



# BIG HOOK-UP AUGUST 25

## Nation Will Again Hear Brother Rutherford

To be Specially Advertised

Everybody to Take Part

Preparations are being made to bring about a tremendous witness in the earth that Jehovah is God. The next IBSA Week, August 25 to September 2, will be inaugurated by a nation-wide hook-up. The president of the Society will give a lecture over this coast-to-coast network on the subject, "Health and Life for the People." A sixty-minute program, originating in New York city, will begin at ten a.m., Eastern Daylight Time. The program will include some select musical numbers. This morning hour will afford opportunity for all the field workers throughout America to hear this lecture and then go into action. We feel that this hook-up will greatly assist in preparing the minds of the people for the message of truth and of the good things of God's government to be brought to them by the workers.

In order that this broadcast may have wide publicity, the Society is arranging a special advertising campaign. A special announcement of attractive design has been prepared, printed in colors and carrying a list of the stations. These we will supply to the classes and any individuals at the following rates:

Less than 5,000 .....50¢ a thousand  
5,000 to 9,000 .....45¢ a thousand  
10,000 to 24,000 .....40¢ a thousand  
25,000, and up .....35¢ a thousand

We can fill orders for these immediately. One million copies are being printed for this special distribution, giving everybody an opportunity to have a part in announcing the network broadcast.

Since the classes are doing considerable canvassing in rural territory at this time, we suggest that about three weeks in advance of the date set for the broadcast the workers begin using these while canvassing from door to door. In this manner considerable rural territory will be reached with announcements. One week before August 25 it would be advisable to concentrate on the larger cities and towns, so that thousands of the announcements can be distributed in a short time. By circulating the largest number just three days before the hook-up the hour of the lecture will be fresh in the minds of many people. If some of the classes can insert the advertisement in the local newspaper two or three days preceding the broadcast, this, too, will greatly aid in notifying the public. All classes using the radio for local broadcasting should likewise announce the August 25 program during the preceding week and on the previous Sunday.

We feel sure that this great broadcast will prepare the territory

for IBSA Week in an unprecedented way. Let every one of us make a special effort to arrange our work so that this second world-wide witness of the year may be a real honor and joy to Jehovah.

### Try Auto Camps

Automobile camps, where tourists spend one or more nights, are springing up throughout the country. The majority of these people will not want to buy the larger books; but three booklets for a quarter will be an attractive offer. Booklets are easily carried and easily read, and if properly presented will have an appeal for these people. Brethren can spend many a profitable evening also in this service. In each territory there are numerous other conditions which should be carefully considered and for which plans should be made to supply the need of the people for the message.

## Classes Show Big Increase over 1928

42.1% of Quota Sold

### Now for a Steady Drive

IBSA Week is not so much a campaign in itself as it is the opening attack of a big summer campaign. It lays the foundation for the summer activities. A number of friends who, because of climatic conditions, spring activities on the farms and in other industries, find it difficult to devote much time to canvassing before May, are now relieved of some of these responsibilities and are in position to devote more time to the service. With the truly consecrated Christian the Kingdom is the biggest event of our day. It was the biggest event of Jesus' day, and he devoted more time and energy to its proclamation and preparation than to any other thing. His work was in preparation of an event to come. The event has taken place. The Kingdom is here. Jesus, as God's anointed King, is much more active in the Kingdom today than he was at his first advent. Those who have the spirit of God and the spirit of devotion manifested by Jesus will likewise be more active in the Kingdom work than ever before. Let us ask ourselves the question, "Is our activity in the Kingdom increasing in accordance with the Kingdom light and responsibilities?" Each year should mark a decided increase in our activities. "To him that hath, more shall be given," says the parable.

There were 7,511 workers in the field during IBSA Week. The average number of weekly workers in the service during April was 3,886. Almost twice as many were out during drive week. Surely those whom

## Classes and Colp's

To Make One Report for  
IBSA Week of August 25 to  
September 2

To avoid confusion and the misunderstanding which some of the classes have had about reporting work done during IBSA Week, it has been decided to eliminate the specially prepared card for IBSA Week. For the drive of August 25 to September 2 the classes will follow the practice observed by the colporteurs during the May drive, i.e., of using one of their regular weekly report cards. Instead of reporting the work done during the seven days of the week only, this card is to be held until the conclusion of IBSA Week and the results of the entire nine days, from August 25 to September 2, are to be included. This will mean, then, that the report for the week following will be for a period of only five days instead of seven. Colporteurs, as well as classes, are asked to follow this practice. Remember, then, that only one report card for the entire nine days is to be sent to us for next IBSA Week.

## Bethel to be Closed

August 18 to September 2

The vacation date for the Bethel family office and factory force at Brooklyn is fixed for the two weeks beginning August 18 and ending September 2. The factory will be closed at noon on Saturday the 17th, and will open for work on Tuesday morning, September 3. All colporteurs and classes are advised to have sufficient books on hand to last them over this period, as well as to be supplied with sufficient territory.

We ask every one to remember these dates and to refrain from writing during this period. If you write, the mail will just accumulate and take so much longer to dispose of when the factory re-opens. Since there will be no one to answer your correspondence during this period, you might just as well wait. By so doing you will aid us materially. We are anxious to give you the very best service possible, and therefore ask of colporteurs, classes, and all the friends as well, the following:

1. Please do not write to us between the dates of August 18 and September 2. Just send in the class recommendations for Service Director, and the usual weekly report cards, without orders or correspondence.

2. Please hold over letters that are not urgent for a few weeks following the re-opening of the factory, so that we can take care of accumulated mail as quickly as possible.

3. Be sure that your order for books, to last you during this period, is in early enough to avoid all last-minute rushes. Please do not send in orders which arrive on Saturday morning, August 17, and expect us to fill them before we close.

4. Colporteurs, before the closing time, be sure that you have sufficient territory to last you until about October 1.

In other words, make your plans sufficiently in advance that you can carry on your work without being affected by this closing. REMEMBER, THE TIME DURING WHICH THE FACTORY AND OFFICE ARE TO BE CLOSED IS NOON OF AUGUST 17 UNTIL THE MORNING OF SEPTEMBER 3.

## Study of Special Bulletin Helping Workers to Place Books

Many letters have been received from the colporteurs and class workers expressing how much benefit they have received from their study of the *Suggestions to Workers—Special Bulletin*. One brother writes us: "You have now given us a regular handbook to be kept and consulted again and again. No specialty salesman could improve on the sales suggestions." A letter has been received from a sister in which she

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# May's Colporteur Report Proves Necessity of Regularity in the Work

Regulars and Auxiliaries  
Sell 122,722 Books

May's figures have now been compiled. The results show that both the regular and the auxiliary colporteurs put in their best month so far this year. During the month 1,092 regulars and 523 auxiliaries, or a total of 1,615 reported at least once. The average to report weekly numbered only 907 and 419, respectively, or a total of 1,326. But the 1,326 worked more diligently during this month than during any previous month of the year. The regulars averaged 24.47 hours a week in the service, and the auxiliaries 11.30 hours a week. This is a marked increase over April's figures, which were 21.43 and 8.40, respectively. It but demonstrates what can be done when the colporteurs really put forth the effort; and we want to congratulate you for your good work. We feel sure that this has been a very joyful month for you; because when one puts forth a real effort to magnify the name of Jehovah, he is sure to receive a rich blessing. In fact, from the many letters that we have received from all parts of the field testifying of the joy that has been experienced in the mighty campaign, we are assured of this. That the Lord's blessings were on your efforts is clearly manifest in the sale during the month of 268,828 pieces of literature, which includes 122,722 books, 109,721 10¢ booklets and 38,485 5¢ booklets. This literature has been left in the hands of 106,204 purchasers, which does not represent the total number, because many of the colporteurs have not been reporting them on their weekly cards. It will be much appreciated if in the future every one makes out these cards carefully and is sure that all the requested information is filled in each week.

Summer is now here, and with it come better weather and roads. The farmers are beginning to harvest their crops, and they will be in possession of money with which to purchase the literature. The best months of the year are before you. Now is the time to start 'making hay while the sun shines', as the saying goes. If you wish to stay in the colporteur work until the end and without interruption, we suggest that you put in regular hours each week and endeavor to meet the minimum average at least. This minimum has been set with your own interests at heart. The May figures demonstrate that the only way for one to meet his expenses in the work is to really seek first the interests of the Kingdom, which means to work hard. Due to much backward weather, which has discouraged many farmers as to the prospects of a good crop; the seasonal depression which usually comes during the month of May; and the increased number of new and inexperienced colporteurs who have engaged in the work, the average sales an hour per colporteur decreased to 1 1/5 cloth-bound books, 1 10¢ booklet and 1/3 5¢ booklet. Hence, if you wish to continue in the work, regularity is essential; for only by putting in the time can the books be sold. We appreciate the many difficulties which you encounter, and want to assure you that it is our earnest desire to co-operate with you in meeting them. But, after all, isn't it through per-

sistence in pressing on in spite of all these difficulties that it is possible for a demonstration to be given of one's faith in the Lord and one's love for him?

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says: "I want to thank you so much for the *Special Bulletin*, May issue, which you sent me. Sunday morning, when I was out in the service, I put in practice many of the invaluable suggestions from this *Bulletin*, and I had more success than I had ever had. Three out of every four calls were sales; and bound books, too."

This *Special Bulletin* has been issued for the benefit of the workers; and we would urge that it be kept as a manual and referred to repeatedly. One can not remember all the suggestions by just reading it over once or twice. We suggest that each worker, before going out into the work, read part of it, try to remember a point or two, and then experiment with these in your canvassing. The next time you go out, try some other suggestion; and finally you will have proven to yourself the value of the suggestions made therein and will have made them your own.

One sister writes us how her having followed the suggestion of agreeing and sympathizing with the customer aided her in placing the message in the hands of a party who would not otherwise have listened. She says, "I approached a lady who was sitting on the porch. She said to me right away, 'Oh, I am sick and nervous and I can't read. It makes me so nervous.' So I put up the book and said, 'That is to bad. I am sorry.' Then I said, 'Won't it be grand when the Lord will heal the nations and make the earth beautiful and there will be no more sickness?' To my surprise she said she was looking for this very thing, and her face looked so happy as we talked. Then I said, 'You know these hooks of Judge Rutherford are right along this line.' She said, 'Is that so?' And eagerly she picked one up and began to look at it. She couldn't take all, but took *Creation*. I have been wanting to know how to canvass better, but my lack of knowledge has caused me to act and speak in the wrong way."

## A Suggestion for Answering "I Haven't Any Money in the House Today"

A brother writes us, "Here's a little suggestion for what it is worth. When they say, 'Well, I haven't any money in the house today,' and seem a little interested, just pull out your order book in a confident way and smile and say, 'Oh that's all right; we'll just open a charge account for you. When is pay-day? I'll see you then,' and either leave the books and collect later or deliver later as you are accustomed to do." Another brother writes, "I have had a number of successful sales of the sets by taking a deposit where I size up the person as reliable." The taking of a deposit and giving the customer a receipt with one book oftentimes impresses the customer with the obligation which he has incurred in leaving the order with you and aids in making the delivery later of the full order.

# Bicycles Used for Rural Work

Colporteurs Have Covered as Much as Sixty Miles a Day Without Difficulty

Now is the time to cover the rural sections. Some of the colporteurs in times past have used bicycles to good advantage in this work, but with the coming of the automobile many have overlooked their possibilities entirely. You might, therefore, be interested in the experiences of some of those who have been using them effectively.

The bicycle is comparatively cheap and easy to operate and to keep in repair. Because of its serviceability and economy as a means of covering territory, some colporteurs in house-cars have carried one along with them as part of their equipment. The heavy house-car can be parked, and gas, oil, and expensive tires saved, while the rough roads and rural sections are being canvassed.

One brother writes us that he is able to cover from 30 to 60 miles a day without trouble on his bicycle. Another one tells us that in his usual day's canvassing he figures on traveling about 30 miles and on delivery days he often covers as much as 50 miles. Of course endurance like this comes with practice.

## MAPS A GREAT HELP

You might be interested in knowing just how he plans his work. As soon as an assignment of a county is received, he obtains a map showing the rural routes. If he can not buy one from the government or some store, he goes to a public library where he is frequently able to trace off a copy of some map on their files. He then selects some centrally-located town as his headquarters, where he keeps his stock of books and from which he rides out each day. A carrier arrangement which holds a suitcase is attached to the front of his bicycle. (Some prefer to have a rack in the back, as well as in the front, so as to more equally distribute the weight.) He claims to be able by means of this to carry as many as 65 books without overloading. With a stand attached to the rear wheel, the bicycle is held in an upright position while the call is being made.

As he starts out each morning he loads up with enough books to keep him busy for the day. He so plans his work that the delivery date for any orders that are taken is set two weeks from his first day's work in that particular section. By doing this, he is able to allow those who give him orders at the end of the week, one week's interval before the delivery. The orders taken during the week warrant his spending another day in making these deliveries in that section after having canvassed it.

If one does not feel capable of traveling so far to and from the territory, several changes in headquarters can be made. In this way all the rural route in the county can be reached with the least amount of traveling. This brother informs us that when he has taken an assignment of a county he calls at every house.

The bicycle can be used not only by pioneer colporteurs but by class workers as well. Many of the classes have done very little in their rural

# Territory Boundaries

It has just come to our attention that instructions have been given to certain classes without consulting the Society's headquarters to disregard their territory boundaries in disposing of their surplus stock of the *Peoples Friend* booklets. The instructions should NOT have been given. It is important that all classes and colporteurs observe strictly on all occasions the boundaries of the territory which has been assigned. When these boundaries are disregarded, some one else suffers. Classes or colporteurs should never work outside of their own territory. The only exception would be where classes have a working agreement with one another to assist in their respective fields; but even in such a case definite arrangements should be made first.

Individual friends are also urged not to follow the practice of taking a bag of books along and working any place that might look good, without knowing who holds the territory. Your doing so may be with a desire to honor the name of Jehovah, but it may mean that you are working in some pioneer colporteur's territory whose livelihood is dependent upon his sales of books. All isolated territory should be obtained from this office, as the information regarding where the colporteurs are working is available only here.

# New Field for Books

The early summer opens up an excellent field for the Kingdom message in the various resort hotels, among both employes and guests; and plans should be made to work these at the most advantageous times. It is often difficult to reach the guests of the very large hotels, but the smaller hotels and boarding-houses can be reached if plans are carefully made and competent workers appointed to handle the work. The employes also can be reached in the same manner. Each case will be a problem for the director to work out. No specific plan can be made to cover all of these, beyond the fact that in most cases the employes can be reached between 3:30 and 5:30 p.m. and after 8:30 p.m. This would provide excellent evening work for brethren who have to work during the day.

## A Novel Suggestion for Selling Booklets

One colporteur writes us that their party has been able to place a number of booklets in the hands of people who are not in position to purchase the set of five books. She writes, "We are putting all the booklets together and calling them our paper-covered set." Having talked the cloth-bound set first, one has emphasized the desirability of such a purchase. A paper-covered set at a very small price is thus made to appear very attractive.

territory because of the limited number of automobiles. Sisters who have considerable time during the week have not gone out into the work because of having no one to take them. Women as well as men can obtain bicycles adapted to their use. They are easy to learn to ride, cheap to operate, and cover the ground quickly. They have an added advantage in working rural sections, in that no time is lost in waiting for other members of a party to finish their calls.