

J BULLETIN FOR Jehovah's Witnesses

TRANSCRIPTION ATTENDANCE TO DATE, 2,491,523

SEPTEMBER, 1935

HOURS TO DATE, 3,502,219

World-Wide Praise Period--Oct. 5-13

Sound Machines Will Reproduce Exactly What Brother Rutherford Said June 2

Keep Your Sound Machines in Time and Tune

The brethren who travel from place to place have reported that many of the phonographs, portable transcription machines and sound car equipments do not give the exact reproduction of the speaker's voice, neither of the music.

It is necessary for each one operating any of the above-mentioned machines to see that they are in exact time, that is, either 33 1/3 or 78 revolutions per minute. You should count the revolutions when the record is playing and the needle is in the groove. It is at this time when transcription machines should run 33 1/3 r.p.m. and the phonographs at 78 r.p.m. Do not count the speed of the motor when it is running idle without the needle's resting on it. Please give this your careful attention, as the reproduction of the speech should be as pleasing to the hearers as possible. To run it at the correct speed means good, clear, pleasant reproduction.

September 29 Witness Radio and Sound Equipment

There is being arranged an extensive broadcast of the "Government" lecture which Brother Rutherford delivered at Washington on June 2. This broadcast will include more than 100 radio stations throughout the United States. On this same day, September 29, every sound equipment should use the transcription records on "Government" and put on as many meetings as possible. This is one week before the World-Wide Praise Period, during which time all the nations of the earth will be distributing the new booklet *Government-Hiding the Truth: Why?*

The "Government" lectures are being shipped to transcription machine users as fast as they are made. As soon as they are received, either in August or in September, put them in use, but on September 29 put forth an extraordinary effort to use them as many times as possible. What a glorious shout will be going out to the honor of Jehovah's name throughout all the world!

Radio announcements will be assigned to all the companies in the United States in ample time for distribution before the 29th of September. Be on the lookout for these, to distribute in your regular door-to-door work.

More than 2 1/2 Million Our Aim! "Government" to Be Distributed to All Nations

Again we are favored, by the Lord's grace, to look forward to another period, during which time the new booklet *Government-Hiding the Truth: Why?* with two other recent booklets (colored-cover) will be offered to the people on a contribution of 10c. This makes a distribution of literature similar to that of April, only using newer publications. The witness should equal that of April, if not exceeding by many thousands, because of the many newly interested. Since Jehovah has brought to the attention of the remnant the information about the great multitude Jehovah's witnesses have pressed on with greater zeal, which is manifest in the hours spent in the field and the literature placed. More associates are now zealously getting into the chariot and proclaiming the message of truth.

Detailed preparation should now be made throughout the world, each unit taking care of its responsibility and doing its share of this great work. The translation of the booklet *Government-Hiding the Truth: Why?* is in progress in all parts of the earth, and it is hoped that by October 5 many of the booklets of the 49 translations started will have been finished and ready for distribution. Not only will this most important message "Government" be in printed form, but the lecture as it was given at Washington by Brother Rutherford is reproduced on transcription records, and these will be furnished to each one throughout the entire world who has a transcription machine. A special witness with this lecture "Government" is being arranged for, on September 29, as set out elsewhere in the *Bulletin*.

It is well for each director, pioneer, sharpshooter and auxiliary to plan now for the October 5 world-wide praise reunion in this respect. Have in mind that the territory you will use should be thickly populated territory, such as large towns and cities. Between now and then cover the small towns and villages and your equals. Fill out the order blank that is enclosed with this *Bulletin* and have it in the Brooklyn office by the week of September 2. Keep in mind how well the three-booklet combination on a contribution of 10c went out during the April period, and order plenty of booklets.

Make arrangements now to engage the Jonathan brethren ready to engage in the service with you at that time. Arrange meetings so that they can study between now and then the truths of the Kingdom which naturally will set out to them the importance of witnessing. You will recall from a recent *Bulletin* that there was a large increase in the number of publishers: nearly 5,000 (Continued on page 2, column 1)

Words are inadequate to express our appreciation of Jehovah's blessing upon his people. The results of nine months witnessing during 1935 speak for them selves.

	1935	1934	Increase
	(9 mos.)	(9 mos.)	over
			1934
Books	1,096,835	956,507	140,328
Booklets	10,527,637	6,073,968	4,453,669
	11,524,472	7,030,475	4,593,997
Av. Pub's	20,320	18,349	2,577
Hours	3,802,211	3,514,371	187,840
Obtainers	6,980,027	5,206,130	1,773,897
Av. S'd M's	2,004	384	1,620
Meetings	179,172	28,041	151,131
Attendee	2,491,523	877,820	1,613,703

Sound Equipment Are You Using Yours Effectively?

Nearly 2 1/2 Million Persons
Heard in Nine Months

Where, When, How to Use It

It is so evident that the Lord has brought forth this agency that it might be used by his witnesses to the glory of his name at this time that it hardly requires mentioning in the *Bulletin*. The fact that the Lord has done this, however, places a direct responsibility upon his people. They must see to it that all of the sound equipment he places in their hands is used, and used continuously, to publish the Kingdom truth now revealed. An analysis of the activity of this branch of the service for the first nine months of this year, compared with last, is interesting and helpful.

There are now more than 2,000 sound machines (which include sound cars, portable transcription machines and phonographs) in use in the United States and countries reporting direct to the Brooklyn office. This is an increase of 1,620 over the first nine months of last year. There were 179,172 meetings held this year, which is an increase of 151,131 over a similar period last year, and the Kingdom message was presented to 2,491,523 people as a result of those meetings. This also was an increase of 1,600,000 people.

At first glance this seems astounding, and the increase in the witness work is very gratifying, and, indeed,

it is something for which to be very grateful to Jehovah. But let us look a little closer, and what do we find? We find that there were 179,172 meetings held, using 2,004 machines in 29 weeks. That represents a shade less than 90 meetings for each machine, or 2.3 meetings a week for each machine. That is not so good is it? particularly when we consider that a great majority of the machines used were phonographs, which should be used that many times a day.

Now let us view the subject from another angle, and ask, Are that many meetings adequately covering the territory and giving the necessary witness in the field that the Lord has placed in our charge? The answer must be, decidedly, No. In the United States alone there are approximately 130 million people. In nine months we witnessed to 2,491,523 of these 130 million, or about two percent of them.

How may a more desirable condition be brought about? There are three fundamental requirements:

1. Increase the number of sound machines: sound cars, portable transcription machines and phonographs.
2. Increase the number of times each machine is used.
3. Increase the effectiveness with which the machines are used.

The first point—Increase the number of machines. This should be (Continued on page 2, column 2)

Three Bound Books and Booklet Offer Appreciated

400,000 Books Our Quota for Two Months

Fiscal Year Closes with This Campaign

During The Unselfish One's Fruit-Bearers' Period, which has just ended, the witness with the special offer of three bound books (and including the booklet *Government-Hiding the Truth: What?*) as a contribution of 50c has gotten off to a splendid start. The early news from the field indicates that this unusual offer not only is being pushed enthusiastically by the publishers, but is appreciated by the people to whom they give the testimony, and indications are that the placement of bound books during August and September will reach our quota of 400,000, and so exceed the corresponding bound-book campaign during last December and January.

Placement of 400,000 bound books during two months is a tremendous output of literature, but this should really be expected, in view of the progress of the Kingdom and the increased activities on the part of those who have taken their stand on the side of Jehovah. When this quota of literature is divided up among the more than 25,000 publishers (in this land alone in the month of April 25,473 publishers participated), the quota for each individual is not large.

Company publishers: 15 hours per month; 4 combinations (12 bound books) per month.
Auxiliaries: 50 hours per month; 15 combinations (50 bound books) per month.

Pioneers: 110 hours per month; 50 combinations (50 bound books) per month.

It will be noted that this quota is based upon the very minimum number of hours established for the various branches of the field service; and as this time is exceeded, placements of literature should correspondingly increase. The average is less than one book per hour of house-to-house witnessing, and is certainly a conservative quota.

All companies have a large storage stock, and each company should

(Continued from page 1, column 3) over last year's spring period. We hope that this increase will continue as the Kingdom work progresses. Just think of it! 45,923 publishers engaged in the field work in April! Will it be better in October? These publishers placed to the glory of God's name 2,572,023 pieces of literature.

There is a big work ahead of Jehovah's witnesses and their associates, and our God has been gracious to his people in extending to them such wonderful privileges of serving him. We have plenty of literature; the world is the field; the sound equipment has been placed in our hands; the time has come to sound forth with one voice the Government message.

The thing for each individual to arrange is time in the field. If each company publisher makes it his responsibility to put in 12 hours during the nine days, the auxiliaries 20 hours, the pioneers 40 hours, it will be an easy matter to exceed by many thousands the work accomplished during the April period. The more people you meet, the more literature will be placed and the more people will be informed of the Kingdom, and those of good will have an opportunity of taking their stand on the side of Jehovah.

make every effort to dispose of this storage of six books mentioned for this campaign. If pioneers and auxiliaries run short of bound books during these two months, they may borrow from the company and then replace them with such literature as is desired, by ordering direct from the Society.

All the publishers throughout the field are to continue to push this special offer during the remainder of August and all of September, placing any three of the bound books *The Harp, Deliverance, Reconciliation, Life, Light 1, Light 2*, on a contribution of 50c, and with each of these combinations the booklet *Government-Hiding the Truth: What?* is to be included. When for some reason or other this combination is not placed, continue to make the special offer of *Government-Hiding the Truth: What?* together with two other booklets (colored-cover) on a contribution of 10c, and leave the self-covered *Government* booklet at every opportunity even though other literature is not taken, upon any contribution that may be made, or without contribution if genuine interest is manifested.

These two months of August and September end the fiscal year. With this special campaign Jehovah's Kingdom publishers, busily engaged in Government service, are privileged to end another twelve months of testimony to the honor of Jehovah's name, and in the "Government" lecture they have in their hands the most important message of all times. These Kingdom publishers include the remnant, but are not confined to only those of the anointed. Those of the great multitude, the *Jehovah's* class, must join in this proclamation of the truth, as stated in the August 1 *Watchtower*: "The people of good will on the earth today who hear the truth do not remain mum, but vigorously join Jehovah's witnesses, the remnant, in carrying out the Kingdom message."

In making your report for August, include the activities during *The Unselfish One's Fruit-Bearers'*

(Continued from page 1, column 4) done. Every company and large sharpshooter arrangement holding an assignment of territory comprising one or more counties should have a sound car, or at least a transcription machine, in addition to a number of phonographs. The number of sound cars or transcription machines should be increased in proportion to the size of the territory. Every car used in the service should be equipped with at least one phonograph, so that it will be available to the publishers in that car. Every service director, service committee and sharpshooter arrangement, in fact, all the brethren, should seriously consider increasing their Kingdom sound equipment, that they may come somewhere near adequately covering the territory that is assigned to them.

Second point—Increase the number of times each machine is used. The Lord is the one who has brought this equipment to the fore at this time, undoubtedly for the glory of his name. For any creature or group of creatures to have such equipment and not use it regularly would indicate a condition akin to indifference and negligence on their part for which the Lord will hold them accountable. Under the next heading we are going to advance a number

Period, August 3-11, in the report for the month, and also make the special period report on the same card. The report for September must be sent in to the office as promptly as possible, so that the figures can be tabulated for the year's report; and it will be necessary for every pioneer, auxiliary, sharpshooter and service director to mail in the September report immediately at the close of the month, so that these figures will be available. On the reports for August and September, as previously mentioned in the *Bulletin*, not only indicate the total number of bound books placed (including those placed singly and in combination), but also show on the card the number of three-book combinations placed on a contribution of 50c, so that proper credit can be granted on the accounts.

By Jehovah's grace, let the brethren make this the most vigorous campaign ever waged to the honor of Jehovah's name, so that the great multitude will have opportunity to gain knowledge and strength and stand on the Lord's side.

of suggestions for the effective use of the sound equipment which all should consider and apply in their respective territory.

Third—the effective use of sound equipment. The sound car: This is the most powerful and far-reaching of the sound equipment family and should be used to reach the largest audiences in your territory. During the summertime particularly, the people of every community, for various reasons, assemble at different places, as beaches, parks, picnic grounds, sports, camp meetings, etc. These people can be reached with the Kingdom message if proper plans are made to take advantage of the opportunity. Many of these assemblies are advertised through the local newspapers and other agencies in the community. These should be regularly checked up to ascertain where these meetings are held, and plans made to cover all the assemblies. Those held in public places, such as parks, may be reached by obtaining permission from the park commissioner to operate a sound machine in the park. He can be told that you are presenting a good musical program and also some very timely subjects of vital importance to the people at this time. If the officials are favorable to the Kingdom message they may be told the nature of the work; but if not, the less information you give them, the better. Remember, the wise man said, "A fool uttereth all his mind; but a wise man keepeth it in till afterwards." (Prov. 29:11) For ball parks and other sport events the management is usually glad to get some diversion or entertainment for the assembling crowd. If properly approached.

Then there are the town greens, usually in front of the courthouse. In the smaller communities these can be used very effectively. The people are accustomed to assembling there; consequently arrangements should be made to put on regular meetings in these places. In many cases a permit may be necessary for the use of this green. If so, get one.

In this respect we would advise that it is entirely proper for the police power to regulate the use of any instrument that would tend to cause obstruction of traffic on a public street. To ask for permission to use the sound car or other mechanical instrument to reproduce tran-

scription or phonograph records is not asking permission to preach the gospel. For that reason there can be no real objection to asking for and obtaining permission to use a sound car, transcription machine, phonograph or other mechanical instrument in a public street of any town or city or in any other public place. The question of preaching the gospel would not be raised. In every instance it is altogether probable that musical records would be used which could not be properly classed as preaching the gospel. When transcription or phonograph records are used for the purpose of delivering a Biblical lecture such would be used, not on the permit to preach the gospel, but on a permit to use the car or instrument.

When asking for permission, this should be done judiciously. Do not go to the local officials as begging for a favor. You are conferring upon them and the people of the community the greatest honor and blessing it is possible to confer upon them at this time. Some brethren approach the police officials effectively in the following manner:

They go in and introduce themselves, saying that they are in the community with the object of putting on some special programs regarding the Kingdom of Jehovah and would ask the police to co-operate with them by suggesting some places where they can be heard by a reasonable number of the community; and at the same time not unduly interfere with the local traffic. Other brethren go a step further and, after making this request, extend a cordial invitation to the local police fire department and all other city officials to attend this meeting, and in practically every case this is much appreciated and there is a good attendance from these departments at the meeting. In some cases, however, where the clergy control the local officials, it may not be possible to obtain a permit. When a permit cannot be obtained and they actually have an ordinance prohibiting the use of sound equipment in the streets or other public places, then get your equipment on some private property at a strategic point where it can be well heard, and put on your meeting there. Get permission, of course, from the owner of the property, so that he will have no comeback at you for trespassing. If the town is small and a nice hill can be obtained outside the police jurisdiction of the town, hold your meeting there and blanket the entire community.

Much of the effectiveness of the sound car meetings is lost when the witnesses are not working in conjunction with it, placing literature in the hands of the people at the same time.

That this work may be done effectively and the best results obtained, the director should ascertain from the entire company how many brethren are available for this special service each day in the week Monday, Tuesday, Wednesday, etc. and the brethren should respond enthusiastically volunteering for this work. Then he should make a schedule of the available publishers for each day and call upon them on their respective days to go out on work in conjunction with the sound equipment. In this way both branches of the service are being coordinated to work effectively to the glory of Jehovah. Publishers not required for sound equipment work, of course, would go in their own territory on those days.

Companies that do not have a sound car, but have a transcription machine, should use the transcription machine as outlined above for the larger public gatherings.