

DIRECTOR

FOR FIELD PUBLISHERS

TRANSCRIPTION ATTENDANCE TO DATE, 3,147,444

OCTOBER, 1935

HOURS TO DATE, 4,230,214

Are You One of Jehovah's Publishers?

World-wide Praise Period Good Time to Start

Important

The Watchtower is the Lord's provided means for instructing those who are seeking meekness and righteousness. All the field publishers should call the attention of the Jonadabs, or great multitude, to the vital importance to them to have *The Watchtower*. Every one of them should be a subscriber.

The *Golden Age* magazine will also be of interest to the great multitude, and should be brought to their attention. It is well for each publisher of Jehovah's kingdom to have *The Watchtower* and *The Golden Age* mailed direct to their home address.

Report Three-Book Placements Properly

As has been stated in previous *Bulletins*, the number of combinations of three bound books placed each month should be stated at the bottom of the monthly report card to the Society, so that the proper credit can be made on the account. Due to the fact that the report for the month of September will close with September 22, it will mean that you will show the remaining eight days' work of the special offer of three bound books on your October report card. This will mean that on your August, September, and October report cards you will make special note (at the bottom) of the number of combinations of three bound books placed on a contribution of 50c. The credits for these will appear on your November statement. Each director, sharpshooter, pioneer and auxiliary should make special effort during the remaining weeks of September to place as many combinations of three bound books as possible; and, may we remind you again, do not forget to close out your report for September and mail it in on September 22.

Bethel Service Appointments

To aid the companies in the field service during the WORLD-WIDE PRAISE PERIOD, October 5 to 13, the Society is arranging to send service leaders to the companies within a radius of 200 miles of New York city. Heretofore companies have requested leaders, but in the future companies will be notified that certain brethren will be sent to serve them, and it is hoped that all companies will arrange for these two-day service appointments. The Bethel home and factory will be closed October 5, 6 and 12, 13, so that all of the brethren at this place will have an opportunity for field service.

Brother Rutherford Writes Cheering Letter

Are You Arranging Your Time for This Witness Period?

Throughout the entire earth, Jehovah's witnesses and their companions, all who have learned of Jehovah's purposes and love Him, are turning their minds toward the WORLD-WIDE PRAISE PERIOD, and are considering the great privileges the Lord is extending to them, especially during these nine days of October 5-13. The importance of this period cannot be overestimated, and neither can your privilege of having a personal part in it.

Because of its great importance Brother Rutherford has addressed a personal letter to all of Jehovah's publishers. This message goes to every *Watchtower* subscriber, and it is really a most heart-cheering letter. It strikes the keynote for the period, and, in fact, for all acceptable service to Jehovah, which means the being faithful to Jehovah at any cost. Brother Rutherford says in his letter: "ARMAGEDDON IS NEAR, AND WE MUST BESTIR OURSELVES IN THE INTEREST OF THE KINGDOM BUSINESS. FULLY UNITED UNDER THE LEADERSHIP OF CHRIST JESUS YOU ARE INVULNERABLE TO THE ATTACKS OF THE ENEMY. BE VERY COURAGEOUS, AND MAY THE BLESSINGS OF THE LORD ATTEND YOU RICHLY."

Perhaps you have never before personally joined in praising Jehovah by carrying the printed message of the Kingdom to others at their homes. However, if you are devoted to Jehovah you will undoubtedly make arrangements for having a part in this great witness, and begin with this WORLD-WIDE PRAISE PERIOD. The question is, Are you arranging your time so that during the period, October 5-13, you will be one of Jehovah's publishers? Every reader of *The Watchtower* should be a publisher of Jehovah's kingdom. Surely the articles which you have read there recently set out emphatically and without compromise the necessity of one's being a faithful and true witness, which means the maintaining of one's integrity toward Jehovah.

Many of you will recall that during the last world-wide period, April 13-21, there were distributed for the benefit of the people 2,572,023 pieces of literature. That was the largest total distributed in a given period of nine days. However, with the extraordinary message contained in the *Government* booklet and the wonderful setting under which the two lectures therein were delivered

by Brother Rutherford, the total of pieces of literature for the coming campaign should even surpass the wonderful total of last spring. Let our quota be 3,000,000 pieces of literature placed in the hands of the people during the WORLD-WIDE PRAISE PERIOD.

A special effort should be made on the part of all organizations to get in touch with all those who have newly associated themselves with the Kingdom work and make it possible for them to share in the Kingdom privileges. Those who have manifested an interest in the Kingdom should be informed of this world-wide praise period and of their privilege of co-operating in the witness during that time. Each company should make it a point to contact each one of these new ones who are not already taking part in the service and help them in every manner possible in their getting started.

You remember the number of publishers for the spring period was 45,973 for the entire world. Can we make it 50,000 for this coming fall period? With 50,000 publishers in the field we should be able to reach a quota of 3,000,000 books and booklets easily. That means an average of only 60 booklets per publisher, which is not difficult with the attractive offer for this period. If you, as a reader of the *Watchtower* magazine, are not in contact with any of the many groups of Jehovah's witnesses throughout the country, then write direct to the Watch Tower, using the coupon set out at the end of this article.

Are you arranging your time for the witness period? The pioneers, who are spending all their time in the Kingdom work calling on the people from door to door, will, it is hoped, put in during these nine days at least 40 hours witnessing, and the auxiliaries 20 hours. Each company publisher who has other work to do during the week should arrange his time to put in at least 12 hours. If each individual devoted to Jehovah God and his kingdom will make definite arrangements so that he will have the time to put in the field there is no question as to the distribution of a far greater amount of literature than heretofore, which is well over 2½ million pieces.

Then, there is another thing that all the organizations throughout the world will have in mind, and that is the witness with the sound machines wherever these are available. During the last period in April the total

(Continued on page 2, column 2)

Inventory

There is being sent to every company director, sharpshooter, pioneer and auxiliary, an inventory blank, which each one will please fill out on September 30. Please make an accurate count of all bound books as well as booklets and mark these quantities on your inventory form. All foreign publications, regardless of language, should be listed under the one heading, "Foreign". It is essential that this inventory be made out by actual count, accurately filled in, and mailed to the Society no later than October 1, 1935.

Literature for the Blind

The Society has a considerable number of publications in the Braille language which is used for the blind. All publishers calling from house to house, when learning that there is a blind person in the home, should inform them of these Braille publications and tell them to get in touch with the Watch Tower, 1210 Spear St., Logansport, Ind.

What to Do After October 13

Government and Two Colored-Cover Booklets

What? The *Government* booklet again, after we have gone over our territory? That's what some have written in to the Society, believing that their territory is saturated with the *Government* booklet. This could not be. There are more than 125,000,000 people in the United States, and there will have been shipped to the publishers in the United States by the first of October about 2½ million booklets, but this is just part of the witness that should be given with this important message.

It is true we began distribution of this booklet early in July, but it is of such great importance that all should be given the opportunity to avail themselves of this message.

Remember the *Kingdom* booklet? There were well over five million copies of this booklet distributed in the United States in a short time, and it is still going well. The *Government* booklet, at the rate it is going now, should surpass even *The Kingdom, the Hope of the World*. With such a large increase of publishers, more hours spent in the field, better organization, this country

(Continued on page 2, column

Portable Transcription Machines Remodeled for Sound Car Equipment

The Society is pleased to announce that we can now attach the new sound car equipment to the 6-volt battery transcription machine which has heretofore been manufactured by the Society. This attachment will comprise a power amplifier and a horn for the top of the car, including all mountings. If you already have a microphone attachment on your present PTM 6-volt battery-operated type, the additional cost will be \$80, but if the Society supplies a microphone with the new attachment the cost will be \$90.

The PTM which you now have would have to be shipped back to 117 Adams St., because of certain additions made to the amplifier. The machine will be put in good condition and the motor remodeled so as to take a 3 3/4 and 78-r.p.m. lecture. When returned to you, the PTM and additional equipment will be identical with that furnished by the Society and now known as the No. 3 sound equipment.

First write the Society, telling us that you want your machine remodeled to include the No. 3 equipment. The Society will then send you a questionnaire that must be filled out before your machine is shipped to us. Keep your present PTM in active service until the Society writes you to send it back to 117 Adams St. if you desire to place an order with the Society for the No. 3 equipment. Please take note: Under no circumstances ship your PTM to the Society for remodeling unless you first have the permission from the Society to do so. This sound car equipment cannot be added to any machine except the PTM operating from the 6-volt battery manufactured by the Society.

This No. 3 equipment has proved a great aid to the brethren in the carrying forward of the Kingdom message, and will assist materially in the covering of your territory.

Director for Field Publishers

It will be noted that the title of this paper, which carries you Kingdom instructions each month, has been changed from "Bulletin" to "Director".

"Director" more properly describes its purpose in the Kingdom arrangements. Jehovah is directing his people through his anointed King, who issues his instructions for his people through his visible organization. The *Director* will set out to the field publishers the various provisions the Lord has made for publishing the Kingdom message, co-ordinating the agencies now in use to proclaim the truth. Its contents are organization instructions, adherence to which will bring joy and blessing as the Lord's servants go forward in unity.

(Continued from page 1, column 4) should place 5,000,000 of this booklet within a year's time.

In the checking over of your inventory, September 30, get out the old booklets of which you have a large supply and use these, any two of these colored-cover booklets with the *Government* booklet. Many of the brethren have *The Crisis, Dividing the People, Where Are the Dead? Hereafter, Who Is God?* and others on hand. Use these, put them in the hands of the publishers, and if you have covered all your territory with *Universal War Near and Favored People* go over the same territory, using two different colored-cover booklets each time and including the *Government* booklet every time. If you meet people who weren't at

Mail in September Report Cards on September 22

October Card Will Show Report of
September 23 to October 31

It will be very necessary for all the pioneers, auxiliaries, companies and sharpshooters to have their report of activities for the month of September in this office by the close of the month. To insure your getting your reports here on time, end your month's activities with Sunday, September 22, and send your report in immediately, showing as your work in September your field service from the 1st to the 22d, inclusive. This will necessitate your reporting on your card for October your activities from the 23d of September to the 31st of October. On your September report card (which is to include only the first twenty-two days of the month), report at the bottom the number of three-book combinations which you place on a contribution of 50c. On your report card for October report the number of three-book combinations you place on a contribution of 50c during the period from the 23d to the 30th of September. This special offer ends with the end of September, as you know, but it will be necessary for you to make this report on your October card, since you will close your report for September on the 22d. Credit will be granted from your report cards for August, September and October for the three-book combinations placed during the entire two months, and will appear on your November statement.

September 29 a Big Day

Brother Rutherford's Voice to Be Heard Far and Wide
as "Government" Lecture Is Listened to by Millions

Those who did not have the pleasure of listening to Judge Rutherford on June 2 deliver that epoch-making speech "GOVERNMENT" will be given the opportunity on September 29. There are 100 radio stations being thoroughly advertised throughout the United States, setting out the time when people can hear this lecture by means of radio. These radio folders have been consigned to the publishers, and these should all be distributed and placed in the hands of the people by the afternoon of September 28.

As these 100 stations broadcast there will be a barrage from the sound cars and transcription machines in all parts of the world, sounding forth this same message, not once, nor twice, but many times during the day. Can you imagine

home before, if you meet people who weren't interested before but now are, let's give them a chance to read it.

So, then, October will be a booklet month, two colored-cover booklets and the *Government* booklet on a contribution of 10c. Remember, too, that the *Government* booklet is being published in many languages. If there are foreign-speaking people in your territory, be sure to carry along a supply of the *Government* booklet, as well as the colored-cover booklets, in the proper language.

Foreign Language Records

There have been various requests made for Brother Rutherford's short talks in languages other than English. Some of these have been made in Europe, but they are too expensive to import to this country. These have been made particularly for the use of the brethren in Europe. We do, however, handle in the United States the Spanish discs, which have been announced elsewhere. Do not write to the Society for copies of these discs made in Europe, and do not order them from Europe. They cannot be furnished.

(Continued from page 1, column 3) attendance at these sound meetings was 218,201. Since that time many more sound machines have been added to the service, including powerful outdoor equipments. With the special lecture "Government", with which all have been supplied, and

more than 1300 sound equipments sending forth this message in every nook and corner where the English language is spoken? It will be a thrilling occasion. The brethren who have been fortunate to receive this lecture before the 29th, of course, will have used it extensively, but by the 29th of September all users of sound equipment will have had their set of records, and this lecture will then be heralded far and wide. What a momentous occasion this will be! It introduces the WORLD-WIDE PRAISE PERIOD, which follows right on its heels. The sound army will lay down the barrage, and then the "locusts" will follow shortly thereafter with the same message in printed form. What a sting the Devil's organization will receive!

which should be used as often as possible during this particular period, we believe that at least a half million persons should hear this wonderful message by sound machines during the nine-day period.

There is not a single organization in the earth that could put forth such an advertising campaign as does Jehovah's organization. Our sole purpose is to advertise the King and the Kingdom, pointing the people to the only hope of the world. No greater privilege has been extended any creature, and it is now your privilege to be one of Jehovah's publishers taking your stand wholly on his side and joining his organization, pressing on, giving the witness so that by word of mouth, by placing the literature in the hands of the people, and by the sound machines this gospel of the Kingdom will be preached. Let us use every instrument that the Lord has given us to herald far and wide the message of the Kingdom during the WORLD-WIDE PRAISE PERIOD.

There are many readers of the *Watchtower* magazine whom we should like to ask the question:

Have you arranged to be one of the publishers in the World-wide Praise Period, October 5-13?

In order to have a part in this special witness you can obtain 50 booklets on a contribution of only \$1.00, which amount will be used to print more of these publications. A special packet will be sent each individual, and it will contain the fol-

One Way to Witness

An opportunity for making splendid use of the transcription lectures "Funerals" and "Where Are the Dead?" is presented at the funeral services held at various funeral parlors. In many instances the funeral services from these places are not conducted by any church, and we suggest that the service director or transcription leader get in contact with the various funeral parlors throughout the company's territory and advise these establishments that funeral services can be arranged for. It would be well to arrange to give a demonstration of the transcription machine and these two lectures by Brother Rutherford so that, instead of the funeral director's calling in some preacher, the transcription service can be available and the witness given in this manner.

The Society will supply owners of transcription machines with the above-named records on request.

Following: 30 copies of the booklet *Government*, 10 copies of *Universal War Near*, and 10 copies of *Favored People*. These booklets you can then take with you as you call on your neighbors, friends and strangers in your vicinity, presenting to them a testimony card, which will be furnished with the booklets. Offer them the three booklets on a contribution of 10c, or the *Government* booklet on a contribution of 5c, or, if they are really interested and cannot afford to contribute a small amount, and you feel so disposed, leave the *Government* booklet with them free, to read and pass on to someone else. You may be assured that you will receive a great blessing in doing this work. It will be a glory to Jehovah's name. Order your literature now, so you will be prepared for the witness October 5. If you are not getting booklets from our local organization the following coupon is for your convenience in ordering direct from this office.

(Pioneers, auxiliaries, and regular company publishers will not use this coupon.)

The WATCH TOWER,
117 Adams St.,
Brooklyn, N. Y.

I desire to have a part in the witness work October 5-13, and to be one of Jehovah's publishers of the Kingdom message. Please send me the special packet which contains the following booklets, including a testimony card which I would like to show the people when approaching them so that they may read in a few words about the message contained in the booklet. Enclosed find \$1.00 contribution so that more of these publications can be printed and distributed.

- 30 *Government-Hiding the Truth: Why?*
- 10 *Universal War Near*
- 10 *Favored People*
- 1 Testimony Card
- 1 Report Card

Name

Street

City and State

County

Please be sure to check below:

I am in touch with your local organization at the present time and will report locally.

I would like to know who is your local representative. If you have no local organization here, please send me complete information on being enrolled for regular Kingdom service.

DIRECTOR

FOR FIELD PUBLISHERS

TIME! TIME! TIME!

SPECIAL OCTOBER ISSUE

TIME! TIME! TIME!

Organization Instructions!

Where Do They Come From?

What Is the Responsibility

of Every Pioneer, Auxiliary, Sharpshooter and Company Publisher?

The organization of Jehovah's people on earth has increased in strength and efficiency under the rich blessing of Jehovah, and this organization, the Society, is made up of men and women who are devoted to Jehovah and seeking to faithfully serve and honor Him. The organization is one, and not divided.

The responsibility of the Society is, as expressed in the commission of Jehovah to his people at Isaiah 61 and elsewhere, to preach the gospel of the Kingdom, and that is the only reason for the existence of the Society, the headquarters at Brooklyn and the respective service units throughout the earth. Jehovah's people see that the Lord has but one organization on earth and that the responsibility rests upon the office at Brooklyn to see that the organization is properly organized and works harmoniously. The policy of the Society in all matters is established by the president.

All instructions are issued direct from Brooklyn through the Society's publications and such representatives as may be sent and routed direct from this office from time to time, and all communications and reports on the Kingdom service are to be made to this office.

The time has come when unity must exist in all the Lord's organization; and this can come only from strict adherence to organization instructions, which are not discretionary, but entirely mandatory. In each service unit throughout the field a simplified arrangement should be established eliminating all unnecessary detail, that the Kingdom work may be increased.

Each organization should be intensely interested in the territory assigned to them by the Society and should see to it that it is covered several times each year with the literature and sound equipment. If the territory is not sufficiently large to give enough work to the publishers, make request to the Society for more.

The important work for the publishers at the present time is to be Jehovah's witnesses by going from house to house publishing the Kingdom message, using such agencies as the Lord has provided: the Kingdom message in printed form, sound cars, transcription machines and phonographs. Instructions for the use of this equipment are contained in the Society's publications, so that the remnant throughout the country may use them in unity.

As an aid to all the publishers, the policy of the Society respecting various features of the service throughout the field is here briefly set out:

COMPANIES

Where a group of Jehovah's witnesses and associates has at least seven publishers in the field each month and more than 100 hours service monthly, with sufficient in the group to have a service committee of three brothers, a company organization may be maintained. Inasmuch as the quota for each company publisher is 15 (or more) hours a month, this minimum time requirement for companies should be greatly exceeded if each publisher diligently gets in the time, which is necessary for a healthy company organization. The responsibility is upon the company as a unit and upon each individual publisher therein to faithfully represent the Kingdom interests in the local territory, carrying out the instructions from the Society. To accomplish this the local unit should be organized to include the following servants:

Service director appointed by the Society, whose duty it is to lead the brethren in the house-to-house witness, carrying out the instructions received from the Society from time to time through *The Watchtower*, *Director*, letters of instruction, etc., and to direct the field activities in the company territory.

When a company and territory are large enough to justify it, there may be an assistant director and territory captains, these and the following servants to be elected by the company:

A stockkeeper to have charge of all the supplies of literature furnished by the Society, to keep a full and accurate account of the stock and make convenient arrangements to supply all the local publishers therewith; to order literature and other supplies as needed, having such orders approved by the service director, to be forwarded by the director to the Society. Company publishers are privileged to have company cost on literature if they average three or more hours a week and desire to have it.

A treasurer to take care of the finances of the company, including the contributions received from the distribution of literature, remitting to the Society by money order, turning the money orders, made out to the Watch Tower Bible & Tract Society, over to the director to forward to this office. All literature shipped on credit is to be remitted for promptly as placed with the people.

A transcription leader to serve under the supervision of and closely co-operating with the service director in pushing the sound machine service as outlined by the Society, obtaining locations for meetings, advertising these, and co-operating

(Continued on page 2, column 1)

Where Were the 2,000?

Bound Books Went Well, But a Big Drop in TIME

Period Report August 3-11

	This Year	Last Year
Books	78,044	13,263
Booklets	500,460	564,342
Totals	578,504	577,605
Publishers	17,682	19,706
Hours	192,890	243,201
Obtainers	330,817	401,687
Sound Machines	1,399	
Sound Meetings	8,948	
Attendance	237,790	

"The Unselfish One's Fruit-Bearers' Period," August 3-11, indeed brought forth much Kingdom fruit. The 78,044 bound books are certainly a concentrated form of Kingdom information, and the number is surpassed only by that of the "Kingdom Herald's Testimony Period", February 2-10, when 94,638 of the

book *Jehovah* were placed with the people. The *Government* booklet must have received a large distribution, as the total of booklets for the period exceeded a half million. The report of sound meetings is excellent. The number of sound meetings and attendance is the largest on record for any 9-day service period. Comparing the time spent in the field during this period with that of the corresponding period last year, we find that we fell short by more than 50,000 hours and also 2,000 fewer publishers participating this year. We failed to receive period reports from many of the brethren, as a large number of the pioneers, auxiliaries, sharpshooters, and service directors failed to give their period reports on the same card as their month's report. We suggest that hereafter everyone responsible for submitting reports to the Brooklyn office be sure to give the period report as well as the entire month's report on the report card mailed in.

Make Calls and Get Results

Government and Two Colored-Cover Booklets for October and November Distribution

One thing that has been proved time and time again is that a publisher must make calls if he wishes to get results. Giving long speeches at one place and another very seldom helps to increase the placements of literature. Make your testimonies short, using the card, and, if necessary, adding a few words to place the three booklets on a contribution of 10c. Each one should keep in mind when in the territory to call on every home and cover as much ground as possible in the amount of time available.

Time is the essential thing; and the more hours that are spent in the field, the more calls will be made by the publishers and the greater will

be the number of placements. The message contained in the *Government-Hiding the Truth* booklet is of such great importance that the next two months, October and November, will be devoted to the distribution of this booklet. Along with this self-covered booklet will be two colored-cover booklets on a contribution of 10c.

There is much work to be done yet, and there are other booklets in stock, and we urge that the brethren use booklets such as *Righteous Ruler*, *World Recovery*, *Intolerance*, *Dividing the People*, *Escape to the Kingdom*, *The Crisis*, *The Kingdom the Hope of the World*, along with the *Government* booklet. By using any two of these, even though you covered the territory a short time ago, it will be like offering them new literature. By all means get the *Government* booklet into the homes of the people.

Close Contact—Be Up to Date

Every one of the publishers should want to know what is going on and be up to date in regard to all happenings concerning Jehovah's witnesses. Every one should be up to date in regard to the truths that the Lord so graciously feeds his people. Each publisher should have *The Watchtower* and *The Golden Age* coming regularly to his home. Additionally, all the field publishers should call the attention of the Jonadabs, or great multitude, to the vital importance to them of having *The Watchtower*. Each one of them should be a subscriber.

The Watchtower is the Lord's provided means for instructing those who are seeking meekness and righteousness.

Is Your Inventory Mailed In?

The Society has asked every director, sharpshooter, pioneer and auxiliary to fill out the inventory blank sent to them recently. This should have been filled out September 30 and by now mailed to the Society. We ask those who have failed to do this to do it immediately, please.

The Golden Age brings you many interesting items concerning the activity of Jehovah's witnesses and reports from all parts of the world. These truths should be called to the attention of the great multitude. It is well for each publisher and those of good will to have their magazines of all magazines coming to their homes regularly twice a month.

Years! Months! Weeks! Days! Hours!

It Spells TIME, TIME, TIME!

That Is One Thing We Must Have to Serve Jehovah

Let's Get It and Use It During 1936

Jehovah has commissioned his servants in the earth to publish far and wide the message of his kingdom bearing the majesty and greatness of his name. The Kingdom is here, and the knowledge of this fact must be brought home to the great multitude, that they may now stand for Jehovah and for Gideon. Knowledge of Jehovah's purposes will bring to the great multitude release from their prison houses. Jehovah, through his organization, has outlined to his witnesses how this work is to be done, namely, by visiting the people house to house with the message of the Kingdom, and has shown that the time for vigorously advancing such a campaign is now. House-to-house witnessing, together with broadcasting the message in transcription form with sound machines, brings real praise to Jehovah's name and is definitely associated with the vindication of his great name. Therefore, to the Lord's people the field service is of primary importance and of primary concern; everything else is secondary and incidental to the publishing of Jehovah's name.

In the March *Bulletin* it was brought to our attention that "time TIME spent in field service is one thing we seem not to have enough of". Consideration was given to a "time" table showing that the monthly average of hours for pioneers, auxiliaries, and company publishers was less than the average of the year previous, and in no case had the minimum quota for the different groups been reached (quota for pioneers 110 hours, auxiliaries 50 hours, company publishers 15 hours). At that time a hope was expressed that in view of the summer months ahead the publishers would put forth a greater effort to increase their ac-

tivities and thus surpass the splendid record set last year. However, the summer months have come and gone, and we find that for the months of July and August alone 46,934 fewer hours were spent in the field in 1935 than during the same months in 1934. This decrease has occurred despite the fact that there is an average of 2,151 more publishers in the field this year than last. It is true that the volume of literature placed has increased greatly, but if more TIME had been spent in the service still more literature would have been placed. It is further noted that most of this deficit of hours has come from the company and sharpshooter publishers. Pioneers and auxiliaries show a smaller decrease in time. In view of this the quota of 5½ million hours set for 1935 will not be met.

Nothing can now be done about the failure to meet the time quota for 1935; but a new fiscal year is ahead of us, and all the publishers should put forth a real effort to better meet these requirements of the Lord's service. Pioneers have many handicaps to overcome, but by consistently pushing forward at the front lines of the fight they should be able to meet the minimum of 110 hours each month. Perhaps this can be better done by planning one's field activities as follows: If a pioneer put in 6 hours each day for 19 days each month he would make the quota and at the same time have 11 days of the month left for repairing his equipment and to attend to other necessary details. But with no repairs necessary a pioneer should keep going at least 6 hours 6 days each week. In a month he would put in more than 150 hours.

Auxiliaries are located mostly in urban territory, and with better planning of their time the 50-hour monthly quota should not be difficult. If auxiliaries put in 5 hours for 10 days of the month they would have 20 days left for their other

consideration which is given to these faithful witnesses and establishes the requirements which are to be met by them, and their primary obligation is to get in their time in the house-to-house service. The very minimum number of hours for pioneers is 110 each month, and this is to be exceeded in order that an effective witness may be given and the pioneer can get on well. The pioneer service is not a secondary job of less importance than some secular work. To be a full-time publisher of Jehovah's kingdom is the greatest of privileges and responsibilities, and a pioneer does not have time for all the odd jobs that come along which would interfere with his getting in his pioneer hours.

All pioneers are assigned territory by the Society. When assigned to witness in conjunction with a company, they obtain their local territory from the service director. A pioneer, however, makes all reports to the Society only, and not to the local company. It is necessary that each pioneer report regularly to the Society each month and also send in such territory reports as may be asked for at the time the territory assignment is made by this office.

AUXILIARIES

Auxiliaries are also special representatives of the Society, and the appointment and responsibility of auxiliaries, even as in the case of pioneers, is to the Society's office in

affairs. Remember, the King's service is of primary importance; other business is secondary.

And now for the company publishers, who are also commissioned for service in this fight for the vindication of Jehovah's name. The responsibility for being a regular publisher of Jehovah's kingdom is just as great for the company brethren as for those of the pioneer and auxiliary service. There should be no tendency to excuse oneself by saying 'Let the pioneers and auxiliaries do the witnessing', and then sit back to take it easy by going into the service only whenever one feels like it or is invited to do so by other brethren. Each company publisher, especially of the remnant, should assume full responsibility as a publisher. This applies to everyone, including service director, car driver, stockkeeper, or service leader; all should be out in the field publishing the message. Your assignment is to put in at least 15 hours a month in the field service. If you fail to put in 15 hours one month, make it up the next. Neither should company publishers shift blame to the service director or other service leaders for their failure to meet the requirement. You are primarily responsible for making your service arrangements. If you do not make your time when going in witnessing parties arranged by the company then get your own territory and put in the additional time to meet your 15 hours. It may be well also for witnessing parties or car groups on Saturdays and Sundays to put in more than just two hours of field service. Take your lunch and keep going for four or five hours, especially when in rural territory. Your affairs should be so arranged as to give you ample time to render the Lord's service. Everything else is of secondary consideration. Jonadabs and other people of good will are also invited to share as publishers and to do whatever they can to forward the Kingdom work.

The Lord is no respecter of persons. Every one is required to perform his assigned duty.

Brooklyn, to which all auxiliary reports are to be made each month. These brethren, while not devoting all their time to the service, or unable to get in pioneer hours, enjoy great privileges and blessings. All who can do so should change from the status of company publishers to that of auxiliaries or pioneers.

The minimum time for auxiliary appointment is 50 hours a month in the house-to-house witness. Most auxiliaries are serving in co-operation with various companies, obtaining their local territory from the service director, but reporting to the Society only. It is entirely in order for brethren who are pioneers or auxiliaries to hold positions as servants in the company organization with which they are associated, if this does not interfere with their getting in pioneer and auxiliary time and otherwise meeting their obligations as such.

QUOTAS

It is recommended that each company and sharpshooter unit set a quota for their year's activities, based on hours in the field service, and each publisher should feel his personal responsibility in meeting this quota, not being content with devoting but 15 hours a month to house-to-house witnessing, but more and more time as possible.

In this connection, we wish to emphasize the fact that such quotas are to be for the activities of company

Remittances

When sending money to the Society, the safest way is to purchase a money order or a bank draft. Then, in case it is lost, a duplicate can be obtained.

Heretofore it has been the custom of the Society, when receiving money to be applied on sharpshooter, company, auxiliary or pioneer account, to make out a credit memorandum and mail it immediately in acknowledgment (except when the remittance accompanied an order, and such remittance was acknowledged at the foot of the invoice). In the future, credit memorandums will not be mailed until the 10th of the month, at which time they will be enclosed with the monthly statement. This will save quite a bit of postage, and if you have made the remittance by money order or draft there is no need for immediate acknowledgment. When your statement is received you should check it immediately to see that all remittances made during the past month have been entered to your credit. If not, then advise us, so that an investigation can be made. Remittances accompanying orders will be acknowledged at the bottom of invoices as heretofore, and we suggest that, when possible, you send your orders for literature with your remittances on account, as this simplifies the work in the office here.

Bibles

The Society has some very fine Bibles in stock. Most persons desire to have a small concordance in the back of their Bible. However, the Bibles mentioned below do not have a concordance; but with each Bible a concordance can be furnished for an additional 50c. The concordance alone can be had for 75c. The following Bibles do not have a concordance:

CAMEO TYPE BIBLES, India paper, gold-edged leaves, marginal references and firm edges.

No. 120 4½ x 7½ French Morocco \$4.00
No. 130 4½ x 7½ Full Leather 5.65

SAPPHIRE TYPE BIBLES, India paper, gold-edged leaves, marginal references and firm edges.

No. 60 4½ x 6½ French Morocco \$3.40
No. 70 4½ x 6½ Full Leather 4.85

publishers only, and pioneer and auxiliary witnessing is not to be considered in establishing such quotas. If a company should set a quota embracing the anticipated pioneer and auxiliary service in the company territory, it would not give an accurate picture of what the company itself is actually doing. Pioneers and auxiliaries are appointed by the Society, and their responsibility is directly to this office, and these are not to report, monthly or otherwise, to the service director. Their activities are not to be counted in totaling the results of the company's service. Neither is one company to report to another; but each separate company should establish its own quota, reporting only to the Society.

DIVISIONAL CAMPAIGN ORGANIZATIONS

From time to time companies and sharpshooters in an area participate in concentrated witnessing in divisional campaigns. The divisional leader is appointed by the Society, and his sole duty is to convey to the publishers the Society's instructions to him and lead in these campaigns. The divisional leader's duties end there, and, as such, he has absolutely no jurisdiction in any matters aside from the specific divisional campaigns.

(Continued from page 1, column 2) with the director in seeing that the territory is well witnessed to by the publishers, seeing that meetings are handled properly and studies are arranged after transcription lectures are given.

SHARPSHOOTERS

The status of brethren serving as sharpshooters is the same as that of company publishers. The difference in organization is due to the unit's being too small to be a company. The individual appointed by the Society to serve as its representative as sharpshooter has the account in his own name (for convenience) and is personally responsible for making all adequate arrangements for the activities of the entire group. The responsibility for the account and the service rests upon the entire group of publishers. The quota to be striven for is 15 (and more) hours for each publisher each month.

PIONEERS

Pioneers are those who are giving their full time in house-to-house witnessing, serving Jehovah with all their heart, mind and time. They are special representatives of the Society in a close and confidential relationship to headquarters. These are appointed by the Society and are responsible to the Society to fulfill the obligations laid upon them by their pioneer commission. The Society arranges for the special con-

DIRECTOR

FOR FIELD PUBLISHERS

5,354,882 Attended Sound Meetings in 1935

NOVEMBER, 1935

Your 1935 Total, 5,050,978 Hours

Special Offer by Publishers During December

"Jehovah," "Prophecy," "Preservation," and "Government" Booklet

Testimony of Faithfulness Adds Impetus to Campaign

50c Contribution for December Only

Time in the Field Essential

Jehovah's people are greatly blessed with special privileges of service, and the testimony periods that are set aside throughout the year are entered into enthusiastically by the anointed and those of the Jonadab class who appreciate the opportunity of putting forth an extra effort in the service of the Most High. The testimony period closing the calendar year 1935 is THE TESTIMONY OF FAITHFULNESS, December 7-15, and marks the firing of the opening guns of an aggressive winter campaign by Jehovah's people. The announcement of this testimony period has been carried in *The Watchtower*, and therein is pointed out the appropriateness, not only of the title, but of the joining by those of the anointed and Jonadab class in the period of special testimony as an evidence of their stand on the side of Jehovah and maintenance of their integrity toward the Lord. In order for each to share in this period as largely as possible, it is necessary that each think, plan and arrange now.

Extension of Time

So important is the work to be done by the Lord's people at this particular season that the time for the special witness is not confined to the testimony period itself, but the campaign with the literature to be presented at that time begins with December 1 and extends throughout the month of December, ending with the 31st. This embraces the nine days of December 7-15, during which time an extra effort will be put forth by all of those who are publishing the message of Jehovah's kingdom. The campaign for this special activity as outlined below applies to the testimony period itself, but is not confined to those nine days. This work is to begin on December 1 and be carried on for the entire month of December only.

Literature to Be Used

As previously announced in *The Watchtower*, it was originally thought to concentrate during this period on placing the book *Jehovah* and the booklet *Government*. A change has been made as to the literature that will be used, a change that will thrill every one of the Lord's people with the opportunity which it affords for the field service during the month of December.

Brother Rutherford has arranged that during the entire month of De-

ember, including the Testimony of Faithfulness period, December 7-15, all the publishers are to concentrate their efforts in placing with the people a combination composed of the three bound books *Jehovah*, *Preservation*, and *Prophecy*, plus the booklet *Government*, on a contribution of 50c. This will give the publishers throughout the field an opportunity to place the Society's latest published book, *Jehovah*, together with the booklet *Government*, and, in addition, the very important books *Preservation* and *Prophecy*, on a 50c contribution. Never before has there been such an up-to-the-minute special offer in a combination of bound books on such a contribution.

The enthusiasm that the publishers manifest in the presentation of the *Jehovah* book, the appropriateness of the message in the booklet *Government*, and the appreciation on the part of the people of *Preservation* and *Prophecy* indicate that this bound-book campaign during December will exceed in placements any of the similar campaigns that have been carried on before. The importance of the activity with this special offer, and the necessity that every pioneer, auxiliary and company publisher join wholeheartedly in the campaign, cannot be overemphasized.

Special wrappers, for the convenience of the brethren in presenting this combination of three bound books and the *Government* booklet, will be mailed soon.

The publications as stated above are the ones to be presented. When you find someone who has already obtained one or more of the three bound books, it will be entirely in order for you to substitute any of the other bound books in order to make a

Year Book of Jehovah's witnesses for 1936

There will soon be published the *Year Book*, which will carry the president's report of the activities throughout the whole world. Every one of the remnant and Jonadabs will be anxious to read this report, for it will bring much joy to your heart. Jehovah's organization and its activities are of real interest to all those of the organization. Additionally the *Year Book* has a short discussion on the year's text and sets out for each day in the year a text and comment. Orders should be sent in early through the company organization with which you are associated. The rate is 50c a copy.

three-book combination, thus leaving three bound books, together with the *Government* booklet, at every opportunity. However, it must be made plain that the concentrated effort is with the three books *Jehovah*, *Preservation*, and *Prophecy*, and any substitution of other bound books is merely to make up the combination in cases where the party called upon already has one or more of the books in this special offer.

If it should occur that you run out of *Jehovah*, *Preservation* or *Prophecy* before additional stock reaches you, proceed with the service presenting three other bound books in combination, but procure additional stock of the three books specially offered during this campaign as soon as you can, so that as many of these as possible can be placed with the people. No consignments of these publications are being made, and they will be shipped only upon receipt of your order. Order as soon as possible the quantity you will need, so that you will have an ample supply on hand by December 1.

On your report for the month of December you will show on the one card the report for the entire 31 days; also the report for the special testimony period of December 7-15; and, in addition, at the bottom of the card, show the number of three-book combinations placed during the entire month, so that credit can be granted on the accounts in the regular way. Of course, this special offer ends with December 31.

Testimony Card

To aid the publishers in the presentation of the three-book combination. (Continued on page 2, column 1)

Calendar for 1936

The text for the year, as *The Watchtower* has pointed out, is the same as that of last year. The Calendar is in course of preparation and has a complete new design which really makes the Calendar look entirely different from that of last year. Everyone will want to have it because of the service periods therein set out, which will be a constant reminder of the special seasons of the year during which time Jehovah's witnesses put forth extraordinary effort to honor his name. Orders should be placed as soon as possible with the director so that he can order at one time all needed in the company. The price for the Calendar will be 25c each, or, in lots of 5 or more to one address, 20c each.

Companies Use Storage Stock

No Order Blanks Furnished for December Campaign

The December campaign will undoubtedly require a large supply of cloth-bound books because of the extraordinary offer of *Jehovah*, *Preservation*, and *Prophecy*, along with the *Government* booklet, on a contribution of 50c. Most of the large companies have a good storage of these three books on hand. Use this stock and order more. However, use your own order blanks. The Society is not supplying an order blank with this *Director*.

Pioneers living in territory held by companies should use their own stock and, in case they run out, should borrow books from the company but replace the literature when your order is filled by the Society. We do not want to put through transfers for stock.

December should prove to be one of the greatest months to date for distribution of bound books. The Lord's people should put forth every effort to make it so. The message in the three books recommended to the people for this period is of utmost importance. Keep before the minds of the brethren the importance of the publishers' putting in the TIME in the witness work. The more TIME, the more placements.

Subscribe Now for *The Watchtower* and *The Golden Age*

In all of their field service the pioneers, auxiliaries and company publishers should make it a point to carry with them a supply of subscription slips for taking subscriptions for the *Watchtower* and *Golden Age* magazines. The people of good will with whom the field publishers come in contact should be advised concerning these two journals which are of greatest importance to them, and the publishers should make an effort to obtain subscriptions for both *The Watchtower* and *The Golden Age*. When these magazines come to a home they bring regularly contact with the organization of the Lord's people in the earth, and the instructions and information contained therein should certainly be available to all people of good will. When you send in subscriptions be very careful to see to it that the name of the subscriber, city or town, as well as local address, are all spelled correctly and written legibly, so that the subscriptions can be handled here efficiently and the subscribers will be certain to receive their magazines.

Divisional Campaigns

Send In the Information Soon

For the coming year the Society has arranged for the following campaigns:

March 14, 15
July 4, 5
November 7, 8

All of the brethren in the various divisional areas who can do so should arrange to have part in these campaigns, that the aggressive organization of Jehovah, prepared for action when the enemy attacks, may be equipped to serve on short notice.

As usual, the Society is requesting the divisional leaders to recommend three points in their area where these divisional campaigns should be held. These points are to be in company and sharpshooter territory unless there should be some unassigned or pioneer territory in your vicinity where the enemy has recently endeavored to stop the work and interfere with Jehovah's witnesses. In such exceptional cases the town where the trouble took place may be included in your recommendation. The divisional leader should not depend on his own knowledge of his territory to choose these three points, but rather, should either contact the various directors and sharpshooters in his area by mail or have a meeting of all directors and sharpshooters where this matter should be seriously considered, and then the recommendation be made to the Society.

In some cases it has been necessary to change divisional leader and appoint new brethren. In such cases the brother appointed is being notified direct by mail and the former divisional leader is also being advised, so that the necessary steps for transfer of records and other information may be undertaken. We feel confident that the former divisional leader in each case will be glad to co-operate with and aid the newly appointed divisional leader.

(Continued from page 1, column 3)

tion during December, a testimony card has been prepared. Each publisher is to see that he is supplied with this card, and if additional cards are needed for the publishers in any local service unit the service director may order more at once. The card presents the literature the publisher will be using, namely, *Jehovah, Preservation, and Prophecy*, together with the *Government* booklet, on a contribution of 50c. When this entire combination cannot be placed, drop to the offer of a combination of the *Government* booklet and any two colored-cover booklets on a contribution of 10c. These testimony cards will be sent in a few weeks.

Territory

With this most unusual offer any territory is new to the publishers, regardless of previous witnessing therein. The season of the year will in itself more or less make urban territory chiefly desirable, in addition to the fact that therein more people can be called upon, and so urban territory should be used for the month of December. In this connection each individual publisher should see to it that he has on hand an individual assignment of territory in which he can serve in addition to such time as he may put in in conjunction with witnessing parties arranged for at stated periods. It is surprising, the number of hours which can be found available for field service in convenient individual assignments; and surely the activities of the brethren should not be restricted to those occasions

Report Time Using Sound Equipment

Do Not Report Number of Meetings, but Hours

In reporting activities with the sound machines, all publishers have been reporting the number of meetings in addition to the number of sound machines used and the total attendance. Hereafter it will not be necessary to report the number of meetings, but, in place of this, every publisher is to report the *total hours spent in the sound machine work*.

This means that on every report there is to be shown (1) the number of sound machines used, (2) total hours machine meetings, and (3) the total attendance at all these meetings.

The time spent in sound machine service is not to be included in the total hours house-to-house witnessing. Beginning at once, each publisher will report two items of time spent in the service. First, total hours house-to-house witnessing, as heretofore. (This is to be put in the regular space on the report form.) Separate from this there is to be reported the total hours spent with sound machines, including the time spent with phonographs, transcription machines or sound cars. Change the heading on the report form from "Total number of meetings" to "Total hours sound machine service", and in this space make the report of time spent with sound equipment. This applies to all pioneers, auxiliaries, company and sharpshooter publishers.

What time is to be reported as "Total hours sound machine service"? Not the time spent in driving to meeting places, but the time spent in holding meetings. This is the time used in running lectures and musical numbers, in making announcements of the lectures, of meeting places, of radio broadcasts, and, in fact, all time in actual use of sound equipment, time at phonograph and transcription meetings, and in question meetings in connection therewith.

Remember that this additional time and service with sound machines is in addition to getting in well over your quota of hours in the house-to-house witnessing with the literature.

The operator of the sound machine should be included in the com-

pany and sharpshooter reports as a publisher, provided he is one who does go from house to house regularly at every opportunity. No one should operate sound equipment to the exclusion of the door-to-door witnessing, but those who are regular field publishers should have this additional sound machine service. In the operation of sound cars, it should be arranged that the operators have a supply of literature on hand at all times, and also that the houses nearest the sound car be called on by the brethren running the equipment. It must be remembered that, generally speaking, the sound machine activity is an adjunct to the field service and is to be tied in with the house-to-house witness.

Time

And now we come to the item which will decide the individual success of each publisher in this special united testimony of the Lord's people, and that is the **TIME** which each one will devote to the service. By the opening of the month of December pioneers should be settled in their winter assignments and in position to proceed without interruption. The service directors of each company should have the company service arrangements complete, so that each individual publisher obtaining territory from the local organization, whether pioneer, auxiliary or company publisher, can proceed without interference. To the extent that each one arranges to put forth time and effort in carrying the

The Testimony of Faithfulness—December 7-15

How many publishers will witness in your territory during this campaign?

Will every one who claims to be of the anointed share in the field service some **TIME**?

How many of the "great multitude" will show their faithfulness

where groups can assemble to go out, as is the case in many companies on Saturdays and Sundays.

Work During November

Everywhere the enemy is girding for battle, desperately striving to stem the onward march of the Kingdom. The answer of the anointed to this challenge is to push the battle to the gate with greater determination than ever before, not by looking for something new, but by taking the message the Lord has supplied us, which, at the present time, is the *Government* booklet, showing that Jehovah alone, through his government, brings salvation, and such additional booklets as *Escape to the Kingdom, Dividing the People, The Crisis, Who Is God?* and kindred titles. On a contribution of ten cents leave any two colored-cover booklets and *Government*.

These, placed in the hands of the people, enable them to see the great issue that is now precipitated upon the world, and if they are people of good will and want to serve the Lord they may take their stand on his side.

Therefore, during the month of November, each and every one of the publishers of Jehovah should push the campaign vigorously with these booklets and such other colored-cover booklets as they may have on their shelves, so that at the end of November their surplus stock of booklets may be cleaned up and a good balanced stock be on hand.

Everything will then be set for the big campaign in December with three bound books and the *Government* booklet on a 50c contribution.

Kingdom message to the people, to that extent he participates in the activity of the organization as a whole. All the faithful will bestir themselves and arrange to get in the **TIME** in the field, which is so important.

For this special campaign during the month of December, this is what we have:

The Testimony of Faithfulness Period, December 7-15;

Three of the most splendid bound books to present, in combination with the "Government" lecture, on a very special contribution of 50c;

A special testimony card to aid us in presenting this literature;

A special wrapper for our convenience.

It is up to each one to make the most of these provisions of the Lord and arrange for individual supplies of literature, territory and **TIME**.

by door-to-door witnessing?

What did James say in the second chapter, 18th verse?

"Shew me thy faith without thy works, and I will shew thee my faith by my works."

He further said, "Faith without works is dead."

Bethel Service Leaders Put in Full Time Saturday and Sunday

As usual, the Society's office and factory will be closed Saturday and Sunday at the beginning and at the end of THE TESTIMONY OF FAITHFULNESS, which will be December 7, 8, and December 14, 15, in order to enable the family to have part in the witness work.

The Society will also route service leaders to the different companies within an area of 200 miles from New York to co-operate with the brethren in giving the witness during these two week-ends. Where such appointments are made the brethren in the different companies are expected to fully co-operate with the service leader by devoting all the time possible to the field service. The company publishers should be out in entirety Saturday and Sunday of both week-ends.

New Publications Since Last May

The following publications have come into stock since the publication of the last cost list:

Detourance—Malay.
Government—Bohemian or Czech.
Light 1—French.
Light 2—French.
Preparation—Afrikaans, Danish, Swedish.
Government-Hiding the Truth: Why?—Bohemian or Czech, Finnish, French, German, Greek, Hungarian, Italian, Norwegian, Polish, Slovak, Spanish, Swedish, Ukrainian.

Universal War Near—Chinese, Croatian, Estonian, French, German, Greek, Hollandish, Italian, Japanese, Norwegian, Polish, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Ukrainian.

Who Shall Rule the World?—Afrikaans, Chinese, Croatian, Danish, Estonian, Finnish, French, German, Hollandish, Hungarian, Japanese, Norwegian, Polish, Rumanian, Serbian, Slovenian, Swedish, Yoruba.

Angels—Afrikaans, Hollandish, Japanese, Norwegian, Yoruba.
Righteous Ruler—Afrikaans, Yoruba.
World Recovery—French.

Beyond the Grave—Tagalog.
Intolerance—Polish, Tagalog.
Dividing the People—Armenian, Chinese, Portuguese, Itsekiri.

Who Is God?—Italian, Spanish.
What Is Truth?—Fijian, Spanish.

Good News—Norwegian, Polish, Swedish.
Liberty—Bohemian or Czech, Norwegian, Polish.

The Final War—Bohemian or Czech.
Health and Life—Polish, Rumanian.

Home and Happiness—Finnish, German, Norwegian, Spanish, Swedish.

Keys of Heaven—German, Tagalog.

Angels for the Blind

The booklet *Angels* is now ready in Braille, and may be had for \$1.00, or will be loaned to any blind reader on request. Address Watch Tower Bible & Tract Society, 1210 Spear St., Logansport, Ind.

Damaged Records

When a shipment of records is received, either phonograph or transcription machine, they should be immediately opened and checked. The contents should be carefully examined to see if the records are all in good condition. If you find one or more broken records in your shipment, get a receipt from the express agent or post-office clerk (whichever way they were sent). Have the agent or clerk make a note (on the receipt) of what damage was found on the package, and then have him sign it. Forward this receipt, with a letter by yourself describing the damage, to this office and we will take care of the rest. Do not attempt to enter claim for broken records locally. All correspondence regarding broken records should be sent to 117 Adams Street, Brooklyn, as quickly as possible.

DIRECTOR

FOR FIELD PUBLISHERS

Quota Sound Machines, 250,000 Hours

DECEMBER, 1935

Quota House-to-House Witnessing, 5,500,000 Hours

Plans to Advance the Kingdom Interests

1936 Quota 5,500,000 Hours!

The Essential Thing Is Time

More Publishers Expected in the Field

During the past year the publishers in the United States and in outlying territories under supervision of the Brooklyn office exceeded all previous records regarding the distribution of the message of the Kingdom. This could be done only under Jehovah's direction through his Son Christ Jesus. The organization which he has formed in the earth is joyfully going forward carrying out the commandments which are clearly set forth in Isaiah 61 and by the Lord Jesus in Matthew, that this gospel must be preached in all the world for a witness.

The *Year Book* of Jehovah's witnesses for 1936 will carry in detail the report of the publishers of the Kingdom. It will not be necessary at this time to set out the report in the *Director*, for this will be given to you more completely in the *Year Book*, which is now in preparation. However, in view of the activity accomplished during the past year, it is well to plan the work for 1936.

QUOTA

Everyone who claims to be of the remnant or of the Jonadab multitude must honestly and sincerely put forth an effort to preach this Kingdom message.

As *The Watchtower* points out in the issue of October 15, the 40th paragraph, "With joy they serve the Lord 'day and night', that is, continuously, and not only five hours a week. (Rev. 7:15) They do not enter into heaven, but while the bride class, represented in the faithful remnant, is still on the earth, these companions are privileged to work with them and to assist the bride class in the palace or temple service unto Jehovah." If, as *The Watchtower* shows, the "other sheep" that are brought into the one fold under the one shepherd are to work "day and night", and not only five hours a week, then surely those who claim to be of the remnant must do not less, but must be as Jehu, who said to Jonadab, "Come with me, and see my zeal for the Lord."

The quota for the year is set in hours, because this is something that can be determined definitely on the part of the publishers. As to the amount of literature placed, sometimes conditions economically and otherwise may effect the placements. However, the time of an individual in the field, barring accident or ill health, can be affected only by one's own determination. The quota for 1936, 5,500,000 hours, is based on the number of hours we might expect to devote to the door-to-door

witnessing during 1936. The number of publishers and the number of hours each of these publishers will put in in the field will affect our attaining this quota.

Each company publisher should make every effort to put in 15 hours a month or more. With the present "30-hour week" arrangement that exists in many places in the United States many of the publishers could put in more than 15 hours a month in the field service. This each one must decide for himself. Remember, the time in the field is used as unto the Lord and in the interest of his kingdom, and the more time that is put in in the field service, the greater will be one's blessing. The auxiliaries, many of whom are employed in secular work 30 or more hours a week, are putting in at least 50 hours a month in the door-to-door witness. The pioneers are to devote all their time in the Kingdom interest, and each pioneer should put in not less than 110 hours a month. Pioneers, keep in mind that 30 hours' field work in a week is not too laborious an effort. Many are putting in as much as 200 hours a month in field service.

If each of the brethren, no matter who he is, company publisher, auxiliary, sharpshooter or pioneer, anointed or of the multitude, puts in as much time as he possibly can arrange for, then there will be no question as to reaching the quota of 5,500,000 hours. We fell down on last year's quota. The time for 1935 went under that for 1934: it was 5,050,978 hours, to compare with 5,055,430 for the year 1934. That means that during 1936 a half million (Continued on page 2, column 1)

Your Work with Sound Equipment for 1936

Machine Quota 250,000 Hours

The phonograph should play a big part in creating new interest. It has been tried out in several places by different brethren that they loan their portable phonograph with a set of records to persons who have obtained a good many of the books and who have learned the truth. They leave their phonograph and records with the people for several days with the understanding that the person will invite to his home friends and neighbors and that he will run these records for their benefit. At the end of the week you will pick up the machine and he will report to you the approximate amount of time the machine was used and the number of attendants, or, in other words, how many have heard these lectures at his home. This method has proved so satisfactory that one person who had a machine for a week had 200 different individuals listen to the lectures. In some instances they are left in stores and in other places where many people come in and go out and stay just long enough to hear a lecture and probably get some booklets. See what you can do in this regard. A report of your experiences will be appreciated.

After these phonographs are used one should then arrange to put on the longer lectures at this home or some other desirable place, and the territory within a given area should be thoroughly covered with announcements and literature at the same time, and the people should be invited personally to come to these meetings. If necessary to call on them on the evening before the meeting, arrange to do so, and they will

feel more comfortable about coming to someone else's home. They may feel as though they know you, and are not entirely strangers in the place where the meeting is held.

The sound cars and trucks should be used in these same territories that are being given the witness, putting on the short lectures and announcing through the microphone the location and time of meeting and what will take place.

SOUND MACHINE QUOTA

Last year there was an average of 2,059 sound machines in use in the United States. There will undoubtedly be a considerable increase in this equipment during the 1936 campaign. The machines in use should at times during the year reach 2,500. Each sound machine should be used at least two hours every week, and with the above-mentioned method the phonographs themselves should be used many hours a week. The two hours here mentioned should be a minimum, not a maximum time with the machines. In setting a quota for the sound equipment, every machine should be used on an average of 100 hours a year; and with the 2,500 machines we shall make our quota of 250,000 hours. This time, of course, will be reported on the monthly report card. It would be rather difficult to estimate the attendance, but we can make it our business to put in time with this sound equipment which the Lord has placed in our hands. It is hoped that during the year, however, 10,000,000 persons will hear the lectures.

How to Report

Sound Machine Meetings

Some questions have been asked as to the proper manner of reporting time during which sound machines are used.

Is the time spent in the house-to-house witnessing to be reported just the same as heretofore? Yes, report time in the field with the literature from house to house.

What are sound machines? Phonographs, transcription machines, and sound cars.

Is the report of the number of hours of sound machine service to be for the publishers using the sound machine, or is this to be the report of the time the machine is in use? The report of this time is not for the publishers, but for the time the machine is in use. That is to say, it is the report of the number of hours the machine is used, not the total number of hours spent by two or more brethren in connection therewith.

When a phonograph is used in the (Continued on page 2, column 3)

Radio Service for 1936

Five-Minute Lectures by Brother Rutherford to Be Used

Many of the companies have recently received letters from the Society pointing out that the contracts for the regular 15-minute transcription programs are being canceled. For your information: The Society is carrying out the following policy during the coming year. It is selecting approximately 70 stations which will cover fairly well the entire country. Contracts are being written up with these 70 stations to carry three five-minute lectures every Sunday, one in the morning, one in the afternoon, and another in the evening. These programs will be widely advertised through the regular radio folders. These announcements will carry the 70 stations, setting out the time of each of these five-minute broadcasts. It is believed

that with this new arrangement many people will be reached because of the broadcast three times during the day. Announcements will be made for the people to write to the Society. Over the radio special offers will be made that will induce them to write. The names and addresses of those writing in will then be sent to companies, pioneers and sharpshooters, so that back calls can be made. Undoubtedly phonograph meetings can be arranged at these homes, as well as many studies eventually started, and these people of good will may soon become a part of the great organization carrying on the Kingdom work.

The Society is trying to co-ordinate every line of advertising. The radio, the sound equipment and the literature placed with the people will work hand in hand so that this gospel of the Kingdom may be preached in the world for a witness.

New Booklet "Loyalty" Ready

Consignments Being Made

Three-Month Campaign Arranged

Brother Rutherford has just prepared a new booklet called *Loyalty*, in which the lecture "Saluting a Flag" is reproduced with other material of vital importance now to be placed in the hands of the people. Consignments of this booklet are being made along with the regular orders that are received in this office. As the orders come in consignment will be added to each order, whether pioneer, auxiliary, company or sharpshooter. If there is any literature you need, send an order in immediately, so that we can add your consignment. As soon as you receive these booklets you can begin using them in your door-to-door distribution. If you get them during the month of December, include one with the 50c combination. That will be the three bound books and the two booklets *Government* and *Loyalty*. If the party does not take the three bound books on a contribution of 50c, then drop to three booklets only (any two colored-cover booklets and *Loyalty*), on a contribution of 10c.

It is hoped, however, that by the first of January shipments will be made to all parts of the United

States, so that for the three months January, February and March a special effort will be made with the booklet *Loyalty* and two colored-cover booklets.

Along with the consignment of the *Loyalty* booklets there will be shipped to you a good supply of other booklets, such as *Righteous Ruler*, *Escape to the Kingdom*, *The Crisis*, *The Kingdom the Hope of the World*, *Intolerance*, *World Recovery*, *Angels*, and *Dividing the People*. The recent inventory which you sent to the Society will be considered when making your consignment, as well as the movement of booklets by your company, or your individual placements in the case of pioneers or auxiliaries. However, the Society is preparing to make a consignment of approximately 4,000,000 booklets to be used and distributed during the three months above mentioned. As soon as the consignment is received the booklets in your consignment should be placed in the hands of the publishers for them to distribute. Every one of the publishers will be anxious to use these particular booklets received in the consignment. Don't forget to send in an order soon for what other literature you need, so that we can add the consignment to your order. More details of this campaign will appear in the next *Director*.

(Continued from page 1, column 2) lion more hours will have to be found by the brethren. Each director should see to it that the individual publisher can avail himself of territory convenient to his home, and the director should also see that this territory is not only held by a publisher, but that it is worked. The territory assigned by the Society to sharpshooters, companies, pioneers and auxiliaries is for the purpose of having it covered at least twice a year by the publishers; and if this is not done the responsibility rests upon the director to advise the Society why it is not being covered, so that arrangements can be made to send in pioneers to reach the people. Great is the responsibility upon the anointed to see that this message gets into the people's hands.

COMPANY AND SHARPSHOOTER QUOTAS

When the company or sharpshooter arrangement sets its quota the quota should be worked out in this manner: Take the average number of publishers engaging in the field service during the past twelve months and multiply that by 15 (hours for the month). Multiply that result by 12 (months) and you will get your hour quota for the year. In determining the company quota in hours, do not include any of the auxiliaries or pioneers in your territory. As the *Director* has pointed out, these brethren report direct to the Society, and their quota is 50 hours for the auxiliaries, 110 hours or more for the pioneers.

PUBLISHERS

It is a real joy to see the constant increase on the part of the witnesses engaged in field service. Going back to 1933, there was a monthly average a little better than 16,000 publishers. Then in 1934 it went up to 18,800. Then in 1935, nearly 21,000. What will it be in 1936? This depends a great deal upon the publishers that are already in the field. The *Jonadabs* must be contacted and those who are of good will must be shown the importance of their taking a part in advertising the King and the Kingdom. As to the increase of publishers, the Lord says He gives the increase; but on the

part of those who already appreciate the Kingdom service privileges it is a blessed privilege to assist others on in this blessed work.

We might expect that the greatest increase of publishers would be found in the company and sharpshooter arrangement. All new publishers, of course, would be those who have not engaged in the field service heretofore. These would automatically become company publishers first. Later, however, appreciating their privileges of service, they may go on to the auxiliary or even the pioneer work. The sound equipment is going to aid greatly in bringing together these new publishers. There seems to be no reason why 1936 should not show even a greater increase than ever before. It seems reasonable to expect 2,000 to 3,000 more publishers in 1936 than we had in 1935, doesn't it? That is, regular publishers in the field; not publishers that go out only during service periods, six times a year, but publishers that can be depended on to carry out specific instructions every week and every month. We should have well over 20,000 company publishers during the coming year; and why not more auxiliaries and pioneers, too?

AUXILIARIES AND PIONEERS

During the past three years there has been very little change in the number of pioneers and auxiliaries in the field service. There should have been an increase. Let every one of the company publishers take this seriously and consider as to whether there will be available to you 50 hours that could be spent in the field service work each month. How many hours are actually taken up in your secular employment? Does this take all your time? Is the business concern for which you are working on a 30 or 36 hours a week basis? If so, what is done with all the other time of the day? A definite daily routine should be arranged by every individual for himself to carry out. A TIME-schedule arrangement should be put into effect for yourself. If this is done, hundreds more of the publishers can get into the auxiliary service. There seems to be no reason why the auxiliary service

December--Three Bound Books

Are You Prepared?

The campaign for December, which is just ahead, is for three bound books, *Jehovah*, *Preservation*, and *Prophecy* (including with each combination *Government-Hiding the Truth: Why?*), on a contribution of 50c. This special offer will be made for the month of December, but during the special testimony period, THE TESTIMONY OF FAITHFULNESS, every one of the publishers should put forth an extraordinary effort to manifest his faithfulness unto the

should not have an enrollment of well over 1,000 individuals. During 1935 there was a total of only 855. What is it going to be for 1936?

And now the pioneers. There has been a drop in the average number of pioneers during the past year. The pioneers are carrying the brunt of the fight, and conditions are hard, but Jehovah has in store for them rich blessings. No greater joy can anyone have than to spend all one's time in the Kingdom work, even as Christ Jesus did, and the apostles. The Society has at all times been keenly interested in aiding the pioneers to carry on in the work, and now a new arrangement has just gone into effect, which arrangement was set out in a letter from Brother Rutherford to the pioneers, and which will aid them greatly, so that they can remain in the pioneer service, and will assist those who are contemplating this service to engage in it and carry on faithfully. All those who really desire to put in full time in the Kingdom work should write the Society, making inquiry concerning this pioneer service.

Company Accounts

Each company and sharpshooter organization has an account with the Society. The publications shipped to companies are charged at company cost. This amounts to a little under the contributions that are ordinarily received when placed in the hands of the people. Many of the brethren, due to their secular work, are able to take care of the incidental expenses involved in their door-to-door witnessing, and thus many of them have turned in their entire contribution to the company organization. All the money received as contributions for literature, therefore, is thus turned into a common fund. When money is needed to carry on the work, such as the renting of halls or carrying on transcription meetings, this fund can be drawn on. Out of this fund, however, should first be paid the company account with the Society, so that the company will always be out of debt. Since it is the publishers' privilege to engage in the service, the small contributions which they receive for literature can be considered by the publishers as a contribution to the company. This contribution will then be used in the general advertising of the Kingdom message.

This suggestion, however, would not alter the existing policy of the Society that brethren who are putting in three or more hours a week in the service may obtain literature at company cost if they cannot afford to turn in the entire contribution.

(Continued from page 1, column 4) regular house-to-house witnessing, is the total time, including the time phonograph lectures are run, to be included in the report of total hours house-to-house witnessing as heretofore? Yes.

Is such time during which the

Lord. In other words, go out of your way to put in TIME in publishing the Kingdom message from door to door. December 31 closes this campaign of three bound books, and thereafter will begin a special distribution of three booklets on a contribution of 10c.

Details of this bound-book distribution were set out in the November *Director*. Please review this at your service meeting and be sure you have plenty of territory and all preparation is made for this extraordinary witness.

Use the Billboard Method

Jehovah's witnesses should avail themselves of every means that the Lord provides for advertising the King and the Kingdom. We have numerous publishers. The Lord has provided sound equipment and the radio. Why not use the billboard method? Some of the brethren now are painting signs and placing them in their front yards and along the highways, so that people passing may see them. This, in every instance, has worked to good advantage. The company organizations everywhere can do this without difficulty. Many companies have sign painters in their organization, and possibly some evenings can be spent on fixing up some attractive signs to place in front yards along highways and in front of your regular meeting place. The *Jonadabs* also should be encouraged to do this very same thing and thus be helped to put on their garments and identify themselves. We should let the people who live around us know for what we stand. On some of these signs appear one or more of the bound books and attractive short wording.

phonograph was used also to be reported as hours of sound machine activity? Yes.

When more than one publisher serves at one time on a sound car, or transcription machine, do both report the time spent with the machine? No.

Who does make the report? The operator only. He reports the number of hours the machine is used, in addition to the attendance.

The assistant should have territory adjacent to the sound car to witness in. (It does not require two brethren to put on the records.) When this is done, the assistant may report all his time as a publisher. If he does no witnessing, his time is not to be included as a publisher witnessing from house to house.

When a phonograph is loaned to various publishers in a company, how is the time reported? Each publisher indicates his sound machine service on his daily report slip. The director, together with the transcription leader, in making out the company report, shows the actual number of company machines used, the total of hours the machines were used, and the total attendance.

If two pioneers use the same machine during the month, do both report a machine and time and attendance? No. The owner of the machine makes the total report of the machine, hours, and attendance for the month.

Is this also true of auxiliaries? Yes.

If a transcription machine or phonograph meeting occupies an hour, only part of which, say fifteen or thirty minutes, is occupied by the lecture, and the rest of the hour by the study or questions and answers, is the entire hour counted? Yes, all time of such meetings at which sound machines are used.