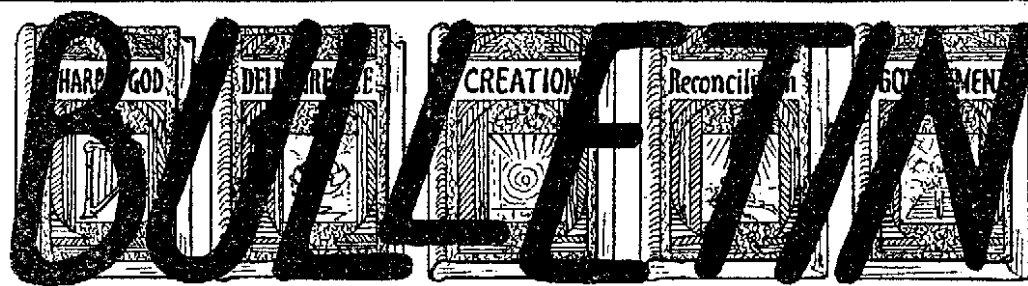


**WATCH TOWER
BIBLE
AND TRACT
SOCIETY**

Classes and Auxiliary
to Date

96,091 Books
93,492 Booklets



**JANUARY
FIRST
NINETEEN
TWENTY-NINE**

Colporteurs
to Date
181,447 Books
119,679 Booklets

THE BIG DRIVE IS ON

Glad to See so Many Class Workers in the Field

BOOKS

We have just completed comparing your October and November sales and are very glad to tell you that the results are most gratifying. Your quota of bound books was 95,000 for the months of October and November. The sales during that period were 96,091, or 1,091 books above the quota. We do not mind admitting now that when this quota was set we were apprehensive that, because of the *Peoples Friend* campaign, you would not be able to make it. But, in order to attain the objective for the year, it was necessary to set this quota. It is therefore doubly gratifying to us, and we know it will be to you also, to find that you not only made your quota but exceeded it by over one thousand books. This is unquestionably the Lord's blessing upon the efforts put forth.

BOOKLETS

The booklet quota did not show up as favorably as that of the bound books. However, this is no cause for discouragement. In fact, we are convinced that by the time the *Peoples Friend* campaign is finished you will more than make up the 11,500 which you were short during October and November. The quota for booklets was 105,000, and the sales for the two months were 93,492. However, it should be kept in mind that we are this amount short of our monthly quota. Therefore we recommend that each class make note of this fact and put forth an extra effort to bring your booklet sales up to the monthly quota in order that you may be assured that by the end of the year the yearly quota will be reached. Of course it is not the intention to make up this shortage on booklets by diverting the campaign from the bound books or five-cent booklet while these campaigns are on, but, rather, that the workers should add one or more booklets to their present combination and thus increase the sale of the booklets to bring it up to the required amount.

Last, but by no means least of our news for you in this *Bulletin*, is that you have more than maintained your quota of workers in the field during the months of October and November. As you know, the quota was an average of 4,000 workers each week. During October the weekly average number of workers was 4,734, and for November it was 4,844. That is what being God's witnesses really means; consistent regularity in the work that the Lord has given us to do. We are convinced that this figure of 4,700 and 4,800 workers can be maintained throughout the year. We believe that each one of you brethren in the field appreciates as we do here

Biggest Eight Weeks Ever Had by Pioneers Surpasses Previous Peak by 26,669

The first returns for the big campaign for October and November are now ready. Regular colporteurs, you placed 181,447 books and 119,679 10¢ booklets. Auxiliary colporteurs, you sold 22,088 books and 18,054 10¢ booklets. Isn't that great for a starter? We think so, and it makes us very happy. But don't get puffed up over it; for in order to make the final quota you'll have to do even better than that.

Having proportioned the work which should be done monthly, we find that the regulars were short 5,553 books and 80,321 booklets, and the auxiliaries were short 4,034 books and 18,054 booklets. That sounds like a lot, doesn't it? To those who have been working hard, as we know some have, it might be a bit discouraging; but it should not be, for we are confident that when the rest who have been a little lax hear of this, they will get busy and report regularly. Of course some have been sick and unable to work, but it helps a lot if you let us know about it by sending in your report just the same. Some have done this right along, and we want you to know that it is appreciated.

Now for a few more figures. The results show that instead of 1,885 colporteurs reporting regularly each week, as were enrolled during November, we heard from an average of only 1,062. And, would you believe it? 502 didn't so much as to send us one report. The regulars who did report averaged only 17.7 hours a week in the actual canvassing; and the auxiliaries, only 7.8 hours a week, instead of the 10 hours agreed upon. So you see there's plenty of room for improvement. If everybody had been on their toes, what would have happened to that two months' quota? You would have passed it so far that you wouldn't know that it existed. But now it means full speed ahead in order to make up for lost time. The greatest work ever is now under way, and it is your privilege to have part in it.

the necessity of giving an effective witness to the glory of the Lord at this time. However, there is one thing that we should like to call to the attention of a number of service directors, and that is the fact that 161 classes in the United States did not report during the months of October and November. If these had reported, undoubtedly the quota figures shown above would have been greatly increased and even more encouraging. We therefore earnestly request all service directors to cooperate with us in maintaining accurate records by reporting regularly, every week.

Second "Peoples Friend" Campaign

Drive Jan. 1-20 Month to End With Canvass for Book Combination

For twenty consecutive days the singers in the Lord's army will shout forth the glad song of praise to Jehovah contained in the booklet, *The Peoples Friend*. The last great shout in November resulted in many of the classes' selling their entire stock of booklets, but we have plenty of ammunition left. If the class stock is low, the service committee should at once order enough to cover all the homes in the class territory.

Remember, the drive for *The Peoples Friend* is to be for twenty days ONLY. Then all start the work with the bound books by re-canvassing the territory just worked for the booklets, as outlined in the *Bulletin* of December 1.

CLASS

We would not want this occasion to pass without commending you on the last *Peoples Friend* drive. There were approximately 1,000,000 copies of this booklet placed in the hands of the people by the classes during the October-November drive. There were on an average 4,844 workers participating in this drive, selling an average of 200 booklets each. Nothing but the spirit of Jehovah actuating the workers could have accomplished so mighty a witness in so short a period of time. In fact, when the report was compiled at the office we felt like the psalmist of old who said, "This is the Lord's doing; it is marvellous in our eyes."

The January drive with this booklet will last five days longer than the drive during October and November. It will undoubtedly result in another million of these booklets being placed in the hands of the people. In order to accomplish this, let each worker set for himself the minimum quota of 200 booklets for the drive. We are sure that as the Lord blessed the efforts put forth in the last witness he will also bless your efforts in this drive, if you, as individuals, put forth a reasonable effort to reach the objective. In the March *Bulletin* we shall give you the results of this drive.

Avoid Frequent Changes of Address

Colporteurs who are working pioneer territory are asked to select a central point at which they can collect their mail, in order to avoid too frequent changes of address. By planning your work so that you will not have to change your address more than twice a month at the most, you will not have the difficulty of lost mail, paying extra forwarding charges, etc. Whenever it is necessary to make a change, please remember to notify the Colporteur Department in advance on the regular change of address slip.

Colporteurs' Part in *Peoples Friend* Drive

Of course all the colporteurs want to have some part in putting out *The Peoples Friend*, but not all can afford to give their full time to this during the special drive periods. We suggest, therefore, that you offer one of the booklets with each sale. If you have an assignment of winter pioneer territory with some class and the class intends to cover your territory with this booklet, then you need not include it in your combination. If you cooperate with the local service director you will know just what to do. But if you have territory which the class is unable to cover with the booklet, then it will be well for you to include one with each sale and to offer it at each call you make, even though the drive may not be on.

Some one asks, "What about those who are working pioneer territory where there is no class?" If you have such an assignment you may follow the same practice or spend a day or two a week in canvassing part of your territory for the booklet exclusively. Then a few weeks later in this same territory try a re-canvass with the bound books. We shall be interested in hearing from you as to the success of the latter plan.

Restoration Consignment

Early in January we shall forward a consignment of *Restoration* books to all classes. This book will be charged on the class account at seven cents and sold to the public at ten cents. It can also be included in combinations with two other ten-cent booklets at three for twenty-five cents. This will undoubtedly prove to be a most attractive addition to the booklet assortment and should be a big factor in encouraging the sale of book-and-booklet combinations.

Colporteurs Asked Not to Use Class Books

Colporteurs are requested to order their books direct from the Society instead of drawing on class stock and requesting us to make a transfer entry on our accounts. This has caused a great deal of confusion in our records. Only in case of special emergency or when special permission has been granted by this office should this be done. If you run short, borrow from the class and replace the books when your new supply arrives. The only exception to this is in the case of auxiliary colporteurs working with the 5¢ booklets. Since the auxiliary and class rates on these are the same, the auxiliaries should buy them direct from the class. Please do not request that a transfer entry be made, however.

The Tourists Are Seldom Canvassed

Three Classes of People That Have the Means to Buy But Are Not Often Reached

Travelers, Hotel Employees, Small Merchants

During the months of January and February, and in some localities most of March, there is a great influx of winter tourists to Florida, Georgia, North Carolina and South Carolina, Texas and southern California, with Louisiana, Mississippi and Alabama getting their share. These people are, as a rule, not the extremely rich, looking for pleasure, but the moderately well-off class who can not endure the rigorous northern winter. They are an intelligent class of thinking people who have had to earn whatever little of this world's goods they have. Away from home, they will have time on their hands to think and read. If they can be approached with the proper literature, they will undoubtedly respond. During January, February and March a concentrated effort should be made to reach this class. The majority of them will be found in hotels and select boarding-houses, difficult to reach by the ordinary canvasser. Therefore it will require very careful planning on the part of the service committee to reach them. In this planning we shall not be able to give you much help, because the local conditions vary greatly. However, qualified brethren who are good mixers and capable of meeting the hotel employees and guests on equal terms should be chosen for

this work, so that, in case it is not practicable to canvass the guests direct, some arrangement might be made with the manager or room clerk to place some of the 'question leaflets' in a neatly-addressed envelope in their mail-boxes. Or another suggestion: In most of these resort towns the local newspaper carries a list of "Hotel Guest Arrivals". These could be watched closely and the 'question leaflets' mailed to them. However, it is much more effective to canvass the people direct; and where this is possible, do not resort to the mailing plan.

Another class of people found in these localities at the same seasons, and who should not be neglected, are the hotel employees. These are a class who work at the northern seashore and mountain resorts during the summer and go south in the winter. They travel a great deal and are, as a rule, broadminded. Some of these are colored, others white; but as a rule they have separate quarters and can be reached between three and four in the afternoon and between seven and nine in the evening, according to their employment. It will require careful planning to reach these people, also. The service committee should ascertain all the facts and conditions regarding all the resorts in the class territory, and lay plans accordingly.

The third class in this section who should be considered in this campaign are the small merchants (in curio shops, soft drink places, restaurants, garages and filling stations), in fact, all who cater to tourist trade. These should be canvassed in the forenoon, preferably Monday, Tuesday and Wednesday.

Class Workers' Books

Three Hours a Week Designates One as a Worker

Books are shipped to the classes on consignment and charged to the class at class rates. Every member of the class engaging in the service an average of three hours a week, and so reporting to the local service director, shall be entitled to receive books at the price at which the Society bills to the class, to wit, the class rates shown on the price-list. All profits between the prices above-mentioned and the established retail selling price belongs to the worker, and it will be his privilege to contribute it to whatsoever fund in the class he may desire, or otherwise dispose of it as he may see fit. If the workers themselves enter into an agreement among themselves that they will set aside and contribute to the service fund so many cents from each sale, that will be their privilege, but it should be done by consent and not by compulsion. All who are not workers within the meaning of the above statement should be required to pay the full retail price to the class, and the class may do with the funds what it wants to and however it pleases.

Marking Literature

There is a strong objection to stamping local addresses in the literature that we sell to the public. Therefore Brother Rutherford has ruled that "the local address is not to be stamped in any literature sold after the receipt of this *Bulletin*", with the exception, of course, of such pieces of literature as you have already stamped. If the ad-

vice in the "Organization Method" has been followed closely in this connection, this should not amount to a great deal. Kindly observe this rule in all literature distributed.

\$1.00 Bibles Aid Sale of Books Now in Stock

One brother writes us, "I find that to mention, 'I have a good Bible for those who do not have one,' makes the people in this rural mountain district feel more appreciative of the other books and has enabled me to make a few sales of the five books, also combinations with a No. 216 Bible for \$2.98, where I do not believe any sale could have been made without a Bible."

What is true of him might also apply to other workers. These \$1.00 Bibles, No. 216, are now in stock; and if any of the colporteurs or classes desire them, they can get them by sending their orders direct to this office. They are not being handled by the depots.

Returning Books

Please do not return any books to us without first having been advised by us to do so. Especially is this important in the case of defective books. In such instances it is important for us to know the nature of the defect, so that the books will not be placed back in stock. All books returned should be carefully packed, securely tied, and plainly addressed with your full name and address, as well as that of the Society. Such information should appear on all correspondence to this office also.

Volume Combination Drive

By Using the *Government* Book as an Opening Argument Combinations are Going Strong

Some Use 12 Book Combination

A Better Way to Encourage Radio Stations

Letters of appreciation sent to radio stations by individuals are of doubtful value, sometimes because of poor writing, poor spelling or poor grammar, and because the station owners recognize the fact that such letters are urged. We here suggest a method of encouragement whereby one letter may be far more effective than scores or hundreds. It is this:

Let all canvassers mention WATCH TOWER PROGRAMS and the nearest station broadcasting the same and ask about the reception of these programs. Jot down the information in a note-book, and report the same at the one- and two-day LOCAL SERVICE CONVENTIONS that are now being held all over the country. Some good stenographer or penman should take down these reports and formulate a well-written, typed letter which should be sent to the station proprietors. The letter should embody the following points, viz.:

(1) That a convention of Bible Students was held, giving the name of the city.

(2) That reports on reception of WATCH TOWER PROGRAMS from this particular station were requested.

(3) The cities and towns that report good reception should be mentioned, with other items of interest.

(4) Mention the fact that the delegates call upon the people in their homes, offering them Bible study helps and always introducing themselves by identifying their work with the WATCH TOWER PROGRAMS.

(5) Conclude the letter with an expression of thanks for the co-operation of the station in making our programs a success.

Further details about this plan are given in *The Golden Age* for December 26 (Number 242).

"Pinched" for Bright Lights

Pays Fine With Books

A colporteur writes us from California that the other day he was "pinched" by a "speed cop" for having glaring headlights. He was brought before the justice of the peace and fined five dollars. But in the course of the proceedings he began to tell the judge about the truth. The latter in turn took him into his confidence and related how his wife had died just the previous week and how distressed he was over conditions in general. For a half an hour the brother talked with him, and writes us, "We had the balm of Gilead. He wanted the comforting message. Tomorrow we pay our fine with a set of Judge Rutherford's five books and five booklets and also a set of seven volumes of *Studies in the Scriptures*. 'God works in a mysterious way his wonders to perform.'"

The Volume combination drive is well on the way in class territory, and by using *Government* as the key book it is going strong. The election issues are still fresh in the minds of the people. Many people think that opportunity for good government was lost with the defeat of Governor Smith. Others voted for Mr. Hoover and are wondering whether it will result in good government or not; and there are still others who have read *The Peoples Friend* booklet who are wondering about the failure of all human methods of government, as suggested therein. Undoubtedly many people who favored Governor Smith for president feel that they were discriminated against because of a bigoted attitude on the part of many people. To such it may be stressed that the publications of the Society are broadminded and unsectarian and without bigotry and show no favoritism. A colporteur writes, "The Catholics, after election, are good for the truth, and today I sold one such whose faith was wavering."

Another sister recommends the twelve-book combination, which comprises the seven volumes of *Studies* and the five later books, to those who are interested or to those who have read some of the later books and want to investigate further. This combination at \$4.48 is most desirable and should be recommended whenever possible.

RURAL ROUTE MAPS

Sold by U. S. Post Office

Great Help in Covering Territory

If you want to cover your rural territory thoroughly, which of course you do, we suggest that you get a rural map of the territory assigned to you. Go to your local post office and ask for permission to look on pages 88 and 89 of the 1928 U. S. Postal Guide. There you will find a list of counties for which maps can be obtained, together with the following instructions:

"Maps showing rural-delivery service in the counties listed below have been completed and negative prints can be furnished at 50 cents per copy. These maps are drawn, generally, on a scale of 1 mile to the inch. Rural routes for counties not listed are shown on local center maps which can be purchased for 75 cents for all routes from each office. Purchasers must make application and payment for the maps to the Disbursing Clerk, Post Office Department, Washington, D. C. All remittances should be by postal money order. Postage stamps not accepted in payment."

These are excellent maps, as they show not only the routes but also the number of homes and their locations along each route.