

WATCH TOWER BULLETIN

SEPTEMBER, NINETEEN THIRTY

EVERYBODY IN 750,000 TESTIMONIES WEEK

1 in Every 32 Homes to Get the Witness

Every Worker to Average
5 Testimonies an Hour
Light a Big Inspiration

As outlined in the August *Bulletin*, if each one does his part during this drive there is not the slightest doubt about attaining the 750,000 testimonies quota. The results of the 150,000-Hour Week are a clear indication that the anointed throughout the country have a keener appreciation of the issue than ever before.

The books *Light* clarify many features of the great battle now impending and the significance of our activity in the Lord's service in a way that we did not previously appreciate. There may be some who, when they read *Light* and see the significance of the various campaigns in the past in which they might have had a part but for one reason or another did not, will feel disappointed because they permitted something else to crowd out their privileges of service at that time; and it is unquestionably right that one should feel badly about missing any opportunities of service that the Lord affords. The apostle says that "godly sorrow worketh repentance unto salvation", and one who could have had a part in the Lord's service and did not because of some negligence on his part would not have a proper appreciation of the Lord's organization and his part therein if he did not feel badly about losing these privileges. It is evident that as we approach closer to the great climax, when Jehovah himself will arise to give the great witness, every privilege of service is fraught with greater responsibility and brings correspondingly greater blessings. Therefore it behooves everyone who has been taken into the covenant for the Kingdom to give greater diligence than ever before, seeing to it that he renders unto the Lord the things that are His by diligently watching the time and devoting his faculties to His service. The 750,000 Testimonies Week is just what its name implies: a witness week wherein, by the Lord's grace, it is expected that that many testimonies pertaining to Jehovah and the establishment of his kingdom will be given to the people.

An analysis of these 750,000 testimonies is interesting. There are approximately 120,000,000 people in

To the Workers of the Lord's Army,
Dear Brethren in the Anointed:

On the 12th of June it was my pleasure to address a letter to you calling attention to the privilege of putting forth an extra effort during the service week beginning July 4. Your response thereto has been unusually good, and I rejoice with each and every one of you in the splendid results. The blessing of the Lord attended the efforts of everyone who sought to serve him unselfishly.

To exceed the quota is far better than to fall short of it. You exceeded it this time. Service week was designated as 150,000-Hour Week, and here is a brief summary of the result of the service during that week:

WORKERS IN THE FIELD	10,588
HOURS WORKED	154,450
BOUND BOOKS PLACED WITH THE PEOPLE	87,704
BOOKLETS	247,799
TOTAL AMOUNT OF LITERATURE PLACED WITH THE PEOPLE	335,503

A reasonable average would be to count ten discourses to each piece of literature, making a total of 3,355,030 discourses delivered in one week in the United States alone. For the Lord's little army that is marvelous in our eyes; it is the doing of the Lord. I deeply appreciate the privilege of being associated with such dear, earnest and zealous workers in the cause of the Kingdom.

Of course opposition arises from time to time. The Lord could prevent this, but manifestly he permits it in order to call attention to the truth in a more striking way. Let no opposition discourage you. Go straight forward, bearing in mind always the words of Jehovah, "Ye are my witnesses that I am God."

Beginning September 27 there will be another Service week, and it will be your privilege, with all others who join, to make this the best time of delivering testimony yet had. In the meantime you will have Books One and Two of *LIGHT*. Study them carefully, that you may understand and intelligently present the message to the people. Then may the Lord's blessings attend you in a marked degree, resulting to his glory and praise.

Again be assured of my appreciation of your devotion to the Lord, and of the opportunity of serving with you. With much love and best wishes, I remain

Your brother and servant by His grace,



Watch Tower Bible & Tract Society

President

the United States. In witnessing to 750,000 people during this drive week we are testifying to one out of every 160 people in the United States about the Lord and his kingdom. However, this does not give the

most effective analysis, because our work is more particularly a house-to-house work and what we actually do is to call upon 750,000 families, or close to that number. Analyzing (Continued on page 2, column 3)

117 Adams Street

All Records for Bookmaking
Broken!

Working 11 Hours a Day

During the last week of July and the first week of August the entire factory and office force has been working on *Light*, putting in eleven hours a day—and, by the way, it is hot in New York. We wish you could see these boys working, and watch the sweat roll off of their brows, backs and arms. They are giving all this energy in the service of the Lord, and they believe the Lord wants their "heart, mind, soul and strength". We feel sure this is pleasing to him. They are the happiest family on earth. We thought you would be interested if we told you what they have been doing during the first week of the extra-time work in the factory, and that it would make your heart glad to know this. During the first week they finished, on an average, 20,240 books and 37,851 booklets each day. In fact, one day they made 21,000 bound books, breaking all previous records. This makes a total of 58,001 pieces of literature completed in eleven hours. As to the work accomplished in this one week, from July 28 to August 2, inclusive, there were produced at 117 Adams Street, 332,730 pieces of literature. They believe that that on which they are working it is "necessary to have done speedily". We hope that during the 750,000 Testimonies Week the friends will place the books as fast as they were made here during these two weeks. We will be in that drive, too.

Special Report Card Changes

Classes, Colp'rs, Sharp'rs

Beginning with the 750,000 Testimonies Week, BUT not prior thereto, the following report card changes go into effect:

1. Column headed "Set of 7 Vol. Studies" is to be changed to read, "It 1." for reporting *Light*, Book 1.

2. Column headed "5¢ Booklets" is to be changed to read, "It 2." for reporting *Light*, Book 2.

From the time this change goes into effect all *Studies in the Scriptures* placed, whether in complete sets or singly, are to be reported in the "Misc. Books" column. The 5¢ booklets are to be reported in the "Misc. Booklets" column, along with the 10¢ booklets.

Re reporting the manner in which the latest nine books, by Brother Rutherford, are placed in combinations: In this feature of the report when *Light*, Book I and Book II, is placed it is to be reported as a "2 bound books" combination and so shown on the report card. If placed with the other seven books by Brother Rutherford it is to be reported as a nine-book combination. Combinations of eight and of nine bound books are to be shown on the (Continued on page 2, column 1)

MY! OH MY! WHAT A WEEK!

Think of It—154,450 Hours in 10 Days!

All Records Smashed to Smithereens Everybody Did Splendidly

Well, you did it, even though many of the friends may have had a little doubt in the back of their heads that it couldn't be done. Nor do we blame them; for 150,000 hours is a lot of time. But the joyful part is that you beat that mark by 4,450 hours! Just look at the table of results if you want to see how it was done.

While we anticipated 8,500 might participate in the class work, even more than this joined the ranks, averaging 9.58 hours each in the field. This was .42 of an hour less per worker than the 10 hours quota, resulting in the class workers' coming short 1,723 hours of the 85,000 goal. The 83,277 hours, though, which they did put in is so far in excess of all previous records for class workers that we are exceedingly joyful. Just look at the work done by the pioneers! Honestly, it thrills our hearts to see the way that they entered into this great work in singing forth the praises of Jehovah. You might think that those who are in the work all the time would look at this week as if it were nothing out of the ordinary. Not so with the pioneers. They are on the job because they love the Lord, and whenever the opportunity arises to demonstrate to the Devil and his crowd that they are 100-percent on the Lord's side, they respond with all their heart, soul, mind and strength. Instead of only 1,100 participating, 1,146 reported 52,559 hours, bettering the quota by 4,059 hours. This made the average time per colporteur mount up to almost 2 hours better than the 44.00 hours for the week that we hoped they would put in. Isn't that splendid? To make an average like that means a lot of long hours by many of the pioneers to make up the short time of those who were handicapped by sickness, etc. To all the workers in the field who put forth the effort in an unselfish desire to magnify the name of Jehovah, we should like to say to you, God bless you, your labors are not in vain.

The auxiliaries were as anxious to do their part, too. The 750, the number of those who participated, corresponded exactly with the quota figure, but these put in so many more hours that we were really astounded. Their average time was 24.82 hours per worker during the 10 days, with a grand total of 18,614 hours. That's just 2,114 hours better than the quota, and 2.82 hours better for each auxiliary. One auxiliary put in 72 hours during the 10 days. Adding all branches of the work to-

gether, we have 154,450 hours devoted to preaching this Kingdom gospel which Jesus said must be preached as a witness. The Devil may have thought that he could discourage the remnant by his attack in Germany, but the faithful came back with the greatest counter attack, witnessing to more people than ever before in any similar period of time.

As a result of this tremendous effort, the IBSA Week quota of 300,000 books and booklets, which was not made at that time, was surpassed during 150,000-Hour Week by 35,493. Think of it! 335,493 books and booklets! This means not only that the hour quota was far surpassed, but that all previous records for books and booklets placed were smashed to smithereens.

We have been so keenly interested in compiling these figures that when the final totals were obtained we felt like shouting with joy so that all could hear.

150,000-Hour Week is in the past. While we rejoice in its accomplishments, let this but arouse us to make 750,000 Testimonies Week a corresponding success. With *Light* for the people we have every reason to believe that it will be, for if any one can read *Light* without wanting to have a greater part in singing forth the praises of Jehovah than he ever did in the past, there's surely something wrong somewhere.

Reporting Testimonies

During the 750,000 Testimonies Week ONLY it will be required to give a report on the number of testimonies given. This information is to be shown on the CLASS report card in the space between the "Language" line and "Brothers..... Sisters....." line; on the COLPORTEUR report card, this information is to be shown in the upper right-hand space of the card. Sharpshooters will receive a special Drive Week report card as is usually the case.

750,000 Testimonies Week Report

Each service director and colporteur is to submit a report covering the 750,000 Testimonies Week field activities on the regular weekly report card. This 750,000 Testimonies Week report will be for Saturday, September 27, to Sunday, October 5, inclusive, or a "nine-day week" report. This will then mean that the report for the week previous thereto will end Friday, September 26, and will be for only a "five-day week" report, that is, from Monday (September 22) to Friday (September 26), inclusive.

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the figures from the standpoint of families, we find the following: that there are 24,000,000 families in this country and that 750,000 testimonies means that we are testifying to one out of every 32 families in the United States in this nine days' campaign. It is difficult for the mind to grasp the magnitude of the effectiveness of this witness. However, we feel confident in saying that there is not another organization or body of people on earth that would even think of starting such a tremendous work, and yet to no man or body of men is due any credit for it. It is the spirit of Jehovah God sent forth to accomplish the good pleasure of his will, operating in his people, that accomplishes this mighty work. This should create in the heart of every one of the Lord's anointed a reverent thankfulness for being used thus by Jehovah, and an intense desire to do that which is pleasing to him. The question each one should ask himself, and also each service committee similarly, is, Am I ready for the campaign? Have I seen that such advance preparations as can be made are being attended to now? Each one, if he finds that they are not attended to, should busy himself in seeing that he is prepared to enter wholeheartedly into this mighty drive to bear witness to the name of Jehovah and the establishment of his kingdom. Remember, five testimonies an hour as an average for every worker. A short, interesting testimony about the Kingdom, and then let the books tell them the rest.

JULY WITNESS

Classes	Books	Booklets
Sharpshooters	53,447	209,223
Auxiliaries	4,046	12,067
Pioneers	19,154	53,467
	106,751	164,966
Total for Month	183,401	439,723
Total to Date	1,763,927	2,489,829
Quota	2,750,000	2,750,000

Bethel Family Aiming at 12,000 Testimonies for Their Quota Factory and Home Closed October 3, 4 and 5 Service Leaders to Be Sent Out

The Bethel family is having great pleasure in producing the new books *Light* and the *Prohibition* booklet, and they are looking forward to an interesting time in the field service work giving testimony to the people concerning God's kingdom. When the 750,000 Testimonies Week rolls around, we will be in it. Brother Rutherford has decided to close the factory and Bethel home during October 3, 4 and 5, so that every member of the family will have the privilege of engaging in this great work of the kingdom. We have been

September Brings Joyful Labor Days

3-Day Canvassing Parties

The month of September is about the most nearly ideal month of the year for our work. In fact, as far as field activity is concerned, September leads every other month. The intense heat is a thing of the past, children have returned to school, and parents are free to go out during the daytime in the witness work than they are at any other time. The weather also is inviting. Therefore we feel sure that September of this year is going to be as in former years, the best month that we have.

Labor Day covers a period of three "off" days, inasmuch as Saturday is half a holiday, and a whole holiday for many, Sunday will likewise be a holiday, and Monday, Labor Day, will be the third. This would prove an ideal time for the final big drive in the rurals.

Identification Card Never Be Rude to People

In many cases where the friends are stopped by local police officials the police claim that they do this because they are not certain that the friends are bona fide representatives of the Society. They claim that there is such a wave of lawlessness everywhere that they have to take this precaution and insist on stopping the friends until they have established the fact that they are really what they claim to be.

To overcome this difficulty and avoid the embarrassment that arises out of such circumstances, the Society is printing a neat identification card signed by Brother Rutherford. This card identifies the worker and states his mission. The cards will be sent to the classes on the basis of the number of *Bulletins* they are now receiving. Pioneer and auxiliary colporteurs and sharpshooters will receive their card filled out by this office. The director is to fill in the name of each worker in the space provided or have some other competent member of the class do so. The worker will then keep this card, and if he is stopped he is to use it as his means of identification as a representative of the Society.

COURTESY

Reports come to the Society from time to time that some of the field workers are discourteous to the people. This is much to be regretted. The truth should be presented with courtesy and respect to all, and see to it that no one is personally rebuked or ill-treated.

The mere fact that it is one's privilege to tell the people the truth does not warrant one's being discourteous. It injures the field for those who come afterwards, and is not in keeping with the proper course of those who bear the testimony of the kingdom.

thrilled in reading the new book, as you will be when you read it, and are anxious to offer these new publications to the people. We have set for ourselves a quota of 12,000 testimonies. It is going to take an earnest and hard effort on our part to make it, but we are going after it. You too, are going to try to make the 750,000 Testimonies Week a big success, aren't you?

Any class within a radius of 500 miles of New York city that desires to have a service leader sent to serve them for these three days, please write to the regional service department. These brethren will lead the friends into the field, and in the evening give them service talks.

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bottom of the report card. IMPORTANT: All of the latest nine bound books placed, whether in combination or singly, of course, are to be shown under their respective headings, for the COMBINATION data is additional information.

The Time Table for 150,000-Hour Week

	Hours	Workers	Average Hours per Worker	Total Books	Total 10¢ Booklets	Total 5¢ Literature	Total Obtainers	Average Obtainers per Worker
CLASSES & SS QUOTA	83,277	8,692	9.58	33,839	125,135	15,476	174,450	67,311
PIONEERS QUOTA	85,000	8,500	10.00					7.7
AUXILIARIES QUOTA	52,559	1,146	45.86	44,055	71,252	6,178	121,485	38,836
TOTAL QUOTA	48,500	1,100	44.00					33.9
TOTAL	18,614	750	24.82	9,810	26,566	3,082	39,558	14,383
QUOTA	16,500	750	22.00					19.2
TOTAL	154,450	10,588		87,704	223,053	24,736	335,493	120,530
QUOTA	150,000	10,350						