell the entire set of six books as it was to sell the five. We would encourage all to continue to work with the entire set of six, for we really believe that it will not only leave a wider witness for the truth but will also help you to continue in the pioneer work.

The sale of the 10c and 5c booklets dropped from 34,059 and 10,150 during May to 29,682 and 7,114, respectively, during August, but, surprising as it may seem, the total number of purchasers rose from 32,770 to 34,356. This shows conclusively that if one stresses a single book in preference to a combination of booklets, he will sell books. When he talks a larger combination, he sells them. Because of the decrease in the number of 10c and 5c booklets which were sold, the grand total number of pieces of literature placed was less than in May, being 84,744, as compared with 85,680. The witness given, however, was much greater and more effective, on account of the larger number of purchasers and the increased number of bound books placed, and also the greater number of hours given to the proclamation of the message, which totaled 37,756, as compared with 34,127.

The work done by the auxiliary colporteurs was also very gratifying, in that 456 averaged 20.44 hours in the actual canvassing during the nine days, placing a total of 9,540 (Continued on this page, column 3)