

# WATCH TOWER BULLETIN

January 1, 1931

## JAN. 31 TO FEB. 8 MIDWINTER WEEK

### A Stinging Week for the Locusts

#### \$1.00 Combinations to Be Stressed

#### Be Sure to Report Testimonies

It won't be long now until January 31, when the big Midwinter Week begins. Nine days later, on February 8, it will come to a close, in what we anticipate will have been the most joyful time ever had in the heart of winter. Get out your heaviest clothing, so that if the weather is blustering and cold you can bundle up well. Be ready for rainy weather, too; for one can never tell just what kind of weather we'll have at that time. Like Israel of old, who partook of the passover feast with staff in hand, so now the anointed of the Lord will stand ready for action at the appointed time.

The Lord pictures the activities of his remnant class upon the earth as 'locusts like unto horses' (for warfare on the Lord's side against the enemy), with 'faces of men' (reflecting God's image, benevolent, loving and kind, and with 'crowns upon their heads' showing that they are clothed with divine authority to do Kingdom work). With 'teeth as of lions' (so as to eat the strong meat provided for them by the Lord) and 'breastplates as of iron' (showing that they are "strong in the Lord and in the power of his might" because of their faith and their love), they go into action, making a sounding noise like "the sound of chariots of many horses running to battle", which frightens the enemy. The Lord has revealed these things to his people through *Light* for their encouragement, that they might better realize the importance of doing that which he has now given them to do, and the importance of doing it quickly. In the circulation of the various testimonies, without realizing the full import of their significance, the anointed went forth joyfully doing with their might what their hands found to do. Now the Lord shows us how important the work really was. Not that the importance was in ourselves, but that it was because he showed in his Word that a class devoted to him would be doing these very things. Realizing this, should it not spur the remnant on to an even more determined activity during 1931 than ever before? Should we not therefore confidently expect that, even though in the heart of winter, this Midwinter Week will result in a testimony being left in thousands of homes? The locusts are said to have had 'a king over them, who is the angel of the

bottomless pit'. This is none else than Christ Jesus, to whom has been given the key of the bottomless pit. (Rev. 20:1) Under the leadership of such a king victory is assured no matter how powerful the foe might be. "If God be for us, who can be against us?"

It may be cold, or there may be rain, snow and mud with which to contend, or the people may complain of hard times. Nevertheless the witness must be given; and it will be given by those who love the Lord with all their heart, mind, soul and strength. Plan now to keep as warm and dry as possible, to avoid sickness, by having some territory outlined in which to work if the weather is bad. Colporteurs, pioneers and auxiliaries, class workers and sharpshooters, are you ready to go out again, like the locusts in Revelation 9, with the Kingdom message, which stings as the sting of the scorpion those who oppose God and his kingdom? But, while stinging these, it brings peace and happiness of heart and mind to those who come and take of the waters of life freely. Midwinter Week approaches. The dates are January 31 to February 8.

Remember, the big attack is to be with three books for \$1.00 or *Light* (1 and 2) with four booklets. Presenting the entire set of 9 and offering each party his selection will be a real incentive to them to take a \$1.00 combination and learn of some of the good things which the Lord has granted. If the \$1.00 combination is not desired, then drop to the four booklets for 25¢. Be sure to keep a record of the number of testimonies given, besides the other regular information called for on the weekly report.

The report for the week should begin with Saturday, January 31, and include the work for the entire 9 days. This will mean that the report for the previous week will end with Friday, January 30. Colporteurs and class directors, please take note.

There's a swarm of locusts here at Bethel who are looking forward to Midwinter Week, too. They'll be right with you in the field, because the factory will be closed for three days, February 6, 7 and 8, for this purpose. Many of them will be assigned to visit the various classes in this vicinity who request such appointments.

OCTOBER and NOVEMBER WITNESS			
	Books	Booklets	Total
Class and SS	167,468	414,275	581,743
Pioneers	190,389	341,578	531,967
Auxiliaries	42,354	95,922	138,276
<b>Total</b>	<b>400,211</b>	<b>851,775</b>	<b>1,251,986</b>
<b>Total for 1929</b>	<b>401,662</b>	<b>305,639</b>	<b>707,301</b>
<b>Estimated Testimonies</b>			<b>1,997,362</b>

### Always Offer Clothbound Books

#### 3 for \$1.00 Is an Astounding Offer

#### People Should

#### "Seek First the Kingdom"

Commencing January 1, the new prices on the books to the public go into effect. Any of the first 7 books may be placed at 3 for \$1.00. The tendency on the part of the friends in many sections is to refrain from offering the bound books to the people because of the hard times. This is the wrong attitude. It indicates that the impression in the mind of the brother or sister who is canvassing is that the message of the kingdom of God is secondary to food, clothing, pleasure and other things for which the people spend their money. The statement of the Lord is true, and applies to every intelligent creature: "Seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you." The few groceries or the small amount of wearing apparel that people might purchase with the dollar that they could spend for the Kingdom message is not to be compared with the comfort, hope and peace of mind that they can obtain from a knowledge of the Lord and his kingdom. Every one of the Lord's anointed who is not so thoroughly convinced of this point as to go forward and present the issue to the people from that angle alone is living away below his privilege now. Therefore, commencing with January 1, the general offer of 3 books for \$1.00 should be stressed by every worker who goes into the field. That does not mean, of course, that the 9 books for \$2.90 or the 6 for \$1.95 are not to be

offered to the people. These should be offered in all rural territory and in territory where the people are not hard hit by the present business depression. However, in territory where conditions are not good, where you know the people are hard up, the 3 books for \$1.00 should be canvassed for enthusiastically. The majority of the people have that amount of money, and there is not a better way under the sun that they could spend it than in obtaining a knowledge of the Lord. Today, in every large city throughout the country the great department stores are open and doing a tremendous business in Christmas shopping. Much of the goods that are sold is of an inferior nature and is of very little benefit to the people, but they spend their money for that sort of thing. This is proof that the people can and will buy if the matter is presented to them properly and enthusiastically. If the people had money to spend on Christmas shopping they have money to spend on that which will bring them real happiness, joy and peace.

In view of these evident conditions on every hand, why should any of the Lord's people hesitate to take the few cents necessary to publish and distribute the Kingdom message in return for the knowledge the people receive from it? Then make 1931 a bound-book campaign year. We have so many splendid offers: Any of the first 7 books, 3 for \$1.00; *Light* (Books One and Two) and 4 booklets for \$1.00; and, of course, where bound-book placements cannot possibly be made, the booklets, 4 for 25¢ or 9 for 50¢, should be stressed.

## Bethel Speakers to Serve Midwinter Week

#### Factory and Home Closed February 6, 7 and 8

As has been the custom of the Society during the special drive periods of the year, the factory at 117 Adams Street, and the Bethel home, will be closed so that the entire family may engage in the field service work during these three days.

Those classes desiring service leaders for these three days should write the Society, Service Department, and we shall be glad to furnish these within a radius of five hundred miles of New York city. They will lead the brethren in the service and will be prepared to speak on service during the evenings.

The director should arrange all canvassing parties and lay out the territories for these three days, as the brethren that serve from Bethel do not do regional service work.

Some few classes in the past have waited for the service leader from Bethel to make arrangements for territory. This should not be done, but all arrangements for service work throughout the entire week should be made to the last detail, and the brethren serving from Bethel will be glad to cooperate in carrying out those arrangements. Write soon if you desire a service leader.

#### Service Director

With your January *Bulletin* we mailed a sample of the new radio slip, workers' weekly report slip, and a copy of the new price list effective January 1. These lists are for the service director, the service treasurer, and the stockkeeper.

(Continued from page 2, column 3) calendar as yet, do so soon, so that you will have it throughout the year 1931. Single copies, 30c; in lots of 50 to one address, 25c each.

# Systematic Service in Field Work

## Work to Be Done Speedily

Thursday, Saturday and Sunday Excellent Canvassing Days

The greatest of all service is the Kingdom service; but in order to have this effective it must be done in a systematic manner. Indifferent and haphazard methods cannot be pleasing to the Lord; they are not for the best spiritual welfare of the Christian, and are not effective in giving the witness. Therefore it becomes a matter of vital importance to every one of the Lord's anointed to check up carefully and ascertain if he is really doing the service he is doing in a manner that is pleasing to Jehovah.

There can be no doubt in the mind of any of the anointed regarding which is the best day for the witness work. It has been amply demonstrated that Sunday is THE day. But Sunday is not the only day; though some of the friends seem to have that idea. They go out in the service Sunday morning, and then forget all about service during the remainder of the week. The fact that Sunday is the best day in the week for canvassing should be taken advantage of by all the Lord's people who can possibly do so. This does not mean, however, that they should become inactive during the remainder of the week. Before Sunday canvassing was generally practiced, most of the work used to be done on Saturday afternoon. Saturday afternoon is still a good canvassing time; the men are at home, as well as the women of the house; therefore the percentage of witnessing will possibly be greater on Saturday afternoon than on any other week day. A great number of the friends are free from secular employment at that time and can easily devote two or three hours to the service and still have sufficient time for such other business as they may find it necessary to do on that day. Therefore, next to Sunday canvassing, we recommend that Saturday afternoon be set aside for the witness work by every one of the Lord's people who can possibly do so.

In addition to this, every class should have midweek canvassing parties. The logical time for midweek canvassing parties is Thursday. As a general thing the friends assemble on Wednesday evening; then the director has the opportunity to discuss the service arrangement with them. They can obtain literature and territory at that time and can make appointments to meet one another in groups or in pairs for the next day's activities. It is difficult, in many cases, for the friends to plan three or four days in advance, not knowing what is likely to turn up during the intervening period; but when the canvassing party is arranged for the very next day after their meeting, the chances of anything's interfering with the appointment would be very limited indeed. Therefore we recommend Thursday as the day for a midweek canvassing drive. There are many who can participate in these drives who cannot go out on Saturday or Sunday; but if one can go out on the three days, so much better the witness to the name of Jehovah and the establishment of his kingdom. Usually on Thursday those of the friends who are employed in domestic service are given

a part or all of the day off. The Thursday drive, then, would be ideal for friends who are thus situated. Housewives can probably arrange to devote Thursday afternoon to the service better than any other week day, due to the fact that the early part of the week is devoted to washing, ironing and housecleaning. Wednesday is the midweek day for general shopping and resting up, and Thursday is the time when they are fresh again to take hold of the service. Therefore, with the beginning of January, every service committee should arrange to plan and make provision for a drive every Thursday (morning, afternoon or evening, according to the convenience of the friends), every Saturday afternoon, and every Sunday. Different captains should be appointed to have charge of these drives when the director himself cannot get away. Literature should be available, and territory marked out and definitely assigned, and all incidental preparations necessary for effective witness work should be carefully planned and executed, in advance.

This does not mean, however, that friends who can get away into the service Monday, Tuesday, Wednesday or Friday should not do so. All the anointed should take advantage of every possible opportunity to witness to the name of the Lord now. The Lord has been pleased to reveal to his people (through *Light*, Books One and Two) the Kingdom requirements and that this work must be done speedily. If there was any possible excuse for laxity or tardiness in the service prior to 1930, it has been entirely removed by the vision the Lord has given us through these two books. It will not any longer do to be satisfied with setting aside for the Lord's service our odd times now and then, when we can't find anything else to do. The time is come when everything else that can possibly be sidetracked must be sidetracked, so that the Kingdom service will predominate; and this must be done in an orderly, systematic manner.

### Testimonies

The new arrangement for testimonies has naturally brought up a number of questions. Some of the friends seem to think that because one would have to get as far as saying something about the Kingdom before it could be called a testimony they should devote ten or fifteen minutes or half an hour in talking to the people about the Kingdom, and that this constitutes a testimony. While it is true that this does constitute a testimony, it is not the most effective testimony. The most effective testimony is in the literature, and each one should be able to ascertain after five or six minutes whether there is any prospect of placing the literature with the people. If there is not any prospect of so doing, the worker should go on to the next party and canvass them. The people cannot remember more than a few hours what you tell them about the Kingdom, while in all probability if you went on canvassing you would be able to reach somebody who would take literature and have it in its permanent form but whom you did not reach because you took a lot of time canvassing a party who was not inter-

ested enough to take the printed message. Even if they don't take the message today, the Lord's witness will be back in six months or less and give them another chance to hear.

According to evidence communicated to this office, the sons of Satan are being stirred up to attempt to throttle broadcasting of the good news of the kingdom of Jehovah by means of the electrical transcription programs recently inaugurated throughout the United States.

It is requested that every one concerned in the presentation of this program be advised, in this connection, that full and uninterrupted service, according to contract, is expected of each radio station that has been engaged. Any attempt to interfere with or interrupt the service, maliciously or otherwise, please report promptly to this office, giving all particulars.

All letters received by the radio stations in response to the Watchtower program should be turned over by the radio station to the service director taking care of the programs in that city. These letters should be read carefully, and all coming from people residing in the territory of the class and who can be reached conveniently by some member of the class, should be answered by a personal call. Responses that come in from people too far away to call upon, or mail that cannot be answered by yourself, should be sent to this office immediately, and we will take care of it here.

This arrangement will give the friends in your territory opportunity to be coworkers in this radio work by giving immediate attention to the response to Brother Rutherford's lectures. We feel sure that the friends will find this a real blessing.

When you mail to us the letters which cannot be answered by personal calls please insert a slip stating the number of letters you are answering by personal calls, so that we shall have in this office a complete record of the station response. You need not send us the letters you answer by personal call, unless they contain some other matters which must be taken care of by this office.

Instructions for the reshipping of records were mailed to all those handling the radio programs. If you have not received these instructions from this office, please notify us immediately, so that we may send them to you again.

### Do You Have Your Service Calendar?

The calendar published by the Society this year is very attractive and every service worker should have one of these calendars in the home. One of the unique things about this year's calendar is that underneath the picture is a letter addressed to the Lord's anointed and in this letter is outlined the general plan of the service for the entire year. Surely every one of the remnant is interested in this service plan giving the dates of the special campaign weeks. Also, there is something about a special surprise week. Of course you will wonder what this is; but you will find out in due time.

If you have not ordered your (Continued on page 1, column 4)

## Radio Service Its Good Work, and Some Instructions

The radio work has been a real stimulus to the friends in their canvassing from door to door. Many reports have come to the office telling us that persons have listened in and, because of hearing the lectures given by Brother Rutherford, were very ready to take the books offered to them, which go into detail in regard to the purposes of Jehovah.

For the convenience of the friends who are out in the field during the time this electrical transcription is on the air we list below the dates and the subjects upon which Brother Rutherford will speak for each Sunday, so that you can incorporate it in your canvass for that Sunday. For example, in Zone 1, on January 4 Brother Rutherford will be speaking on "Jesus". You can, on that day and during the following week, bring into your canvass remarks about the Redeemer and show the people that *Reconciliation* deals at length with this subject. And then on the 11th and during the week following you can bring in the subject of "The Church", as that will be Brother Rutherford's subject on the 11th. Whatever lecture is on in your territory, mention of it should be made in your canvassing work, so that the radio and the field service will be closely associated.

In putting on these electrical transcriptions it should be remembered that all stations broadcasting in Eastern and in Pacific time (Zone 1) are running the same lecture, and those in Central and in Mountain time (Zone 2) are running a different lecture. A list of the lectures and the dates on which they will be given in the different zones is shown here for your convenience.

#### ZONE 1

##### EASTERN AND PACIFIC

Jan. 4 Jesus  
" 11 The Church  
" 18 The Kingdom  
" 25 The End of the World  
Feb. 1 Armageddon  
" 8 Reconstruction

#### ZONE 2

##### CENTRAL AND MOUNTAIN

Jan. 4 Heaven  
" 11 Rich Man in Hell  
" 18 Thief in Heaven  
" 25 Where Are the Dead?  
Feb. 1 Resurrection  
" 8 The Trinity Unveiled

Keep this list for reference in your canvassing work. You will find it to be a help.

### Instructions

In each city where there is a radio station broadcasting these lectures two listeners-in have been appointed. In every case these listeners-in should be those who are physically incapacitated to go out in the field service on Sundays. One or two classes have assigned three or four listeners-in. This is unnecessary, and should not be done, because it keeps the friends out of the field service. All should make it their business to preach the message from door to door on Sundays. Those who find it impossible to engage in this branch of the service because of some physical disability should be the ones appointed to listen in. We wish that in every city the director taking care of these electrical transcription programs would see that these arrangements are made and such persons appointed for listening in. These, then, will make the weekly report on the program, as outlined in the letter sent by the Society several weeks ago.