

# DIRECTOR

## FOR FIELD PUBLISHERS

Sound Machine Hours to Date, 41,284

January, 1936

Publishers' Hours to Date, 962,210

### Advertising Feb. 23 Lecture Around-the-Globe Hookup Being Arranged

Advertising Record Prepared

#### Brother Rutherford to Address the World Again, by the Lord's Grace

A three-day local convention is being arranged for in southern California, at Los Angeles, the dates being February 21, 22 and 23. All meetings will be held at the Shrine Auditorium. On Sunday, the 23d, by the Lord's grace, Brother Rutherford will again send forth Jehovah's message to the ends of the earth through the facilities of broadcasting stations, radio beams, telephone lines and every other means that will carry voice to all parts of the world.

Every means possible will be used to ADVERTISE the lecture "Separating the Nations". Brother Rutherford has seen to it that a special 12-inch 78-r.p.m. record was prepared so that announcement could be made far and wide of this important message. It is to be used on sound cars, PTM machines, as well as phonographs. Where a radio station will broadcast it FREE it can be loaned to them; or if the station will use it often enough at no charge whatsoever, let them have one to run as often as they like. Radio folders will also be consigned, so the

people will know where to tune in.

Since this record is for advertising the broadcast of February 23, it will be given to each one free who owns a sound equipment or phonograph upon the promise to use it at least 7 times a week between now and February 23 to advertise a lecture of world-wide interest. It should be used as often as possible. A letter was mailed to all companies, sharpshooters, pioneers and auxiliaries, requesting them to order the number of these 12-inch records (78-r.p.m.) that they will use 7 times a week. On the return of this order signed the records will be shipped to you. Please give this immediate attention, so that you can begin to advertise this lecture of world-wide interest to the glory of Jehovah's name and kingdom.

Every one of the anointed and of the great multitude, we feel sure, is thrilled with the prospect of another event similar to that when the lecture "Government" was delivered to the ends of the earth in no uncertain terms. Let us make it possible for even more people to hear this than ever before.

When you receive your shipment of records which you will order, then advertise! ADVERTISE!! ADVERTISE THE KINGDOM!!!

### Check Sound Equipment Before Using

#### Needle Changing Essential

Transcription leaders and all persons operating sound equipment, which includes sound cars, phonographs and P.T.M.'s, should see to it that the turntable revolves at the proper speed. A careful check of this should be made by actual count for three minutes. This cannot be overstressed. In three minutes the transcription machines which are used to run the 10-inch discs should revolve 100 times, which is 33½ r.p.m. The phonographs should be set at a speed of 78 r.p.m. Please be careful in this regard and check your machines NOW and when used.

It is further very essential that the needles used on transcription machines and phonographs be changed after the running of each lecture. In other words, use a needle for only one side of a disc, whether the disc is 4½ minutes or 13½ minutes. Please keep this in mind, as some of the brethren have been negligent in this, and it is a reflection on the truth and the Kingdom which we are advertising, to reproduce these lectures in an unsatisfactory manner.

Many are inclined to be negligent because they think it is the Lord's business and he will overlook their mistakes. Remember, efficiency is very essential in the Lord's work. It would be well for each individual

listening to these lectures to remind the operator of any defect in the reproduction, so that the speed of the turntable might be checked and needles changed. *Don't be careless with the Kingdom interests!*

#### Do You Get Subscriptions?

The publishers who are carrying to the people the message of Jehovah's kingdom well know the necessity of continually receiving and assimilating Jehovah's gracious provision for their instruction and well-being through the *Watchtower* magazine. They cannot get along without the *Watchtower* themselves; why should they not give others to whom they witness the opportunity to obtain this most important periodical, the official publication of Jehovah's people on earth?

The publishers should present the *Watchtower* magazine to the people, and, to the same extent, *The Golden Age*. The definite contact with the organization, which is necessary to those of the great multitude, can be more firmly established by *The Watchtower* and *The Golden Age* coming regularly to the homes of all interested.

### "The King" Testimony Period "Loyalty" and 2 Colored-Cover Booklets

#### New Record, "Flag Saluting"

Use Along with *Loyalty*

Brother Rutherford's message to Jehovah's witnesses and companions contained in the Calendar for 1936 is so much to the point that we feel it should be repeated in the first *Director* of the year 1936, which directs the activity of "THE KING" TESTIMONY PERIOD, February 1-9.

*"Jehovah has declared his purpose to have his name made known throughout the earth immediately preceding Armageddon. The anointed and the Jonadabs must continue the work with unflinching zeal. Henceforth the battle cry is: 'FOR JEHOVAH AND FOR GIDEON.'"*

*"Tormented by the message of truth, and eager to rid themselves of the 'annoyers', the enemies are growing desperate. It appears that conditions may soon induce them to say to each other: 'Peace and safety.' Then look for the Lord to take positive action."*

To what extent the enemy is tormented by the message of truth, the Lord has been pleased to reveal to his people by giving them an understanding of the Samson picture. These pictures also indicate the Lord's approval and blessing upon the 'tormenting' work done by his people. This inspires each and every one of us to greater zeal and faithfulness in doing with our might what our hands find to do.

For "THE KING" TESTIMONY PERIOD the Lord has provided us with a most 'annoying' message to his enemies and a most instructive and comforting message to the people of Jehovah, in the booklet *Loyalty*. What was intended by the enemy to be a trap and a snare to the Lord's people has turned out to be a boomerang, in that it provides such a wonderful opportunity to demonstrate that all allegiance belongs to Jehovah God—loyalty belongs to God first, last, and all the time.

#### Grouping Orders

Pioneers in large cities associated with companies and not ordering 100 pounds of literature should give their order to the company director, so that he may send it to the Society along with his order, and in this way the two shipments can be made as one, which will save considerable on freight, as we must pay for 100 pounds whether we ship it or not. Pioneer cartons will be marked for them. Two or three pioneers in a group should also send their orders in together in the same envelope, so that the Society can save this money.

The importance of making this message available to every person in your territory must be obvious to all. Therefore *Loyalty* and two colored-cover booklets should be offered in every home. This campaign actually starts January 1 and continues for the three months of January, February and March, with an extraordinary effort put forth during "THE KING" TESTIMONY PERIOD, February 1-9.

Brother Rutherford has just recorded on a disc the lecture "FLAG SALUTING". This record can be used on transcription machines operating at 33½ r.p.m. As soon as this disc is prepared it will be furnished to all those operating sound cars and portable transcription machines. This record should be used as fully as possible throughout the entire United States. These records will be sent you as soon as they are manufactured. When you receive them use them extensively, especially during the three-month booklet campaign with *Loyalty* and two colored-cover booklets. Let Jehovah's witnesses present their side of the issue by "word of mouth" and printed page.

These are days of real war. Jehovah by His grace turns the weapons of the enemy upon themselves. In fact, he places those weapons in the hands of his anointed to be used to the torment of the enemy and the glory of God. With these direct evidences of the Lord's leadership and care, who can withhold their hands now? not the anointed nor their companions, who, by God's grace, will hail the King and speak of his glory, using such instruments as he provides. We are to do this in spite of the Devil, in spite of the Devil's agents, in spite of inclement weather or any other hindrance that may strive to obstruct our path.

Let our slogan, therefore, during this special period, be "Hail the King", and make it "THE KING" testimony period in reality.

#### Divisional Campaigns

The November *Director* set out the dates for the divisional campaigns for the coming year and requested the divisional leaders to take this matter up with the division immediately, ascertain the points where they want these campaigns on the dates mentioned, and to advise the Society. To date we have heard from only a few divisional leaders regarding these campaigns. Please act on this as soon as possible and advise us, so that the points decided upon may be approved and preparations be made for these campaigns.

# "Loyalty" Three-Month Witness Reports Are Very Necessary

## Certain Booklets to Be Used with It

Please Order Them Now  
Sound Equipment Will  
Play Big Part

With the close of December the special offer of three bound books on a contribution of fifty cents ends. This, however, does not mean that the brethren will quit placing bound books. The Kingdom message in this form should be left with the people as usual, a book on a contribution of 25c. The activities of the three months of January, February and March will lay special stress on the placement of booklets, including the new and important publication *Loyalty*. What a three months to look forward to! With a lecture on "Flag Saluting" for the sound equipment, and the *Loyalty* booklet, we are well prepared.

*Loyalty* is to be included in every combination of literature placed during these three months. When you leave bound books, or booklets, or both, include *Loyalty*. It is to be placed, together with any two colored-cover booklets, on a contribution of ten cents. Alone, the *Loyalty* booklet may be left on any contribution of less than ten cents, or without contribution, at the discretion of the publishers.

As an aid to the brethren, a testimony card is enclosed with this *Director*, which can be used with the

combination of three booklets, *Loyalty* and two colored-cover booklets. A combination of six booklets on a contribution of 20c is a suggested attractive offer, and may be used during these three months if desired. In such a combination there are to be included first of all *Loyalty*, and in addition four colored-cover booklets, and one of the booklets *Government, Who Shall Rule the World?* or, if you have any left, *Truth: Shall It Be Suppressed?* or *Prosperity-Famine* may be disposed of in this manner. In other words, on a contribution of 20c place two self-covered booklets and four colored-cover booklets.

Shipments of booklets and other literature to companies, pioneers, auxiliaries and sharpshooters are very heavy at this time, and have been for the past month, a large quantity of the booklets *Loyalty, Righteous Ruler, Escape to the Kingdom, The Crisis, The Kingdom the Hope of the World, World Recovery, Intolerance, Angels and Dividing the People* having been added to the regular orders from the field, these consignments sent only to those who sent in regular orders for other literature.

Now, here is something you must remember, and do it right away. Place an order with the Society for *Loyalty* booklets and any of the above-mentioned booklets you can use during the next three months. Get plenty, because reports are that the three on a contribution of 10c are going very well. Please do this. If you do not have a supply of *Loyalty*, place an order TODAY! and mark on the order what other booklets you want to use in the three-booklet combination.

### "The sluggard will not plow by reason of the cold."

That is the text on the January date pad of the Calendar for 1936.

Let each individual publisher make his or her arrangements to have as large a personal share as possible. Let the service directors and others of the local company and sharpshooter organizations plan the territory for efficient winter service, and lead in the field. The first three months of 1936 should be a real success from that standpoint of individual participation.

### No. 20 Bibles

There are left a few small Bibles on hand, the size of which is  $5\frac{1}{2}'' \times 3\frac{3}{4}'' \times 1\frac{1}{2}''$ . If any of the brethren desire them they can be had at 25c each; by pioneers, 15c; by auxiliaries, 20c. These may be placed with the public at 25c in combination with other literature. Please order them along with other literature.

### The Director

All interested ones in sharpshooter and company organizations should be furnished with each issue of the *Director*; and to accomplish this some companies and sharpshooters will require more copies of the *Director* than the number they are now receiving.

Any companies or sharpshooters at present receiving too many or not enough copies of each issue of the *Director* should advise us, letting us know just how many to send, so that the proper change can be made in our records, and the proper number sent.

## They Must Be Accurate

Each Publisher Should  
Read This Carefully

### Report Jonadabs

Our attention has been called to the fact that some of the service directors and sharpshooters are failing to include in their monthly reports the activities of Jonadabs who put in only a few hours a month in the service, claiming that if such activities were included the average hours per publisher for the group would be lowered. The instructions in regard to reporting field publishers are as follows: "Report the total number of different individual publishers taking part in the door-to-door service with the literature *one or more hours* during the month." In view of these instructions, if some Jonadabs put in one or a few more hours in the field service during the month, the service director or sharpshooter should be sure to count and report these as active field publishers for that month. This also applies to juveniles having a share in the witness work. It is true that at first the average hours per publisher for the group will be lowered somewhat, yet the activities of the older and more experienced publishers should tend to offset this. Jonadabs beginning in the service naturally do not put in full time the first month or two of service. However, after a short time Jonadabs contribute as much time to the field service as do a majority of those of the remnant, and this in the end materially aids the company's quota. Jonadabs are beginning to come, and every provision should be made to aid them to become and serve as field publishers of the Kingdom. Pioneers and auxiliaries in isolated territory having Jonadabs occasionally join them in field service and who have not enrolled with the Society for service under the sharpshooter arrangement should report those occasional activities separately to the Brooklyn office. Briefly report on a separate sheet of paper the number of books and booklets placed, number of publishers, hours of service, and obtainers. Send such Jonadab reports along with your monthly report to the office.

### Sound Car Reports

Since there are now several hundred sound cars in operation throughout the country, it seems well at this time to briefly review sound car report instructions. Pioneers and auxiliaries owning and operating their own sound cars should report their sound car activities direct to the Society on their regular pink report cards. Individual company publishers owning their own sound

car and located in company or sharpshooter territory should regularly report their sound activities to the service director or sharpshooter with whom associated, who in turn will report these activities direct to the Society each month. Activities of company-owned sound cars will, of course, be reported by the director or sharpshooter. In cases where two or more companies or sharpshooter arrangements jointly own sound cars, each company or sharpshooter should report their own activities with the sound car during the time they use it in their own territory. Where a division owns one or more sound cars, these activities should be reported separately by the divisional leader direct to the Brooklyn office, and not by the companies in whose territory they were used. If pioneers operate company or division sound cars, the pioneers should note on the bottom of their report card the number of hours spent with the sound equipment, even though the actual report for the sound car will be made by the divisional leader or service director.

**TIME:** Where a sound car is being used continuously in a territory, report the time from your first setup (sound meeting) to your last setup. If you gave twenty short lectures at twenty different places in a certain area of territory and it takes you five hours from the first setup to the last one, report FIVE hours of sound service instead of the actual time it took to play the 20 records.

**ATTENDANCE:** Sound car attendance, in almost every case, has to be estimated. At each setup or sound meeting a reasonable estimate should be made of the number of persons having had their attention called to the Kingdom message broadcast by the sound car. The estimate should be conservative; and actual count should be made if at all possible.

The sound car, more than any other instrument at our disposal, arouses curiosity and creates interest in the Kingdom message in an informal way. To be effective the sound car program should be well organized, and carried on in intimate conjunction with the publishers doing the house-to-house witnessing. Experience shows that sound cars can be effectively used during the winter season as well as during the summer. All sound cars and other equipment should be kept busy, and accurate and prompt reports made to the Society each month as outlined above.

Remember to report attendance at all sound machine meetings, phonograph, transcription machine and sound car meetings, as well as reporting the number of machines and the hours of sound machine activity.

### Literature for the Blind

It is well for brethren who contact blind people to have in mind that the Society has literature on hand in the Braille language for these people. The address of the Branch for the Blind is Watch Tower Bible & Tract Society, 1210 Spear St., Logansport, Ind.

Please keep in mind always, when requesting literature for the blind as a loan, to be sure to give the name of the blind person for whom it is requested, as the postal law requires that literature for the blind be sent in the name of a blind person in order to go through the mail free. It may be sent in care of anyone to any address, but to go free of postage the name of a blind person must appear in the address.

### Rates on Literature

Some of the brethren have written in asking to be advised what credit is to be allowed the company publishers, pioneers and auxiliaries on the three-bound-book combinations placed during the month of December.

Pioneers are receiving literature at the minimum rate now; consequently there will be no credit to them.

Auxiliaries will be credited 18c on each combination, or 6c on each book placed in combination.

Company publishers will be credited 15c on each combination, or 5c on each book placed in combination, during December.

# HERE IS A GRAND SURPRISE!

# DIRECTOR

# FOR FIELD PUBLISHERS

EXTRA

January 15, 1936

EXTRA

January 15, 1936

EXTRA

## You Can Attend Los Angeles Convention Without Traveling Far

### Ten Cities Connected by Direct Wire

### You Will Hear Brother Rutherford's Two Lectures

#### 15,000 Expected to Attend Joint Conventions

Of course we were all pleased to learn that there is to be a convention in southern California February 21 to 23 inclusive. Our big question was, How were we going to get there? Jehovah through his organization now has arranged and makes it possible for at least 15,000 or more of those associated with Jehovah's organization to attend this Los Angeles convention; and this is how it can be done:

Two-day conventions, Saturday and Sunday, February 22 and 23, are now being arranged in the following cities:

Baltimore	Kansas City
Birmingham	New York
Boston	Pittsburgh
Chicago	Toronto
Cleveland	

The Lord's people in these areas will be able to attend these conventions. In the United States, have in mind that Saturday, February 22, happens to be a holiday in honor of some man. You can take advantage of this day and be away from your secular work and be at the convention at Los Angeles, or else at the convention via New York, Chicago, or some other of these nine points. A direct telephone connection and public-address system in each hall will be installed between the above points and the Shrine Auditorium, and at 12 o'clock noon Pacific Standard time, the lecture "SEPARATING THE NATIONS", by Brother Rutherford, will be brought direct to the auditoriums in these nine cities. Wide advertisement of the public meeting, inviting the people of good will to attend, will be made in these cities and in Los Angeles. Again at 4 p.m., Pacific time, it is expected, by the Lord's grace, Brother Rutherford will address the convention assembled at Los Angeles, and the proceedings of the convention from four to six o'clock will be brought to these other convention points by direct wire from the Shrine Auditorium. This message everyone will be anxious to hear. Isn't this a marvelous arrangement! The Society is furnishing speakers from Brooklyn to serve these local assemblies on Saturday and Sunday, thus arranging at each city a convention identical to that of Los Angeles. You are going to attend, aren't you?

What a grand surprise this is, in the midst of the great fight against the Devil's organization, at a time when the Catholic Hierarchy and the other instruments of Gog are bending every effort to stop the witness work and persecute the witnesses! Jehovah through his organization now arranges a short season in which aid and comfort will be brought to his people in convention assembled throughout the United States and Canada. The importance of these conventions cannot be overstated. Every large convention has had the manifest blessing of the Lord and, in every instance, has directed his people as to the course of action they should take in the furthering of the Kingdom interests. To receive this firsthand, direct from the assembly of Jehovah's witnesses in

Los Angeles, will be a blessing never before experienced. Those who will be privileged to attend the Los Angeles convention will know that their brethren everywhere in the United States are assembled with them in this glorious occasion. Again Jehovah demonstrates how that unity of his people is brought about.

Great crowds should be at these ten points and participate in the privileges of service extended to them. Make your arrangements now, so that you will be in Chicago, Boston, Los Angeles, or other of these convention cities, arriving Saturday morning, ready for the field work, or, if possible, be there Friday night.

If you are going to Los Angeles, have in mind that the convention opens there on Friday, the 21st.

The records advertising the lecture "SEPARATING THE NATIONS" will be extensively used in these cities as well as throughout all the country. Announcements inviting people to the public meeting place will be made through the microphone. Spe-

cial handbills will be printed and distributed throughout the city, and hundreds of thousands invited to attend. The visible audience of Brother Rutherford assembled in these ten halls will probably be more than 30,000 persons. What a public meeting! Everyone of God's organization will want to be there and will want to be instrumental in having other people be present at this public discourse. This really will be a season of rejoicing!

What bountiful blessings Jehovah has in store for us cannot be imagined, for here again comes a grand surprise, unexpected, almost bewildering at first thought. Just imagine being at the Los Angeles convention, receiving all the blessings that the convention will afford, and traveling only a few hundred miles at the most, to enjoy its blessings and be associated in the great witness for Jehovah. What a mighty shout will be made for Jehovah and for Gideon during this united assembly of Jehovah's publishers!

## Advertising "Separating the Nations"

### Brother Rutherford to Talk to the World

#### Arrangements Being Made for Them to Hear

#### They Must Make the Choice

So let's advertise! Every means of advertising the public lecture, "SEPARATING THE NATIONS," which Brother Rutherford will deliver, by the Lord's grace, at noon, February 23, is being used. First of all, we have the unique means of advertising this lecture, the first time by any people, the use of a phonograph record to be amplified through the sound equipment with which most of the brethren are now supplied. These records are being shipped out now, and should be used constantly until noon February 23, Pacific Standard time, and (according to location) later in other time zones.

Be sure to include the number of hours this advertising record is used, and the attendance, in your monthly report of sound machine activity.

Additionally, there will be millions of radio announcements consigned to the various companies and sharpshooters, as well as to pioneers and auxiliaries, these to be distributed advantageously, and, wherever possible, placed in the hands of the people, making special mention to them of this broadcast and leaving with

them the reminder, the radio folder. In making the consignments to the large cities, the supply will be sent to the director, and the pioneers and auxiliaries will receive their supply through the director.

Numerous other means will be used to advertise this lecture, such as signs painted by the brethren, setting out the title of the lecture, the speaker, Judge Rutherford, the time and the radio station over which they may listen, or the auditorium at which they may attend. There are many bulletin boards in railroad stations in the smaller communities, and on these boards should be tacked the radio announcement or some other announcement that will advertise the February 23 chain broadcast. You might post on these boards the back cover of *The Golden Age* No. 425 or the back and front of the radio folder. The attractiveness of such posting can be enhanced by pasting a bright red paper border around the edge of the page after the page is pasted on. Everywhere bulletin boards of this nature can be found in various public places, such as ferry houses, bus stations, community centers, rural post offices, general stores in rural sections. All such boards are frequently consulted by local residents and travelers, and

thus afford an excellent means of giving notice to persons while waiting at such places.

Remember, too, that during the broadcast of the lecture each sound car should be equipped with a radio and connected with the sound car equipment and thus the lecture taken off the air would be sent forth to the largest audience possible.

Keep in mind that all this advertising must be done early in February and that an extensive witness must be given in your own territory. Then on to the convention in your locality to begin anew a thorough advertising campaign and give the witness of the Kingdom to millions more people.

## NOTIFY YOUR FRIENDS

### in England, Ireland, Scotland, Wales and Other Countries

Those in the United States who have relatives and friends in the British Isles will do well to write each one immediately, telling them to watch for local advertisement of the auditorium where the speech by Brother Rutherford can be heard Sunday evening, February 23. On that day, between 8 and 9 p.m. (London time) the entire program will be delivered by wire and wireless tele-

(Continued on page 2, column 4)

# Glorious Midwinter Campaign The Witness in the Ten Cities

## Let's Show Our Zeal for "The King"

Loyalty and Two Colored-Cover Booklets Will Aid in Advertising "Separating the Nations"

### Are You Putting in Your Fifteen Hours?

The arrangements as they proceed from time to time are really remarkable; and we know it is the Lord's direction. The *Loyalty* booklet was furnished to his people for wide distribution. The issue is clearly drawn, whether to be loyal to a superior power or to THE SUPREME POWER. Now announcement is made of "SEPARATING THE NATIONS". Again the issue must be raised as to the question of LOYALTY. Therefore, in the distribution of the announcements of "SEPARATING THE NATIONS" there will be used, during January and February, the booklets *Loyalty* and *Dividing the People, World Recovery*, or any other two colored-cover booklets, such as *The Crisis, Intolerance, Righteous Ruler, Escape to the Kingdom, Angels*, and *The Kingdom*.

Right in the midst of this midwinter campaign comes the special testimony period, "THE KING," February 1-9. This period will be an excellent opportunity to put forth a special effort in the field, advertising the February 23 broadcast. Every publisher should be equipped with plenty of territory, plenty of literature, and a good supply of radio folders announcing the lecture "SEPARATING THE NATIONS". The P-Special record should be used as often as possible, not only over the large outdoor sound equipments, but also in private homes and at transcription meetings.

This campaign comes in the coldest season of the year; but are Jehovah's publishers going to slack their hands? No, not for a minute. They are determined to give a greater shout than ever for Jehovah and his anointed King; and the special events in February will aid in this. There is a lot to do. The last two years, during the cold season we

had petitions to circulate. Two and a half million signatures were obtained each time in just a short period. Now in the winter months the privilege is extended to us of advertising a world-wide broadcast and the distribution of a very important message as set out in *Loyalty* and other booklets. Of course, there are conditions over which some of us do not have control, and therefore in some cases the hours may fall below 15: sickness, business or other matters might interfere. But let's see if we can overcome some of these interferences and get our average up to 15 hours a month. Those who can, do more! Remember, all our work is unto the Lord.

During the three months' campaign, January, February and March, with three booklets on a contribution of 10c, if each one tries to put in 15 hours a month there should be placed between a million and a million and a half of these booklets each month, and between four and five million booklets in the three months. In previous years we got around two and a half million signatures, besides placing literature. We are now privileged to advertise a public talk and place literature on a contribution of 10c; and it is very likely, with the increased interest in the Kingdom, the enthusiasm and zeal for the work that is ahead, and the blessings in store, the publishers will surpass the four million mark for three winter months. We will try; won't we? For your information: Nearly three million copies of the booklet *Loyalty* have been shipped out already. The orders are still heavy, and if you don't have yours it is because you haven't ordered them. The factory is just able to keep up with the orders on *Loyalty*, but if you order more than we can make by day the factory will start working by night also. This the brethren are pleased to do.

## Convention Cities Are Busy Now

### Many Things to Arrange for Your Convenience

Each company publisher associated with the organization in the city where these conventions are being held should volunteer his services to the director, to be used in any capacity whatsoever in making arrangements for these conventions. In each of the cities it will be necessary to build up an organization particularly for these two days. The following things are necessary to be done and will be cared for by the various organizations:

1. Hall accommodations.
2. Territory assignments.
3. Use of sound equipment throughout the entire city.
4. Billboards or signs for cars.
5. Distribution of the handbills.
6. Cafeteria arrangements.
7. Rooming accommodations.
8. Book room.

In fact, for any other details that are necessary, committees can be provided to attend to each of these matters. Each company in these ten cities will be rushed. They will be busy with plenty of work; but isn't it worth it? From now until the 23d of February effort should be made

to widely advertise the Sunday meeting, at which time Brother Rutherford will bring to them a message, "SEPARATING THE NATIONS," that they should hear. The publishers of the Kingdom are going to make it possible for them to hear. Prepare now for a blessed convention.

## Order Your Autographed Copy of "Riches"

### New Book Ready February 1

Jehovah in his gracious provision has once more provided his people with a new publication, this time a clothbound book of 384 pages. The title of this new book is *Riches*. Every one of the anointed and Jonadabs will want to read it, absorb its truths, make them his own, and then, when the time comes, have a share in the distribution of this publication to the people of good will. On February 1 the book will be released, and the only copies that can be had for some time will be the autographed edition.

A letter appears on the first page, from the author. Brother Rutherford, to all the publishers of the Kingdom. Each one of the publish-

## Their Organization

Prepare to Go Now  
Take Literature and  
Sound Equipment with You

Every individual should want to have a part in making the convention a success. The various cities in which the associate conventions of Los Angeles will be held should make careful preparation for the convention and the advertising of the public meeting. These nine cities are arranging for halls ample to care for the conventioners as well as sufficiently large for the public meeting. The companies at these cities are also making arrangements for cafeteria service, which will be a convenience to the brethren. Rooming accommodations are being prepared for everyone to stay in the city Saturday night, and, if necessary, Friday night. Requirements should be set out specifically in a letter, and the letter addressed to the director in the city where you will attend. The addresses are set out below:

LOS ANGELES: C. V. Knemeyer,  
P.O. Box 755, Vernon, Calif.

and  
BALTIMORE: Henry A. Rheb,  
3246 Keswick Road, Baltimore,  
Md.

BIRMINGHAM: X. D. Best, 8604 Division Ave., Birmingham, Ala.

BOSTON: H. L. Philbrick, 31 St. James Ave., Boston, Mass.

CHICAGO: J. C. Watt, 1139 N. Dearborn St., Chicago, Ill.

CLEVELAND: W. E. Brusman,  
15202 Elderwood Ave., E. Cleveland, Ohio

KANSAS CITY: T. A. Townley,  
1317 East 31st St., Kansas City, Mo.

NEW YORK: Grover C. Powell,  
124 Columbia Heights, Brooklyn, N. Y.

PITTSBURGH: Pittsburgh company of Jehovah's witnesses, 907 Middle St. N. S., Pittsburgh, Pa.

TORONTO: Watch Tower, 40 Irwin Ave., Toronto 5, Ont., Canada

Those who desire can bring with them the convention literature, which will consist of a supply of the *Loyalty* booklet and two colored-cover booklets, any two of the following: *Dividing the People, The Crisis, World Recovery, Angels, Intolerance, The Kingdom, the Hope of the World, Righteous Ruler, and Escape to the Kingdom*. If you do not bring literature with you, there will be an ample supply in stock at the convention hall, at company rates only. Pioneers and auxiliaries should bring their

ers will want the book in which this letter is reproduced, for it is a message to you personally.

The initial expense of publishing *Riches* obliges the Society to ask a contribution of 50c a copy, as this edition is limited in its number. Brethren associated in groups can place their order with the stock-keeper and he can in turn order the total number at one time. However, the autographed edition of *Riches* will be mailed anywhere to individuals on a contribution of fifty cents. We know that since this announcement was made in *The Watchtower* you have been looking forward to its release and all are anxious to get it, read it, and enjoy its truths.

own literature, as there will be no stock at pioneer or auxiliary rates. All should see to it that they get a good supply of announcements for the public meeting on their arrival, as it will be necessary to distribute these during Saturday and Sunday. A tremendous witness should be given in each of these ten cities, and each of them should have sufficient territory for several thousand publishers to be active at least three hours each day. The publishers for these two days should average no less than five hours in the field work, and the directors of the various cities are so arranging the territory as to keep the publishers busy for this period of time. Remember, these cities should know that Jehovah's witnesses are in town advertising a lecture of the greatest importance to the nations of earth.

Every publisher is to make a report of field service at the convention to the captain of the group with whom he witnesses or, if witnessing alone, report direct to the convention. The group captain will make one report to the convention for the group, at the territory assignment booth. All publishers are to make an additional report to their home company. The director of each company or sharpshooter arrangement should be sure to get these reports from the publishers on their return from the convention and include them in his monthly report. Pioneers and auxiliaries to also include their convention field service report in their monthly report to this office. This in addition to their report to the convention captain. The same procedure applies to sound equipment reports.

All companies that have sound equipment should use it extensively in their own territory up to and including Friday; and if this sound car can be brought into the vicinity of the public meeting it should be done, bringing your records with you. Signs will be prepared in the various cities for the sound trucks, pointing out the convention hall, the time and place of meeting, as well as the subject of the lecture. Each company having sound equipment that they expect to take to the convention with them will please notify the director, so that he will know how many equipments will be in town, and can assign territory along with the witnesses.

Come prepared for cold weather, rain, snow or sleet. The time is set for the witness, and it is necessary that the witness be given. The separating of the nations will be accomplished. Jehovah has extended the privilege of bringing this information to the peoples of the earth. It must be done in a big way. What a privilege we have in advertising it!

(Continued from page 1, column 4)

phone, direct from Los Angeles, to conveniently situated public auditoriums at more than thirty principal cities throughout Great Britain. Also suggest that your friends write to Watch Tower, 34 Craven Terrace, London, W 2, England, for special invitation announcement, giving name and address of nearest auditorium.

What is true for England is likewise true concerning your friends in this country. Write them also notifying them of the ten convention cities and let them all be on the lookout for this great public meeting or inform them of the radio lecture, giving them the time, the date and the station they can hear. Notify everybody you know, everywhere, about "SEPARATING THE NATIONS",



# Advertise "SEPARATING THE NATIONS"

# DIRECTOR

# FOR FIELD PUBLISHERS

Sound Machine Hours to Date, 56,457

February 1, 1936

Publishers' Hours to Date, 1,372,342

## England Joins in International Convention

### Los Angeles Convention Takes In Canada, England, United States

### Enthusiasm Runs High

#### Thousands Expecting to Attend

Jehovah is a gracious giver of gifts. He constantly makes arrangements to feed his people, and now the anointed and the Jonadabs associated with his organization look forward with keen anticipation to the Los Angeles convention. Enthusiasm runs high throughout all the world now, first, because of the tremendous witness that will be given in "SEPARATING THE NATIONS" and the great effort being put forth by every individual to advertise this lecture. Additionally, Brother Rutherford not only will deliver the message of "SEPARATING THE NATIONS", but later in the day, 4 p.m. Pacific Standard time, will speak to those who have definitely taken their stand on Jehovah's side.

The convention has now assumed such great proportions that not only does it take in ten cities on the North American continent, but, because of its importance, radio telephone will carry the convention proceedings at Los Angeles to the Brit-

ish Isles, where there are now being arranged, if possible, conventions in ten cities throughout Britain.

What a marvelous arrangement this is! Nothing like it has ever been accomplished before, even with all the wealth and power of the Devil's organization. Only the Lord's people can demonstrate such unity and show such joy in assembling with one another, preparing themselves to be better fitted for the onward march of the Kingdom. The instructions that we shall receive through the organization direct from Los Angeles will be a joy and make glad the heart of everyone who desires to serve Jehovah's kingdom. There will be probably 20,000 to 25,000 brethren assembled at these convention cities eager to receive the food which the Lord graciously feeds his people at his conventions. Are you going to be there? Of course, there is only one answer. Conventions are so situated throughout the United States and England that all the brethren can share in this blessed occasion.

## Many Avenues of Advertising in Use

#### February to Be Month of Real Publicity

The organization which Jehovah has formed in the earth is truly an advertising or publishing organization. That PUBLISHING is their business is really stated by the Lord in the 68th Psalm: "The Lord gave the word; great was the company that PUBLISHED it." The Lord's people have seen fit to advertise by personally meeting the people. The personnel of Jehovah's kingdom organization is one in which everyone works and has a share in whatever method of advertising is best. The newspapers, one of the chief agencies of the Devil, have always fallen down, and it is unwise to spend any money on newspapers. However, the Lord's people have found means of more effective advertising than any other organization.

Let's consider what is available for use during February and let every one of us push forward energetically and zealously with every means at our command, to the glory and honor of Jehovah's kingdom. First, we have the special record

of 4½ minutes of excellent advertising to be used on phonographs, sound cars, and radio stations that will broadcast them free. At the same time through the sound equipment announcements will be made of the radio station from which the people may tune in Brother Rutherford's lecture or of the hall to which they may come and hear "SEPARATING THE NATIONS". Then, we can paint signs and set them in our windows or tack them on our front fence, or anywhere where it is conspicuous. At all the conventions there will be placards furnished for the cars. These will drive through the city announcing the halls where the convention meetings will be held. Thousands will be in evidence a few days prior to the great assembly. With an influx of automobiles to the ten convention points in the United States there will be more than 10,000 placards conspicuously displayed, and everybody in town will know that Jehovah's witnesses are there. More than 6,000,000 announcements have been printed and consigned. These will be distributed all during February by personally

### Radio Folders Consigned Special Records All Shipped

Six million radio folders the Society has printed for the lecture "SEPARATING THE NATIONS" have gone forward. These consignments have all been shipped. Begin distribution immediately. Your requisitions for the special record advertising "SEPARATING THE NATIONS" have also been shipped, with the exception of a few. If you do not get yours it is because all the records have been shipped out and your order came in too late. We urge that everyone who has these records use them extensively, and more so as the time draws near for the broadcast of the 23d. *Let's advertise!*

### Sound Equipment No. 3

#### Why Not Have Your PTM Rebuilt?

Many of the brethren have portable transcription machines operating from a 6-volt battery manufactured by the Society. These can be easily transformed into the No. 3 sound equipment by the addition of a power pack and a horn which the Society supplies. Within a few weeks, it is hoped, the Society will have caught up with all its orders on sound equipment No. 3, and the remodeling of your present portable transcription machine in conjunction with the No. 3 sound car equipment can now easily be accomplished on short notice if your transcription machine is of the 6-volt storage battery type. Write the Society immediately for more particulars. The cost of this remodeling, with a microphone, is \$90, or \$80 if you have your microphone.

calling on the people, drawing their attention to the radio station to which they can listen. In the big convention cities the announcements advertise particularly the public meeting place, and all should be invited to be there and pack them out.

Some of the brethren have found it advantageous to overprint their radio folders in brilliant red ink, particularly when some other station was added to the chain after the folders were printed. Some companies have found this advisable even though their station is listed, as it gives prominence to the local station. We leave this for your de-

### "Riches" Is Ready

#### Get Your Autographed Edition Now

The autographed edition of *Riches* is ready for you to read. The orders that are on hand are being shipped. You should receive them by the middle of February, at the latest. However, if you haven't ordered your copy, get it now. It is important for everyone to read this book, for it has a great blessing in store for you. You will enjoy Brother Rutherford's letter to the Kingdom publishers.

The autographed edition is being sent to anyone anywhere on a contribution of 50c. This will help cover the initial cost of plates and its preparation.

termination. Companies that have their own printing press can do this at hardly any expense to themselves. This *Director* publishes a list of additional stations which do not appear on the radio folder, so that the above-mentioned can be done in localities where it is necessary.

The greatest witness can be accomplished when a publisher personally meets the householder, gives him the testimony for the literature, and then impresses upon him the importance of the lecture "SEPARATING THE NATIONS" and of their tuning in or attending the great assembly in the city in which they live. The month of February should undoubtedly have the greatest amount of advertising ever crowded into 22 days, for it is on the 23d that everything will be set for a message that the peoples of the nations must hear. What a gracious privilege Jehovah has extended to his people to be his publishers! There is much to do, and, by his grace, it will be done.

### Additional Radio Stations

Here are listed stations which do not appear on the regular radio folders which have already been consigned.

Atlanta, Ga.	WATL	1190
Babson Park, Mass.	WORL	920
Baltimore, Md.	WCBM	1370
Bloomington, Ill.	WJBC	1200
Cincinnati, Ohio	WCPO	1200
Denver, Colo.	KFEL	920
Des Moines, Iowa	KRNT	1320
Evansville, Ind.	WGBF	620
Lincoln, Nebr.	KFOR	1310
Nashville, Tenn.	WLAC	1470
Portsmouth, Ohio	WPAY	1370
Rockford, Ill.	WRCK	1410
Rock Island, Ill.	WHBF	1210
St. Joseph, Mo.	KFEQ	680
St. Joseph, Mo.	KFEQ	680
Tulsa, Okla.	KTUL	1400
Westaco, Tex.	KRGV	1260

# Are You Prepared to Attend the International Convention?

## Better Make Arrangements Now

On February 22, at nine o'clock in the morning, there should be a mighty throng of witnesses in the ten selected cities in North America and ten in England, all ready to go forward in the field witnessing for the King and the Kingdom with *Loyalty* and other booklets, at the same time advertising as never before the public meetings which are being held throughout the world. It can be anticipated that the visible audience will be well over 50,000 people at the auditoriums in the United States, Canada and England. The unseen audience listening to it by radio will run into the millions. By the Lord's grace, this globe will be encircled with a message of greatest importance to the people, and they will surely know the truth concerning the SEPARATING OF THE NATIONS. For your convenience there is set out here the name and address of the convention halls, so that the individuals attending can go direct to the convention auditoriums. There is also given the name and address to which you are to write for rooming accommodations. Make your arrangements now and do not fail to attend the international convention of Jehovah's witnesses.

LOS ANGELES, CALIF.: Shrine Auditorium.

C. V. Knemeyer, P.O. Box 755, Vernon, Calif.

BALTIMORE, MD.: Richmond Market

Armory, Richmond St.  
Henry A. Rheb, 3246 Keswick Rd., Baltimore, Md.

BIRMINGHAM, ALA.: Temple Theatre, 19th St. & 6th Ave. N.

X. D. Best, 8604 Division Ave., Birmingham, Ala.

BOSTON, MASS.: Jordan Hall, New England Conservatory Bldg., 296 Huntington Ave.

H. L. Philbrick, 31 St. James Ave., Boston, Mass.

CHICAGO, ILL.: Public meeting, at The Civic Opera House, Wacker Drive & Madison St. All other meetings, at the Coliseum, North Hall, 1439 S. Wabash Ave.

Chicago company of Jehovah's witnesses, 1139 North Dearborn St., Chicago, Ill.

CLEVELAND, OHIO: Masonic Auditorium, 3615 Euclid Ave.

W. E. Brusman, 15202 Elderwood Ave., E. Cleveland, Ohio.

KANSAS CITY, Mo.: Carpenters' Hall, 3114 Paseo.

T. A. Townley, 1317 E. 31st St., Kansas City, Mo.

NEW YORK, N. Y.: Mecca Temple, 133 West 55th St.

G. C. Powell, 124 Columbia Hts., Brooklyn, N. Y.

PITTSBURGH, PA.: Syria Mosque, Bigelow Blvd.

Pittsburgh company of Jehovah's witnesses, 907 Middle St. N.S., Pittsburgh, Pa.

TORONTO, ONT., CANADA: Massey Hall, Watch Tower, 40 Irwin Ave., Toronto 5, Ont., Canada.

## Special Note on Records

Care should be taken to keep the records at all times away from heat. Heat will damage them, not only warping the discs, but affecting the grooves, so that poor reproduction will result. Also, the timing of the machines must be watched closely, so that the discs will not be run too slowly or too fast, which results in distortion. We have a wonderful instrument in Jehovah's provision of the recorded lectures. Let us appreciate this, and care for the equipment as well as the records, using them continually and effectively.

## Watchtower and Golden Age Subscription List Increasing

Let the publishers all remember to use *The Watchtower* and *The Golden Age* in witnessing to the people, in addition to the other publications. Subscriptions for either or both of these magazines should be taken at every opportunity, and there will be many opportunities if the publishers consistently bring these journals to the attention of the people. Those who have found the great value and interest of the books and booklets, and who appreciate the message therein, will certainly be glad to know of the magazines, and to subscribe if they can do so. In the regular study of *The Watchtower* there is had continual refreshing truth that is necessary to all the Lord's people, including those of "good will". In the regular reading of *The Golden Age* there is had information that is important to the anointed and those of the Jonadab class.

Carry a supply of subscription slips with you when you are in the field, and tell all interested of *The Watchtower* and *The Golden Age*, making good use of the sample copies in this manner. It is interesting to note the constant increase in the subscription list during the past six months. That is a good sign.

## German Testimony Cards

There is now in stock a supply of testimony cards presenting the booklet *Government—Hiding the Truth: Why?* in German together with two other German colored-cover booklets on a contribution of 10c, the testimony card itself being printed in the German language. Any of the brethren who have use for this testimony card may order the quantity they desire and we will fill such orders as long as the cards are in stock.

## Here Is a Good Suggestion

"For some time we have been hindered in our placements because people have nothing with which to get books except canned fruit, their money and chickens and eggs being gone. As we have had to have cash for gas to keep in the work, I decided to try the boarding-house keepers. I explained our work, that we do not want to make a profit on fruit, but only to get out a small contribution, and therefore could let them have lovely home-canned fruit much cheaper than they could get it at the store, 25c a half gallon, without sugar; 30c a half gallon, with sugar. They were very glad to get it, and now every two weeks we drive into town with a load. Lots of them will save the jars for us. These we sell at 30c per dozen in a secondhand store.

"We find a good market at cheap hotels and boarding houses, and believe pioneers everywhere, by driving to larger towns, can dispose of all they take in. Of course, better-class hotels won't bother with it. They want uniform commercial fruits.

"We can place a book or two now in almost every home where there is any interest at all, for nearly everyone cans something for their own use. Surely the Lord keeps his promise and makes provision for those who love him and keep his commandments."—Pioneer, Ark.

# Sound Equipment to Rebroadcast "Separating the Nations"

## Have You Made This Arrangement?

The sound equipment is playing a tremendous part in advertising the coming broadcast of February 23, when Brother Rutherford speaks to the world on "SEPARATING THE NATIONS". Phonographs, transcription machines and sound cars are heralding far and wide the announcement concerning this lecture which is of the greatest importance to every man, woman and child on the earth. The special disc carrying the announcement of this lecture is to be used at every opportunity on every type of sound equipment, and a specially concerted effort made with this announcement as February 23 draws near. The sound cars must be used continually; this equipment should not remain idle. Time in the use of this disc, and attendance, are to be reported in the regular way.

The brethren throughout the country are certainly demonstrating the fact that just because it is winter-time it does not mean that the sound equipment must be put in storage until better weather. On the contrary, every territory assignment should be covered as thoroughly as possible with the announcement of the lecture, and the more thickly populated sections should be gone over several times if there is sufficient sound equipment available to accomplish this.

The effectiveness of the sound cars does not stop with advertising the lecture, but they are to be used in picking up the lecture at the time it is given and rebroadcasting it over the sound equipment. Every unit having sound cars should carefully plan its activity with them, and prior to February 23 have selected locations where this equipment can be utilized in carrying the message on "SEPARATING THE NATIONS" to crowds assembled in places other than the convention halls. This will be carried on extensively in the ten cities where the conventions are being held, making it possible to serve all overflow meetings and other points where a large number of people can be reached. At the time of the Washington convention, last summer, this was done to considerable extent and proved very effective, and it is to be widely

used for the lecture on "SEPARATING THE NATIONS".

As the message is broadcast throughout the world by radio, it should be received on a radio set installed in the sound car or in another automobile, and run through the sound equipment and out through the loud-speakers. It is up to each sound car operator to experiment in this prior to the broadcast, so that he can ascertain just what can be accomplished with the particular sound equipment and radio set he will have to use.

The easiest way to use an auto radio or other radio set with the sound equipment is to place the microphone directly in front of the loud-speaker of the radio, pick up the program, and run it through the sound equipment the same as when one is speaking into the microphone. This is not satisfactory in every case, and should be experimented with to find out the results that can be obtained.

The other means of using a radio with the sound equipment is to establish direct electrical connection between the radio set and the sound equipment; but this is somewhat complicated and should be done by a competent radio mechanic. There are so many models of radios that no general advice can be given except that the most accessible place to connect onto the radio set is usually the wires going to the voice coil of the speaker. In most instances a matching transformer and a pad to reduce the volume will be required, the leads from the wires going to the voice coil being run through the transformer and pad and then through a plug which can be plugged into the microphone jack in the transcription machine, one lead to the end and the other lead to the ring on the plug, the outside sleeve of this three-wire plug not being used.

The center of the input transformer in the transcription machine is grounded inside the machine. The ends of this transformer are connected to the jack to make contact with the tip and the ring of the three-wire plug. The outside sleeve connection of the plug will not be grounded, but this is connected to plus 6-volt inside the machine. The tip and ring will give a 200-ohm input.

# "Loyalty" Going Real Well Over 3 1/2 Million Printed and Shipped

## The Three-Booklet Campaign Continues

The big convention comes in the middle of the three-month campaign of the presentation of three booklets in combination of *Loyalty* together with two colored-cover booklets. These publications constitute the convention literature and will be continually pushed until the end of March.

All companies, and other publishers, should have a good stock of these booklets on hand for the rest of this campaign. Those who have a large stock, or have received the consignment, are to get the literature in the hands of the publishers so that all can push the campaign vigorously. Remember, everyone should carry *Loyalty* and *Righteous Ruler, Escape to the Kingdom, The Crisis, The Kingdom, the Hope of the World, World Recovery, Intolerance, Angels, and Dividing the*

*People*, and during the rest of February and all of March put these in the homes of the people.

There are so many advantages in a booklet campaign at this time. Even if we take into consideration the convenience of the creatures who are carrying the message, it is recognized that in the severe winter weather booklets are easier to handle and present than a large number of bound books. Creatures, however, are not of the paramount importance. Creatures devoted to Jehovah joyfully conform themselves to the organization and do not attempt to conform the organization to themselves. These months which end this winter season are accomplishing a tremendous witness to the honor of Jehovah's name, the provisions the Lord has made in these publications being used by his people. It is the happy privilege of the anointed and those people of good will to share and work together in this campaign.

# DIRECTOR

## FOR FIELD PUBLISHERS

Sound Machine Hours to Date, 65,515

March, 1936

Publishers' Hours to Date, 1,596,357

### "His Strange Work"

#### Prepare Now for World-wide Period

**Will There Be  
More Publishers, More Time,  
than Last October?**

"HIS STRANGE WORK" is the designation of the forthcoming INTERNATIONAL TESTIMONY PERIOD April 4-12. The Lord's people have long considered the Lord's "strange work" and have had a keen desire not only to understand it more thoroughly but to see it brought to pass in vindication of Jehovah's name.

This is the spring season of special thanksgiving and praise to the Most High; and in order that all the brethren may have this period in mind and begin now to make arrangements for it, announcement is here made of some of the features that will undoubtedly make this the greatest nine-day period of witnessing ever arranged for. In this *Director* you read the report of the last INTERNATIONAL TESTIMONY PERIOD, showing the work of the Lord's people throughout the world during the nine days of special effort last October. We rejoice in these privileges and now consider with eager anticipation the prospect ahead of us in the April campaign.

First of all, during "HIS STRANGE WORK" we have a new book *Riches* which will for the first time be presented to the people on a contribution of 25c, and available in many languages and used throughout the entire English-speaking part of the world. *Riches* enables the Lord's people to use a bound book during an INTERNATIONAL PERIOD for the first time in several years. You already have the author's edition of *Riches*, which you are studying diligently,

and are now to place your order for the regular edition for the Testimony Period.

A new Testimony Card, strikingly different from anything that we have previously had, has been prepared by Brother Rutherford and will greatly aid the publishers in presenting *Riches* to the people.

As announced in *The Watchtower*, Memorial will be celebrated this year after 6 p.m. on April 6. Every company director as well as sharpshooters, and all groups, will make report of the attendance at the Memorial as heretofore.

Again this year your report will show, first of all, the total number attending the Memorial service, including all, whether they partake of the emblems or not, and, in addition, your report is to show the total number partaking of the Memorial emblems of the unleavened bread and red wine. These figures are to be written on the regular monthly report cards for April.

There are many other provisions which Jehovah has made for this particular occasion, and the details of the campaign will be gone into in the next *Director*. You can, however, at once begin your preparation for this period by planning in respect to literature, territory and time.

Remember, this is a WORLD-WIDE PERIOD, and, by the Lord's grace, a bigger witness for the Kingdom will be given than ever before. There should be *more PUBLISHERS, more BOOKS — Riches! — more TERRITORY, more PEOPLE* spoken to, *more SOUND MEETINGS, and MORE TIME* put in in this, "HIS STRANGE WORK," period than ever before. Make preparation now!

### "Riches" for "His Strange Work"

**Order, and Order Plenty:  
You Will Need Them**

So that you may immediately rush your order for *Riches* in to this office, there is a special order blank enclosed with this *Director*, for your use. Every pioneer, auxiliary, sharpshooter and service director should fill out this order and send it direct to the Brooklyn office at once. Do not send any orders for *Riches* to any of the depots; and be sure to order a good supply, sufficient to last you during "HIS STRANGE WORK" Testimony Period, April 4-12, and for several months thereafter.

It is very important that you get your order in soon, by March 1 if possible, and be sure to have your order reach this office between March 1 and the 10th. If your ac-

count is not in good condition, be sure to accompany your order for *Riches* with a remittance to cover, so that shipment can be made, and at the same time you may order such other publications as you will need in addition to *Riches*.

This, of course, is not the author's edition, but the regular edition to be offered to the public during "HIS STRANGE WORK" Testimony Period upon a contribution of 25c. The Society will commence filling orders at once, and you will want a big supply; so make out your order and send it in. The various publishers will receive *Riches* at the same contributions as the other bound books. However, this book is not released to the public until April 4. Until that time only the Autographed Edition is available.

### 39,835 Publishers in Action

#### Over Two Million Pieces of Literature Placed

**Attendance at Sound  
Meetings Greatest Ever**

Jehovah marvelously blessed the publishers of the Kingdom during the World-wide Praise Period, October 5-13. A detailed report appears on the reverse page. This report should be carefully studied

to see how increase might be made during the special witness period "HIS STRANGE WORK", beginning April 4. You will note there was a drop in number of publishers from that of the last period by nearly 6,000, but all of these and many  
(Continued on page 2, column 1)

### Electric Signs for Country-wide Advertisement

#### Wording Changed at Small Cost

**Very Attractive and  
Identify Publishers**

You will be very glad to know of the new signs which the Society is now manufacturing, and you will certainly want one to set in your front window, or on your porch, or in any other place where it can be seen by passers-by.

This is a beautiful white enamel metal sign 12 by 16 inches with a glass front, back of which glass the sign itself is inserted, through which an electric light shines. The metal cabinet is built in the form of a reflector, the electric light being located in the cabinet behind the sign and equipped with a flasher. The sign proper is made up in different colors, presenting a beautiful and striking appearance. It really has to be seen to be appreciated.

The Society will fill orders at once, shipped to any address, at \$1.50 each, remittance to accompany order. You should always order these in lots of two, as they are packed two in a carton. They come complete with cord, flasher, and

electric bulb, and the sign which is now sent with the cabinet reads:

HOW TO OBTAIN  
**RICHES**  
THAT ENDURE  
Inquire Within

All groups of the Lord's people should order these signs through their director or sharpshooter, sending in one order for all that are required in the unit. There is an unlimited use for these in the future, and everyone who can do so should be equipped with these signs.

The wording can be changed at small cost, and the Society will supply the changes, from time to time, to be inserted in these electric signs scattered all over the country. We hope 10,000 will soon be in use in the United States alone, to advertise the King and the Kingdom.

### We Are Still Aiming at 5,000,000

**Booklets Going Well!  
Four Weeks More!**

The month of March brings to a close the very effective campaign with the booklets, during which time a combination of three booklets upon a contribution of ten cents is specially stressed.

During the few remaining weeks of this campaign clear your shelves as far as possible of these combinations, being sure to continue to include the *Loyalty* booklet in every combination and presenting therewith two colored-cover booklets, as *Righteous Ruler, Escape to the Kingdom, The Kingdom, the Hope of the World, Crisis, Dividing the People, World Recovery, Angels, Intolerance*. All the brethren should certainly take advantage of the time we have left in this campaign, more than four weeks, and put forth a real ef-

fort to make it as effective as possible. You recall that our quota for the three months of January, February and March is five million booklets for the United States; and we anticipate that this will be well reached if all continue their enthusiastic presentation of these particular pieces of literature during the remainder of the campaign. Already it has become necessary to print 4½ million *Loyalty* for the English-speaking people in all countries. Throughout the most severe portion of the hardest winter experienced for some time, the brethren have consistently and faithfully gone ahead with the work Jehovah has for them to do; and we are confident that the earnest effort they are making to this end has Jehovah's approval and blessing and will bring honor to his name.

# World-wide Praise Period—October 5-13, 1935

COUNTRY	Pio.	Aux.	Co.	Total	Hours	Obt'rs	Books	Booklets	Total	Sound Meetings	Attendance
Alaska	1			1	20	45	8	130	138		
Albania	1		20	21	236			1,631	1,631		
Argentina	17	1	60	78	2,250	4,907	224	8,308	8,532	2	68
Australia	139	79	1,284	1,502	25,996	86,156	1,332	142,000	143,332	996	13,503
Bahamas	2		7	9	114	258	1	290	291	18	170
Barbados	5	5	15	25	196	232	45	410	455	1	43
Belgium	17	6	94	117	1,917	5,302	86	9,526	9,612		183
Brazil	9		24	33	553	957	258	1,065	1,323		
British Guiana			17	17	200			36	741		777
British Honduras			1	1	9			12	37		37
British Isles	200	112	4,950	5,262	47,619	222,386	751	357,174	357,925	2,120	68,053
Burma	1		7	8	65			2	379		381
Canada	164	25	1,787	1,976	18,152	72,559	2,025	111,392	113,417	1,601	40,372
Canal Zone	3	2	14	19	181	249	96	565	661	9	195
Ceylon	1		3	4	47	114	3	238	241		
Chile	3		29	32	670	1,113	24	1,778	1,802		
China	4	1		5	196	248	130	609	739		
Colombia	3		3	6	187	268	93	308	401	11	19
Costa Rica		3	59	62	476	398	21	567	588	58	294
Cuba	7	1	19	27	624	1,059	45	1,581	1,626	9	108
Cyprus	1			1	65	124	7	166	173		
Czechoslovakia	77	12	759	848	7,266	24,212	1,136	32,225	33,361	69	2,850
Danzig			112	112	402	1,500	3	1,534	1,537		
Denmark	41	2	682	725	8,727	43,156	226	87,282	87,508		
Dominica			10	10	105	96	3	112	115	57	1,094
Dutch Guiana	1		2	3	58	42	7	39	46	2	5
Ecuador	2		1	3	57	51		72	72	5	25
Egypt	4		2	6	141	217	67	368	435		
Estonia	6	2	10	18	355	524	252	585	837		
Finland	21	16	629	666	6,675	26,348	203	36,086	36,289		
France	37	1	891	929	10,199	25,576	658	45,029	45,687		537
Gold Coast	5	4	45	54	172	820	75	795	870	2	350
Greece	6		271	277	2,880	5,678	71	8,475	8,546		
Hawaii	2	2	6	10	150	510	127	1,086	1,213	15	1,692
Hungary	25		280	305	3,066	8,780	492	9,010	9,502		
Iceland	1			1	43	60	15	192	207		
India	17	1	270	288	2,984	4,622	56	6,248	6,304		
Jamaica			550	550	2,781	1,138	725	1,437	2,162	107	10,057
Japan	79	2	21	102	6,642	5,062		71,111	71,111*		
Java	7			7	181	509	148	762	910	1	12
Latvia			15	15	15	26		600	626		
Lithuania	8	2	27	37	690	676	73	1,341	1,414		
Luxemburg			20	20	165	736	1	1,282	1,283		14
Mexico	66	14	150	230	6,401	9,338	160	17,544	17,704	62	1,844
Netherlands	34	6	126	166	3,656	10,900	79	16,298	16,377		475
Newfoundland	2		9	11	125	293	23	650	673	19	4,894
New Zealand	27	23	208	258	4,657	17,218	152	29,439	29,591	96	1,757
Nicaragua	1			1	23	27	21	45	66		
Nigeria	25	27	92	144	2,480	3,368	152	3,560	3,712	3	2,460
Norway	14	18	270	302	4,645	15,843	256	39,310	39,566		
Nyasaland			540	540	5,155	1,091	108	1,005	1,113	3	606
Panama	1		7	8	81	113	4	131	135	4	250
Paraguay	2		1	3	92	153	10	298	308		
Philippine Islands	19	4	21	44	942	1,267	155	2,482	2,667	4	2,700
Poland	28	15	878	921	10,554	14,030	536	15,632	16,168		
Portugal	3			3	79	152	30	170	200		
Port. E. Africa			2	2	12	300		300	300		
Puerto Rico	3			3	58	155	132	285	417		
Rhodesia (N.)			298	298	4,499	811	48	856	904	9	64
Rhodesia (S.)			155	155	1,372	504	85	534	619	8	92
Rumania	6	2	705	713	5,016	8,434	23	14,336	14,359		
St. Helena			6	6	30	68		81	81	20	318
St. Kitts	3			3	131	129	61	331	392	120	1,608
St. Vincent		1		1	14	28		41	41	4	26
Sierra Leone			24	24	324	720		720	720	4	158
South Africa	19	3	304	326	3,950	18,527	1,251	31,105	32,356	278	5,566
Spain	11	1	5	17	700	2,705	41	4,742	4,783		
Straits Settlements	5			5	153	256	180	495	675	9	632
Sweden	49	37	820	906	9,466	40,313	1,331	75,781	77,112		
Switzerland	4	6	872	882	8,534	36,827	353	54,875	55,228	8	365
Trinidad	3	11	136	150	1,193	1,300	52	1,902	1,954	41	3,044
Turkey	1			1	40	164	3	186	189		
United States	1610	658	17,153	19,421	213,221	434,229	20,513	817,940	838,453	8,837	221,484
Uruguay	3		8	11	264	600	8	1,067	1,075		
Yugoslavia	22		66	88	2,483	7,534	472	10,133	10,605		
<b>TOTAL</b>	<b>2,878</b>	<b>1,105</b>	<b>35,852</b>	<b>39,335</b>	<b>443,867</b>	<b>1,174,251</b>	<b>35,820</b>	<b>2,086,840</b>	<b>2,122,660</b>	<b>14,612</b>	<b>388,637</b>
Total Testimony Period April 13-21, 1935	3,126	1,361	41,486	45,973	528,476	1,449,609	30,685	2,541,338	2,572,023	10,822	218,201
Total Testimony Period Sept. 29-Oct. 7, 1934	3,046	1,360	35,515	39,921	451,005	1,268,623	31,067	1,546,281	1,577,348	5,956	103,320
*Golden Age Copies											

(Continued from page 1, column 4)  
more will enjoy the privileges of service in the forthcoming campaign. There are numerous items of interest in connection with this campaign, but space does not permit the publication of all of them. It is interesting to note that the witness increases despite the tremendous action on the part of the Devil's organization against the King and the Kingdom and its publishers. The question that should interest every one of us is, How will we increase our efficiency and service to the Lord during "His STRANGE WORK" Testimony Period?

### Outstanding Items of Interest SOUTH AFRICA

"It gives pleasure to report a very substantial increase over the corresponding effort of 1934. Upward of 32,000 pieces of literature were placed, to compare with 21,000 a year ago. In the country districts a number of the publishers again traveled long distances, sleeping by the wayside or in a farmhouse at night, in order to spread the mes-

sage over as wide an area as possible. The *Government* booklet went out well, and the *Italo-Abyssinian* conflict higher up the continent lent an added interest to the booklet *Universal War Near.*"

### SINGAPORE, STRAITS SETTLEMENTS

"A splendid witness was given in Singapore harbor by the Society's boat the 'Lightbearer', and many heard the message by this means, particularly the crews of two warships and also other shipping." The following is quoted from the Singapore *Free Press* of Friday, October 11, 1935: "Sailors listen to unique lecture by Watch Tower Society. A loud voice boomed across the water in the Singapore Roads on Wednesday night and men on board ships at anchor peered into the darkness expecting to find Father Neptune break forth to the surface. But nothing of the sort happened. Instead they saw a long white ketch lying in their midst while the powerful voice echoed between her and the sides of the two men-o'-war Hermes

and Cornwall. It was a unique lecture that was being projected for the benefit of the ratings of H.M.S. Hermes and H.M.S. Cornwall and sailors at large from the ketch 'Lightbearer', which has been giving Watch Tower programme in Singapore since her arrival from Australia some two months or so ago. So far, Captain Ewins, her skipper, has distributed thousands of the Watch Tower Society's many publications and given addresses ashore, but it was the first time that he had the crews of ships at anchor in this port for audience.

### BELGIUM

"Publishers increased by 12. From all sides we now hear that the clergy as never before are warning the people not to buy our books. Gradually the attention of the clergy is brought to bear upon the handful of witnesses, and we rejoice greatly that we are known and that the enemy deems it necessary to take action against the little company of publishers."

## INDIA

"At Montgomery a party of Indian publishers worked the city during a big convention of Indian Christians organized by the American Presbyterian Missions. The common people heard the message of truth gladly and would have had Jehovah's witnesses conduct meetings, but the missionaries opposed them. The result is that several requests have been received for Jehovah's witnesses to visit the surrounding villages from which the people had come to attend the convention."

## GREECE

"The work done during this period was done under martial law, and we had some difficulties in going on. People are much influenced by the decree against the work of the Office of Religions. In one place as soon as the books were taken from the car they were seized by an officer and the brethren sent to the public prosecutor. Until today we have not been able to take them out. One brother was seized and sent to the martial court. His case is still pending. Two other pioneers were seized some days ago and are also summoned to the martial court as Communists and against the present form of government. They are at present in prison awaiting their trial."

## LITHUANIA

"The first Sunday of the period was election day in the Memel Territory, an event of European importance. The effect on the people was almost unbelievable. Even some of those who are supposed to be 'in the truth' were affected, some even hoping that the Nazi government, the persecutors, torturers and murderers of Jehovah's witnesses across the border, would be taking over the territory. It seems incredible that those once enlightened could be so overwhelmed by the Devil. This, of course, has its reaction on the loyal ones, who, in the face of opposition from all sides, even from their erstwhile 'brethren', show more than ever their determination to be wholly on the side of Jehovah and the Greater Gideon."

## JAPAN

"The Lord blessed his own faithful ones in Japan and Korea with unusual fine weather almost every day during the period. And we are happy to send you this report which shows another highest record made here. A big public witnessing meeting was held at Heije, the second great city in Korea, on October 4. The topic of the public lecture was 'Kingdom of Heaven Is at Hand'. Heije is the center of the missionary work. Many clergymen were present. The hall where the meeting was held has 1,200 seats and it was overpacked with a big crowd of 1,600, and many were turned away. 3,200 pieces of literature, both in Japanese and in Korean, were placed in the people's hands at the meeting."

## HAWAIIAN ISLANDS

"Literature in eight different languages was placed, and at some of the sound meetings all eight groups of people were represented, from naked-skinned babies to elderly Chinese women in black alpaca pants. We are rejoicing in the great privilege and honor of carrying Jehovah's message to the people here and thank him for the opportunities given."

## BRAZIL

"By Jehovah's grace the World-wide Praise Period this year was better than ever. For this reason all of us are glad and are preparing to do ever better in the future, by the Lord's grace."



# DIRECTOR

## FOR FIELD PUBLISHERS

Sound Machine Hours to Date, 72,305

APRIL, 1936

Publishers' Hours to Date, 1,640,302

## His Strange Work--April 4-12

### What Has the Lord Placed in Our Hand? Brother Rutherford Writes to the Servants of Jehovah

Many More Thousands of Publishers Expected

#### Great Multitude Is Coming Forward!

Within a few weeks another world-wide testimony period will be in full swing, April 4-12, which is known as "HIS STRANGE WORK". Jehovah's servants throughout the earth will move together in a most vigorous campaign to the honor of his name. "HIS STRANGE WORK" testimony period promises to be an extraordinary blessing, and will undoubtedly be the most outstanding and thrilling of all to this time. The Lord has entrusted much to his people, and, 'the more is demanded of them.' It is well now to consider what is entrusted to his people for use during "HIS STRANGE WORK" testimony period, April 4-12.

*Riches*, the new book, will be offered regularly for the first time on a contribution of 25c. There is provided for you a testimony card, which sets out definitely your commission as well as informs the people how they may obtain *Riches*. A very pleasant surprise of this campaign is that we have not only a new book, but a new booklet, *Choosing*, which will be offered on a contribution of 10c if people decline *Riches*. You may offer *Riches* and *Choosing* together, on a contribution of 30c; *Choosing* alone, 10c.

Of course, all the *Watchtower* readers have given first considera-

#### Special Testimony Card

The testimony is short, to the point, and opens like this: "At the present time only a few men on earth are rich." That will arouse great interest, and it further introduces the *Riches* book on a contribution of 25c. On the reverse side of this testimony card there is a special message "To whom it may concern", from Brother Rutherford, the president of the Society. There is much opposition now in the world. The Catholic Hierarchy is using every means to bring opposition and persecution to Jehovah's witnesses, and therefore we are prepared by setting out in detail the purpose of our work. This testimony card will serve as your identification card. On the first line (at the top) PRINT your name; at the bottom SIGN your name, also fill in your address. It is not necessary for every individual who reads the testimony card to read the back, but if they wish to read it, let them do so. This is to be used particularly in case of arrests or opposition on the part of policemen or other individuals. We are in a fight, and we are prepared for it.

tion to Brother Rutherford's letter, which sets out so clearly the work that must be done, some very definite details which should be considered and put in operation immediately on April 4.

In addition to this encouraging letter, your having already read *Riches*, and many having attended the international convention in February, we have a special message from Brother Rutherford to all publishers of the Kingdom. The title of this is "COURAGE AND VICTORY", and it is recorded on a double-face disc. This is to be run at every assembly of the publishers during the testimony period. On the night of the Memorial, which is April 6, after 6 p.m., this lecture should also be used, so that all may be privileged to hear.

There has already been shipped to all parts of the world Brother Rutherford's lecture "SEPARATING THE NATIONS". This is now in record form, and arrangements should be

made immediately to use it as often as possible during "HIS STRANGE WORK" period. Remember that in the last world-wide campaign there were more than 300,000 persons who heard the lectures by this means. Can we do better in April?

The enemy is now hastening the nations to Armageddon, and Christ Jesus is separating the sheep from the goats. The "great multitude" is coming forward shouting, "Salvation to God and to Christ." What a grand privilege the servants of Jehovah have this day in preparing for "HIS STRANGE WORK" period, which begins April 4! Are you prepared? Have you arranged your time? Do you have the literature? Are your transcription locations picked out? Are your arrangements made for Memorial? Are you prepared to run "COURAGE AND VICTORY" that evening? In fact, you should ask yourself a dozen other questions and be sure they are all answered in favor of the advancement of the Kingdom interests in your territory.

Have you arranged to be one of the publishers in the great witness to be given during "HIS STRANGE WORK"? The servants of Jehovah will move into action shouting, "Salvation to God and to Christ."

## "Courage and Victory" for the Memorial

Two Reports to Be Made of Memorial:  
One of Attendance, One of Those Partaking

You will be cheered and greatly pleased with the words Brother Rutherford will bring to us all in "COURAGE AND VICTORY". This was made specially for the Lord's people. This record has been shipped to every company, sharpshooter and isolated pioneer on earth operating a 33 $\frac{1}{2}$ -r.p.m. machine. This special record is released, and can be used on the first day of the campaign, namely, April 4. The record should be run at the very first assembly of the publishers during "HIS STRANGE WORK" testimony. It should also be run on the evening of Memorial, in addition to any previous assembly that may have been had by the Lord's people. If the first assembly of the Lord's people is Monday evening, the record will be run the first time that evening, and as many times thereafter as the Lord's people assemble during the period. However, it will not be necessary to run it more than once on any one day; but use it at the largest assembly of the day. The purpose of this is to stimulate action on behalf of the brethren.

One record "Courage and Victory" will be supplied to each company having a transcription machine. A sufficient number of sets of "Sep-

arating the Nations" will be supplied for all your transcription machines. A small charge of \$1.50 is being made, and this will appear on the company accounts. However, if any of the brethren are unable to pay the cost of the records, the records will not be withheld. The main thing is to use these discs, "Courage and Victory" extensively, and "Separating the Nations" just as often as possible, in your territory, through your sound equipment.

Report on your report card those who hear the "Separating the Nations" lecture, but do not include in your report card to the Society the attendance of "Courage and Victory". This, of course, will be covered by the Memorial report. It should not be reported as sound-meeting attendance.

Everyone, anointed and Jonadabs, should attend the Memorial assemblies of their units. It is an occasion for all to attend, whether or not all partake of the emblems; and all should review pages 26 to 120 of the book *Jehovah* prior to the Memorial. On the monthly report card each unit should give the total attendance and the number partaking of the unleavened bread and red wine.

## Make Much Use of Sound Equipment

"Separating the Nations"  
Ready for Millions to Hear

At the same time that Brother Rutherford was giving the lecture from Los Angeles, on February 23, the lecture was recorded, and since then has been shipped to all parts of the world, to English-speaking countries. This is an hour lecture and should be used extensively during "HIS STRANGE WORK" testimony period. In distant lands it may be that they will not have "SEPARATING THE NATIONS", and therefore should use "GOVERNMENT". This message should be given to the people both by their hearing it and in printed form. Immediately after hearing the lecture they will want to study it, and you will have it in booklet form in *Choosing*. The portable transcription machines should be used in homes and meetings held throughout the week. Phonographs should be carried by the publishers. Back calls should be made on newly interested, particularly on those whose names are furnished by the Society. Remember, too, those persons whom you meet during the day in your regular witness work.

## Time Is Very Essential During "His Strange Work"

We earnestly hope that every company, sharpshooter, pioneer and auxiliary, as well as all new publishers of the Kingdom, will give diligent consideration to all the details set out in this *Director* and begin preparations, so that this may be the greatest witness yet given to the honor of Jehovah's name. Each company director and sharpshooter should stress this campaign all possible, setting before the publishers all the features of this united witness. Every detail should be cared for, and arrangements made well in advance for "HIS STRANGE WORK" testimony period. Have in mind your order for the *Riches* book, the use of the sound equipment, your back calls (with the phonograph) on newly interested; in fact, every branch of the service should be put into operation.

Make an accurate report of the Memorial, those attending and those who partake, and include this in your monthly report cards. If you contact any newly interested persons, supply them with a testimony card and literature and have them associate with other publishers of the Kingdom.

The winter has been a hard one. The number of publishers dropped during January and February. There has been quite a decrease. The hours also have dropped off considerably. Now, with good weather coming in and extraordinary privileges of service extended us, all publishers should make this the most outstanding period in the history of the church.

# International Convention a Marvelous Blessing

## Brother Rutherford's Lectures a Great Comfort

### Brethren Ready to Move into Action for "His Strange Work"

The *Director* would very much like to set out a detailed report of the convention, but all people reading the *Director* should be subscribers for *The Golden Age* and *The Watchtower*. *Golden Age* No. 430 brings to you his lecture "Separating the Nations" and some more interesting items regarding the convention, report of cable responses from distant lands, etc. *Golden Age* No. 431, the following issue, brings the complete summary of the international convention. You will all want to read this carefully; but not only read it yourself, but bring to the attention of all those people of good will the necessity of being a subscriber for the *Golden Age* magazine. *The Watchtower* and *The Golden Age* will bring much comfort and will greatly aid these new publishers of the Kingdom.

The international convention was a real service convention in every respect. The advertising of these public meetings gave to the brethren much work to do, but they went into this work with the greatest zeal and joy ever manifested. Advertising with handbills, placards, billboards, large signs, sound equipment, advertisement by radio, and every other means, were used. In the large

cities many demonstrations by hundreds of brethren with "sandwich signs" going through the congested area were truly a spectacle. It made the Devil's crowd sit up and take notice. It appeared that there were great numbers in town, but, really, Jehovah's witnesses and their companions now make only a handful. The public meeting was a great success, with more than 27,000 people present, and then, to the evening meeting at which Brother Rutherford spoke again, they returned, the total present being over 19,000. The 33,580 hours put in the field work, and the 121,530 pieces of literature distributed, was amazing, considering it was for only a two-day convention. Hundreds of thousands of persons heard the announcements through the sound equipment. In the ten cities the brethren made many back calls on the people who attended the public meeting, and their experiences are most encouraging.

The consensus of opinion was that more such conventions should be arranged. The mighty shouts of "Aye" that went up at the public meeting, and their stand for Jehovah and his King in the meeting Sunday evening, were most thrilling. If you were not there you missed a lot; and if there are any more, make up your mind now not to miss them. Jehovah's blessing and direction was manifested on every side. His name be praised.

## Order "Riches" and "Choosing" Now

### You Must Be Well Supplied for "His Strange Work"

This is the first time in several years that a clothbound book has been offered during an international period; and what a book it is! We know that all the Kingdom publishers are thrilled to have read it and now are more eager than ever to place it in the hands of every honest-hearted person throughout the world. The message in this book is just the thing for the great multitude. It is a marvelous message for those of good will. Translations have been made in various languages, and in the United States it can be had in Spanish, Greek, and Italian. Many more are under way, and in a few months will be completed.

Work was begun on the *Choosing* booklet immediately after the broadcast, and consignments are being made to as many publishers as possible in the United States, but the time is rather short. The consignment will be added to your *Riches* order if possible. If on offering

*Riches*, on a contribution of a quarter, they do not accept it, then offer the *Choosing* booklet, on a contribution of 10c. Interested people will be glad to contribute 10c to aid in preaching the gospel. This will be a real help to pioneers, and also emphasizes the splendid combination of both *Riches* and *Choosing* on 30c contribution. Rates to all publishers are the same as on other colored-cover booklets. If you have not received *Choosing*, then use *Loyalty* and two other (colored-cover) booklets, on a contribution of 10c.

This nine-day period should set a high mark for the distribution of bound books. Every publisher should introduce *Riches* to the people, and if they don't take *Riches*, leave with them some booklets on a small contribution. Eighteen countries in which the English language is spoken have received their supply. Has your order for *Riches* been made? They are not being consigned, but the *Choosing* booklets will be added to *Riches* orders during March.

### Study Service Leaders

All leaders of studies should arrange in harmony with the service director a special field service campaign with the study group at least twice during this testimony period. Each leader should meet with the group where he leads the study and aid these brethren, particularly aiding those newly interested ones, the "great multitude". This is true in regard to all transcription meetings arranged for. During this period every publisher that has ever been in the field should be out again, and many more with them. We confidently look to having thousands more publishers in the field April 4-12 and thereafter. It will take planning and effort on your part. Remember, where much has been entrusted, "the more is demanded of them."

### A New Advertising Means

At the convention throughout the United States there was introduced an electric sign, which was taken to heart by the brethren and with great enthusiasm. These electric signs are shipped complete on receipt of \$1.50 each. The Society prefers to ship these two (or a multiple of two) at a time, because they are packed two-in-a-carton. The sign can be changed by just removing the stencil. In due course the Society will furnish more stencils, to replace the wording that is set out in the original one.

These electric signs have caused much comment, and many inquiries are being made by passers-by. Get your sign(s) now. Order through your company, or, if isolated, direct from The Watch Tower, 117 Adams St., Brooklyn, N. Y.

## Back-Calling with "Riches" and "Choosing"

### Response to February 23 Broadcast Excellent

The lecture "SEPARATING THE NATIONS" appears in No. 430 of *The Golden Age*. A copy of this was mailed to each one of the many thousands of persons who requested Brother Rutherford's lecture. There was made out in the office a back-call slip, showing the name and address of the party interested. These have all been mailed to the various companies, pioneers and sharpshooters, so that a back call might be made on these people. Call on them with *Riches* and *Choosing*. Take with you the phonograph and several lectures, and keep after these people, because they may eventually take their stand on the side of the Kingdom. All these back calls should be made in evenings during the special period "HIS STRANGE WORK". Thousands of them have been mailed to the brethren. The director should place them in the hands of the publishers, and every effort should now be made to contact the great multitude. Experiences reported to this office on this back-call work are marvelous, and of many of the people it can be said they are taking their stand and associating themselves with Jehovah's witnesses and taking active part in the preaching of the Kingdom message.

### Back Calls with the Phonograph

As is pointed out in Brother Rutherford's letter, at the end of this campaign assemble the interested ones, including those with whom you have come in contact during the testimony period, and use the sound equipment in running the transcription lectures, both the phonograph and the transcription machine.

During the campaign in the evenings much work can be done with the phonographs, and such phonograph meetings and those held following the period may be used to establish study groups at which the *Riches* book is to be used. Such studies may be started by using the transcription lectures, or phonograph records if the transcription machine is not available in your unit, and part of the study period be devoted to listening to such lecture, and part to the study of *Riches*. As soon as sufficient interest is manifested a regular *Riches* study can be continued and the transcription lecture dispensed with at that particular place.

Phonographs can be loaned for one or two days, placed in homes and stores, and several records left there. Every effort should be made to witness by the use of the sound equipment during this period. We should surpass by a large number the people reached during the last world-wide period, which was the best sound report ever had for nine days. The attendance under sound equipment should be those people who hear at least 4½-minute lectures. Those hearing brief announcements, such as announcing the place of meeting or spot announcements of the special lecture, should not be included in the attendance of sound equipment. In other words, when people hear a lecture they learn something of the Kingdom. Attendance should be those persons who hear at least a lecture for 4½ minutes or more. Any time spent in making spot announcements is to be included in sound machine hours, however.

## Books in Foreign Languages

Many of the territories have foreign-speaking people, and we list here the books that should be used during "HIS STRANGE WORK" testimony period in the various languages:

Greek	<i>Riches</i>
Italian	<i>Riches</i>
Spanish	<i>Riches</i>
Armenian	<i>Deliverance</i>
German	<i>Jehovah</i>
Hungarian	<i>Creation</i>
Lithuanian	<i>Preservation</i>
Polish	<i>Prophecy</i>
Russian	<i>Government</i>
Slovak	<i>Government</i>
Ukrainian	<i>Government</i>

The above-mentioned books should be offered on a contribution of 35c, and a testimony card is prepared for each of these. You will please order the number of the books and testimony cards that you require, and they will be sent to you immediately.

### Brother Rutherford Writes Special Letter to the Servants of Jehovah

With Brother Rutherford's special letter there is sent to every *Watchtower* subscriber in every language a copy of the *Director* and *Riches* testimony card. It may be that you are isolated, or you may be in some city where there is a company of Jehovah's witnesses. The Watch Tower is pleased to contact you with the organization, that you may have a share in the proclamation of the Kingdom message. You have your testimony card, but you may not have a supply of *Riches*. You should get some immediately. If you are isolated, use the coupon herewith and send it to the Society, so that you too as a person of good will may share with others the knowledge that you have of the Kingdom. Being a reader of *The Watchtower*, you know that one who possesses knowledge, or can acquire it, has a responsibility, and that responsibility is to share with others that knowledge which you possess. This can be done by witnessing to your friends and the "strangers within your gate". Brother Rutherford's letter to you is a great comfort, we know, and we feel sure that you will now take an active part in the proclamation of the Kingdom message. As he says, "Remember that the promise of the Lord is that those who seek righteousness and meekness may be hid and protected during Armageddon. But they must first hear!" In calling at the homes of the people, present the testimony card to them, ask them to kindly read it, show them the literature, and leave *Riches* wherever possible, dropping to *Choosing* if *Riches* is not taken, and then hurry on to the next person.

The Watch Tower,  
117 Adams St.,  
Brooklyn, N. Y.

I desire to have a share in spreading the knowledge of the Kingdom. To this end, I am enclosing contribution of one dollar. Please send me the following:

- 4 copies of *Riches*
- 5 copies of *Choosing*
- 1 Report card

Also, I would like to contact the nearest company of Jehovah's witnesses if there is one in my vicinity; and if not, then please give me further information so that I can carry on this work in an orderly way.

Name \_\_\_\_\_

Street and No. \_\_\_\_\_

City and State \_\_\_\_\_

County \_\_\_\_\_

# DIRECTOR

## FOR FIELD PUBLISHERS

Sound Machine Hours to Date, 97,569

May, 1936

Publishers' Hours to Date, 1,916,362

## "Zeal of His House"

### Publishers, Service Directors, Get Started Now on This and Plan Carefully

#### Should Be as Big a Witness as April Campaign

What better way could there be of starting out the summer's witnessing than with a testimony period? The months of April and May will have seen a large portion of the city territory reached once with *Riches*. The brethren will be eager to carry *Riches* to the other parts of the company and sharpshooter territory, to the small towns, rural communities and rurals. All will wish to continue the vigorous campaign begun in April, and to push it to the fullest extent during the coming testimony period of June 6-14. This they will do because of their zeal, the zeal of the remnant and the zeal of the Jonadab class.

All who love the Lord have joined in the emphatic declaration concluding "Feasts", and contained in the April 15 *Watchtower*. Therein it is stated: "With the ZEAL OF HIS HOUSE we will continue to march forward, and as we go we will joyfully sing our victory song, THE SWORD OF JEHOVAH AND HIS GLORIOUS KING!" Herein is the title of our next period. Zealously, the brethren throughout the field have the grand opportunity of making this period just ahead a splendid witness during June 6 to 14, which is the "ZEAL OF HIS HOUSE" testimony.

During the corresponding period last year the convention was held in Washington, D. C., at which time there was first brought to the Lord's people an understanding of the great multitude. During the period last year the United States publishers placed 301,050 pieces of literature, using the book *Jehovah* and the booklets *Universal War Near and Favored People* on a 35c contribution. What will be the results of "ZEAL OF HIS HOUSE" testimony?

Now we have work to do with *Riches*, the publication that must be placed in the hands of those who may be of this great multitude. During the period of June 6-14 the campaign literature is to be a combination, on a 35c contribution, consisting of *Riches*, *Choosing*, one other colored-cover booklet, and a self-covered booklet (*Loyalty* or any other self-covered booklet in stock). This is certainly a remarkable combination. If the entire combination cannot be taken, let *Riches* be offered alone, on a contribution of 25c. "A *Riches* in every farmhouse"; that is our slogan. If this cannot be taken, present the three booklets, on a contribution of 10c.

A new testimony card will be provided for this 35c combination, and will be sent to all publishers with the June *Director*. In witnessing to

foreign-speaking people, the *Riches* book in their language, or the latest bound book if *Riches* is not available, is to be used, on a 35c contribution, dropping to a booklet combination of two colored-cover and one self-covered, on a 10c contribution, when the book cannot be taken. Order the testimony cards you will need in foreign languages.

Sometimes brethren ask if it is all right to place literature additional to the special campaign pieces being stressed; and, of course, it most certainly is proper to do so, placing all additional books and booklets desired, always including *Riches* and *Choosing*.

Small towns and rural territory are to be reached in this campaign, and, of course, the service directors and service committees are to complete all arrangements ahead of time. All-day witnessing parties should be organized for every one of these nine days possible. These publishers are to take lunch with them and spend the entire day in the field. Many of the rural sections are quite thickly settled, and such should be chosen, permitting all in the car to keep busy, and enabling the driver to make calls with the literature.

In using the phonograph during this period, such lectures as "The Remedy", "Greatest Prophet," "God's Banner," "Faith," "Obedience," "Great Multitude," should be used, and also where sound cars present the 4½-minute recordings. The phonograph campaign in the rural districts should be gotten well under way during this period. The hour transcription lecture is, of course, "Separating the Nations."

Time in the field will be necessary in order to accomplish effectively the work outlined for this period, and certainly much time can be spent in the service in the rurals. With the zeal of Jehovah's house let all members of God's organization join in the song of praise and victory by manifesting themselves as wholly on the side of Jehovah, and pointing others to God's banner. Start now to plan for this period, so that everything will be in readiness before June 6; literature and TIME; territory and TIME; testimony cards and TIME; transportation and TIME. Let all do what they can to Jehovah's praise.

#### Electric Signs Prove Effective

The Society is barely able to keep up with the orders for electric signs just now. You may wonder why you haven't received yours. It is because of the heavy orders. They will be shipped just as soon as they can be

## The People Want "Riches"

### Time Brings Results Early Reports Show Placements High

Jehovah's abundant blessing has been manifest in "His Strange Work" period. The results to date have far exceeded our expectations. You will recall that Brother Rutherford, in his speech "Courage and Victory", stated: "The Lord has caused to be published a book entitled *Riches*, setting forth the plain truths of and concerning his kingdom and fully exposing the enemy, and particularly the modern Philistines. That book is now ready in many languages, and all over the land the faithful will go forth as one man joyfully putting that message in the hands of the people that they may see and know that Jehovah is the only true God and that his kingdom is the only hope of men."

At the very outset of "His Strange Work" campaign it was evident that the foregoing was directed of the Lord, and a clear expression of his will for his people. The telegraph and telephone wires commenced to hum with orders from brethren all over the country saying, "Send us more *Riches*." These results, of course, are not because of any human accomplishment, but because it is the Lord's time and he enabled the anointed and the Jonadabs and

#### Choosing Booklet on 5c Contribution After May 1

In many parts of the country the *Choosing* booklet was used along with *Riches* during "His Strange Work" testimony period. On the release of this new publication the booklet was offered on a 10c contribution; with *Riches*, the two publications on a contribution of 30c. Beginning with May 1, all the brethren are to place *Choosing* on a 5c contribution, and use it in combinations of three booklets, namely, two colored-cover booklets and one self-covered booklet, on a 10c contribution. *Choosing* should be left wherever possible along with *Riches*, or separately on a contribution of 5c.

manufactured. Results reported to this office are very gratifying. One party reports that while witnessing she handed the person the card and immediately on reading the first line was asked, "Is that the *Riches* book which I saw advertised on a sign?" (The sign happened to be three miles from the place.) The sister said, "Yes," and that's all there was to it: *Riches* was placed. Inquiries have been made at many homes where the signs were displayed for the *Riches* book. Let the people know that you have taken your stand for the Kingdom and identify yourself as one in Jehovah's organization. The signs are \$1.50 each, complete.

all people who desire righteousness throughout the land to see that Jehovah has provided in the book *Riches* the message to reveal his kingdom, to expose his enemies, and to point the people of good will to a place of safety and also to the privilege of joining with his organization in making proclamation of that message. With this vision clearly before the minds of those who are devoted to Jehovah, there was no holding them back.

From the early reports received to date from the Bethel family, the Greater New York company, and other units in the vicinity of New York, it is evident that the figures showing placements of *Riches* will be very gratifying. The New York company went "over the top", and is but one of many service units having the same results. We are eager to get all the reports in promptly at the end of April, so that we can ascertain just what the publishers throughout the land have accomplished, by Jehovah's provision, and can pass the information along in the *Director*. TIME brings the results. In addition to *Riches*, there have been many thousands of booklets placed in the hands of the people during this period. It is the Lord's doing, and a cause for gratitude to the Most High that we are privileged to have part therein.

#### "Separating the Nations" Rebroadcast May 10

On February 23 Brother Rutherford delivered a most stirring and thrilling lecture, "Separating the Nations." Thousands upon thousands of persons requested a copy of this lecture. The opportunity is now made for millions more to hear it, because different stations are being used throughout the United States. There are more than 80 stations which have arranged to carry this broadcast by electrical transcription.

At the time Brother Rutherford delivered the lecture, on February 23, it was simultaneously recorded. Extensive advertising is to be made. Radio folders are being consigned. As soon as you receive these, begin distribution. Some points on the west coast may receive them just a few days before May 10. An extraordinary effort is to be made by the brethren to get them into the hands of the people before the broadcast on the 10th of May.

#### New Order of Trial

There is being mailed out with this *Director* a copy of the "Order of Trial" for each one of the brethren in your organization. As soon as conveniently possible arrange for all the brethren to be at a service meeting, at which time careful study should be made of the arrangements set out in the "Order of Trial".

# Are You One? A Pioneer or an Auxiliary?

If Not, Can You Be?

## The List Is Increasing

"Only a few months ago the Lord revealed that those 'other sheep', or Jonadabs, are the ones who compose the great multitude coming from all these nations. . . . It is now the privilege and obligation laid upon the remnant to energetically and joyfully carry the message of the kingdom to the people of good will and to do this work faithfully to the end and before Armageddon. It is the privilege and obligation laid upon the Jonadabs or 'other sheep' or great multitude to join in that work and to continue therein faithful to the end and up to Armageddon."—*The Watchtower*, April 15, 1936.

The foregoing is but one of the many times Jehovah calls the attention of all who have taken their stand on his side to the privilege and obligation that rests upon them to carry the message of the Kingdom to others. This is an obligation which cannot be evaded, and those who love the Lord do not wish to evade it, but joyfully "all of Jehovah's people keep the feast together", giving the witness to the honor of Jehovah's name.

In the Society's letter of March 11, sent to all publishers, it was stated, "We feel sure that there are many company publishers that could be pioneers or auxiliaries. To aid the brethren to put in FULL time in the Kingdom service, the Society grants pioneers literature at a very small contribution—in fact, at less than the cost of manufacture. Have you considered this branch of the service? There are doubtless many more publishers who could be auxiliaries, which means that one devotes at least fifty hours a month in the witness work. Why not seriously consider one or the other of these branches of service, then write to the Society for further information?"

This calls the attention of the brethren to an opportunity for service which should be seriously considered by all. The time is here for the campaign for the enlightenment of the people concerning God's kingdom. The question for each one to consider is, How may I have a larger share in this campaign; can I in some way arrange my affairs so that I can serve as an auxiliary, or as a full-time pioneer publisher?

## Place Your Order Now for "Zeal of His House" Testimony Period

Air-mail letters, telegrams, cables, telephone calls, all means of communication, were used to contact the Society so that re-orders for *Riches* could be placed during "His Strange Work" testimony period and immediately thereafter. Telegrams came in stating "Completely out". We enjoyed this, but don't let it happen again. In other words, when you place your order this time for "ZEAL OF HIS HOUSE" campaign, order a sufficient quantity to take you through all the period, and the remainder of June at least. You know now that the people want *Riches*; therefore be supplied. Have your orders in to the Brooklyn office not later than May 11. Order plenty of *Riches*, *Choosing*, and the other booklets, such as *Government* and *Loyalty*, and foreign publications required in your territory. Place your order now. Don't wait until May 11.

Another letter concerning the pioneer and auxiliary work was mailed under the date of April 22 and should also be considered carefully.

You will be very glad to know of the good response so far to this opening for more pioneers and auxiliaries. Men and women, young and old, varying from young folks in their teens to a sister of 85 years, have increased the total enrollment of the pioneers and auxiliaries by more than a hundred. Applications are coming in daily from those of the remnant and those of the Jonadab class desirous of taking advantage of every provision Jehovah arranges for their service. We are confident that there are still a great many of the brethren throughout the land who have not yet made response to the pioneer or auxiliary service but who could spend all their time in the service, or at least fifty hours a month, which is auxiliary time.

Let no one think that there is no more territory; because from the territory standpoint the time has never been more ripe for pioneer and auxiliary service. Now is the time of the "ingathering". There are not sufficient pioneers in isolated territory to cover it as frequently as it should be gone over. While company territory is gone over several times a year, generally, and some isolated counties are covered yearly, many isolated counties are reached only every two or three years. An even more important point in this connection is the fact that regardless of what has previously been done in any territory, it should soon be thoroughly and carefully gone over with *Riches*. So now, more than at any other time, all territory is new territory. Business districts offer a splendid field for pioneers.

Some of the back calls to be made on people responding to the radio lectures of Brother Rutherford are for persons located entirely outside of the territory held by any company or sharpshooter organization, and the pioneers have the privilege of reaching these.

In the territory of the companies there is much being done by pioneers and auxiliaries. Any brethren who can spend their full time in the service but who cannot go to isolated territory should certainly enroll as pioneers to serve in co-operation with the company where they are located. The same is true of those brethren who can get in auxiliary time.

Feel free to write to this office for more information regarding the auxiliary or pioneer service, and a questionnaire for your use in applying for appointment.

## "His Strange Work" Testimony Reports

Every service director, pioneer, sharpshooter and auxiliary is to make the usual monthly report at the end of April, showing on the report card the activities for the entire month. In addition to reporting the work of the entire month, let every one be sure to remember the testimony period just past, "His Strange Work," April 4-12, and see to it that the April report card contains the report for this testimony period as well. When brethren fail to send in their reports complete it not only makes it necessary for the office to write them about the matter, but leaves the total report for the field incomplete. Please put your testimony period report on your monthly report card.

# Phonograph Work in Rurals

Spend All Day in Country Territory

## Making Back Calls Sunday Afternoon

Now that summer is just ahead, and the service organizations will turn their attention to their rural territory with the first of June, the question is, How can the phonograph work be most effectively carried on in the rural territory? The publishers who have gone ahead with the phonograph work as outlined in the *Director* from time to time have accomplished much, chiefly in urban territory. This should be continued, of course, and the interest being built up at such phonograph meetings is to be aided in every way. The work with the phonograph in the rurals is an extension of this same service to the scattered rural territory.

The effective time to witness in the rurals is when all day is available for the service. This would include weekdays which brethren set aside for service, and Saturdays, and the day when all of the brethren can participate in the service, Sunday. Odd times in the service in individual assignments or when all day is not available should be in town territory where the most hours can be spent in the actual witness work. Beginning with June, the all-day witnessing is to be in the rural territory primarily.

When the entire day is set aside for service, it should not be wasted by poor management. First of all, it is recommended that there be no study or other meetings held for the publishers during the daytime on Sundays, but that all such meetings be held in the evenings. This will make it unnecessary to quit the service to get home early and have dinner in the middle of the day and get ready for meeting, but the afternoon as well as the forenoon should be spent in the field. The arrangement of the last convention is very good and is recommended. Let the brethren take a lunch with them when they leave home in the morning, and take a few minutes or half an hour out for lunch, eating in their territory, and then continuing work. Such an arrangement will enable all the publishers to gather up their carloads early Sunday morning, begin witnessing at nine o'clock, witness three hours, take half an hour for lunch, and continue witnessing until 2:30. This would give each one five hours in the service for the day, and is the manner in which the companies can build their average time in the field to exceed the quota of 15 hours a month per publisher. Make the days you set aside for the field service real pioneer days.

Of course each car should be provided with at least one phonograph, and as many more as are available and can be carried. If it is possible for each publisher to have one, it should be so used. In the rurals, as in the towns, the best time to use the phonograph, as a rule, is at the first call on an interested person. provided this can be arranged and all keep busy. A phonograph may be taken to the farmhouse at each call if all publishers have them. However, if there are more publishers than phonographs in the car, one publisher should not use one in the regular house-to-house service if in doing so the rest of the carload of publishers would be held up wait-

# What to Do During May

*Riches and Choosing*

The report of the Lord's manifest blessing upon the activities of his people during "His Strange Work" testimony should not induce anyone to feel that now we have done a good period's work and we can take it easy, because the phenomenal results of this period cannot be accredited to any creature or creatures. It is the Lord who has brought forth this irresistible message at this time and made it available when the people need it most. It is evident, therefore, that the Lord's time for this work to be done is here; and those who love the Lord, the anointed, the Jonadabs, all who love righteousness, will joyfully participate in carrying out his requirements at this time.

Each and every one of us should determine by the Lord's grace that the splendid witness which started with "His Strange Work" testimony in April is going to continue by his using his faculties as effectively as possible to the glory of Jehovah's name during the coming months. This work is still to be carried on in the urban territory. Try to cover all your urban territory with *Riches* and *Choosing* during the month of May, so that by June 1 every unit will be prepared to go into the rural sections and give an extensive witness there.

You have read our text for the month of May on the Calendar pad, and know this is to the point in this respect: "He that regardeth the clouds shall not reap." Of course, he who does not reap cannot have part in the feast of tabernacles or in-gathering, because he would have nothing to gather in. To have part in this during May, carry *Riches* to your urban territory. Anyone who regards anything else than the Lord's requirements now will not be diligent in the King's business and cannot have Jehovah's approval.

During the month of May continue to offer *Riches* and *Choosing*, on a 30c contribution. Where this combination cannot be placed, drop to a booklet offer, three on a 10c contribution, including *Choosing*, another colored-cover booklet, and one self-covered booklet. Get your booklet stock in good condition in placing these combinations.

ing while he runs the phonograph records. Instead of thus wasting the time of several other publishers while one is busy, make an appointment to call back at the farmhouse.

When should rural back calls be made? It is recommended that, since the witnessing party is already in the territory, the remainder of the day, from 2:30 or so on, be spent in making the phonograph back calls in that part of the rurals, and thus the calls arranged for in the field would be made the same day, after the regular field service. Also, back calls in the evenings during the week can be arranged. So that the most can be accomplished in making these trips, it is suggested that several of the back calls in a section of the rurals be arranged for one evening, and a carload go out at one time, each publisher equipped with a phonograph, records and literature. The driver can put one off at each place, go on and make a call himself, and pick up the load on the way back.

In making appointments for calling back with the phonograph, the brethren should always be very definite, so that the people will know just when the return call will be made.



# DIRECTOR

## FOR FIELD PUBLISHERS

Sound Machine Hours to Date, 114,916

June, 1936

Publishers' Hours to Date, 2,319,844

# "Zeal of His House" Testimony Almost Here

## Here Is a Lot to Think About Why the Drop in Hours and Publishers?

How Do Your Results Compare with Those of the Country as a Whole?

Have You Considered Pioneer or Auxiliary Service?

We have just finished compiling the figures covering the activities of the pioneers, auxiliaries and company publishers for the first six months of the fiscal year 1936. A comparison of these figures with those of 1935 gives us food for serious consideration. We are submitting here the table showing the work done and the comparison, and also a few brief comments on the different features, particularly those wherein we have come decidedly short. Commencing from the top of the table we find—

1. A drop of over 240,000 bound books.
2. A drop of over 300 publishers per month.
3. A drop of 170,000 hours.
4. A drop of 459,000 obtainers.

Examining the foregoing in the order presented:

**BOUND BOOKS.** This drop of 240,000 is to a certain extent offset by the additional booklets placed. The bound book *Jehovah* was released in February 1935, and the brethren throughout the country concentrated in its distribution. This, of course, accounted to some extent for the decrease, for we had no such release in 1936. We believe that the phenomenal placement of the *Riches* book during April and the subsequent months will more than wipe out this decrease. However, each and every one will have to do his part in enthusiastically placing the *Riches* book and booklets with the people.

**PUBLISHERS.** The drop of 300 publishers each month is serious. In trying to analyze why and where this drop came in we find that there was a drop of 61 from the pioneer list, 140 from the auxiliary list, and 114 from the company publishers. All branches of the service were affected by this drop. Probably the chief reason for it was the intensely rigorous winter, which has been the worst we have had in years. In addition to that we had a widespread epidemic of flu, and floods and other unusual circumstances which played havoc with conditions throughout the country; and, of course, these affected our brethren as well as other people.

Six Months' Comparison		
	1936	1935
Books	604,116	846,590
Booklets	7,755,036	6,171,320
Total Literature	8,359,152	7,017,910
Av. No. Pioneers	1,782	1,843
Av. No. Auxiliaries	748	888
Av. Company Pub'rs	17,367	17,482
Total Publishers	19,897	20,213
Field Hours	2,319,844	2,400,057
Obtainers	4,285,948	4,745,015
Av. Sound Machines	2,370	1,937
Sound Hours	114,916	*118,516
Attendance	6,031,611	1,386,918
* Meetings		

Nothing much can now be gained by dwelling on these things which are past, beyond noting how far behind we really are and endeavoring, by the Lord's grace, to make up for it as far as we can. The drop in publishers can be aided only by each and every one's having part in the service in the future and endeavoring to be out regularly. In this way we not only will bring our activity up to the normal requirement, but will also succeed as far as it is within our power in making up for some of the time lost during the winter. The big business of the Lord's people now is the Kingdom work. Nothing that can possibly be avoided should be permitted to interfere with it in any way. The weather has definitely settled now, enabling a great many to get out in the field who could not cope with the severe winter. Let each one of these now plan to have a part in the service every week, and as many times each week as possible. Here we are, 22 years into the Kingdom, and still there are millions who have no clear conception of the crisis they are facing. What can we do about it? The Lord has placed upon his anointed, the Jonadabs, and other honest-hearted people who hear the message of his kingdom, the obligation to announce it to others. Let us each do our part in making this proclamation, and the desired results will be accomplished, because this is the arrangement made by the Lord, and he makes no mistakes.

**HOURS.** We were short 170,000 hours during the past six months. The cause of this condition is undoubtedly the same as that responsible for the fall-off in publishers, and this must be overcome in practically the same manner: by recognizing our responsibility in connection therewith and each and every one's taking hold and doing his part. The 61 pioneers who were forced to leave the service because of

## What Have You Done About It?

Some Questions for You to Answer

Can We Make It Better than the April Period?

Here is a question: **WHAT HAVE YOU DONE** to complete all your arrangements outlined in the May *Director* for the big campaign "ZEAL OF HIS HOUSE" testimony, June 6-14? Every publisher will wish to make a special effort at that time. Every service director and sharpshooter, and all service committees, should have the details of the campaign well in hand, so that each service unit can move forward with zeal and efficiency befitting those of Jehovah's organization. You can check up and refresh your memory with these questions regarding this most important campaign:

What do we place with the people during "ZEAL OF HIS HOUSE" testimony? *Riches*, *Choosing*, another colored-cover booklet, and *Loyalty* (or some other self-covered booklet), in combination. Do you have a good stock on hand?

What is the contribution on which this combination of *Riches* and three booklets is placed? Thirty-five cents. Testimony cards are enclosed with this *Director*. Have you ordered all the extra ones you will need to supply all the new publishers in your unit? When the book and three booklets are not taken, do we offer *Riches* alone? Yes. If *Riches* is not taken, what then? Leave three booklets, on a ten-cent contribution. Do you have your supply of foreign literature for your foreign territory?

Where do we witness? In our small towns and rural territory. Is your rural territory lined up to be thoroughly and systematically covered? What arrangements have you completed for transporting all publishers possible to the rurals? Are witnessing parties to be organized for every day of the period? They should be. Pioneers will continue right ahead to thoroughly cover all their pioneer assignments.

How are phonographs to be used? In addition to any phonograph work in urban territory, the machines are to be taken into the rurals. The all-day witnessing parties can make the back calls during the late afternoons. Back calls can be made during the evenings. Sound leaders, service directors and sharpshooters, have you carefully read, and arranged to put in operation, the pro-

weather conditions should all again enroll in the pioneer service as soon as possible, and as many more of the brethren throughout the country as are able to do so. You have received two letters covering this

(Continued on page 2, column 1)

gram of phonograph work in rurals, outlined in the *Director* for May?

What about **TIME** in the service? More than ever the Lord's people are realizing that hours in the witness work constitute the chief measure of service and the thing to be striven for. Time should be used efficiently, not wastefully, and each hour spent in real witnessing to the people. Jehovah, giving the increase to the efforts his people put forth, is accomplishing a wonderful witness to his honor. Many of the brethren probably have not yet spent ten hours in the field during one testimony period. Would not that be a good quota for these to strive for during "ZEAL OF HIS HOUSE" testimony? They should set ten hours as their quota. Of course, many of the publishers will be able to devote much more time than this to the service, and, of course, will do so. Especially can our witnessing days be long while in rural territory. We are to take our lunch, and spend all day.

Let all the brethren know that they not only may, but should, do what they can to Jehovah's praise. All are publishers of Jehovah's kingdom. It would be very wrong for any service director, or anyone else, to say that publishers who cannot get in the full quota of hours should not be counted in the total number of publishers. All not only are welcome, but are charged with the responsibility and privilege of taking their full share in the service, whatever that may be, and should be aided in every way by their fellow publishers. Even those who have heretofore taken no active part in the field service should get started during "ZEAL OF HIS HOUSE" testimony. We can witness effectively early in the morning, in the middle of the day, in the afternoon, in the evening; whatever time of day we can get free for service, let us do so. More publishers, more **TIME**, more accomplished in witnessing and placements.

Remember, too, our slogan: "A *Riches* in every farmhouse." We wish to place this publication with the people. The people are responding as never before. With this special book, this special period, let us make special effort to spend much **TIME** in the service, doing what we can to put our selves, our equipment, our automobiles, our phonographs, and our **HOURS**, to work for the Kingdom.

With warmer weather, better conditions, Daylight Saving time (making longer evenings), the June testimony period has many advantages over "His Strange Work" period. Can we make the "ZEAL OF HIS HOUSE" period better than the April period? We'll try, won't we?

# Back Calls on "Riches" Obtainers

## Riches Opens the Way for Phonograph and Studies

### Interested Ones Being Assembled

Referring to the testimony period of April 4-12, at which time *Riches* was first offered to the people, Brother Rutherford wrote: "At the end of this campaign, then assemble the interested ones by use of the sound equipment and establishing study classes and encourage the people to get a knowledge of the truth as quickly as possible." The possibilities of this work first outlined here appear almost limitless. Each service unit and each publisher has a definite responsibility in this regard, and all can have a share therein. What have you done so far in this respect? The campaign of April was just the beginning of this important work; the service in connection with these interested must be increased and continued with our regular service with *Riches*. Some definite steps in accomplishing this follow:

**First:** Each person who is sufficiently interested to obtain *Riches*, and those who are interested but for some reason or other cannot obtain it, should be told of the *Riches* study in that neighborhood, and invited to attend. Also tell of the arrangement to bring the Kingdom message to the people by means of the recorded lectures. If the phonograph is used at this first call with the literature, run but one or two lectures or so, and, if possible, make an appointment for a return call. This will mean taking the name and address in most cases.

**Second:** At the back call, take the phonograph, several lectures, and also additional literature. At this time make an effort to organize a *Riches* study, not only for the family where the back call is made, but also to include those other interested persons in that neighborhood. Arrange to hold the study at the home showing most interest, and then, either when first met or on back calls, advise the other interested ones of the study. In this manner the interested ones can be assembled. It takes effort on the part of the publishers. It is a most blessed service, and really must be participated in to be appreciated fully.

(Continued from page 1, column 3) matter recently. Each one undoubtedly has given them careful consideration and is striving to set his house in order. This six months' report shows the absolute necessity that there be more pioneers in the field. Those of you who can enroll, enroll now. The 140 auxiliaries who for one reason or another had to leave that service should also again enroll in that branch of the service as soon as possible, if they cannot become pioneers; and the hundreds of company publishers who are so employed as to enable them to have time off during the week so that they can meet the 50-hour requirement of the auxiliary branch of the service should also enroll; and those who, because of daylight saving time and more favorable weather conditions, find that they can meet this 50-hour requirement should enroll in the auxiliary service now. By doing this we shall not only bring up the auxiliary enrollment to normal, but also have a part in making up much of the time that was lost during the winter months. And the company publishers have their part. Each and every one of them who is able to do so not only should be in the field service every week, but

Third: When a study is started, it should be turned over to the company organization after two or three meetings, and handled by the company service committee, a leader being appointed. This study leader is also a service leader, carrying to the group the information relative to the company activities, and inviting them to company service and other meetings. He is to take to the group each issue of the *Director*, and aid them in every way to become familiar with the workings of the Lord's organization.

**Fourth:** Witnessing parties should be arranged to assemble at stated times at the meeting place. These are to be participated in by the regular publishers, who are to assist the newly active ones to get started in the service. Of course, by this time they have manifested their sincere interest. The leader himself should, of course, always be one personally active in the house-to-house witnessing, having a clear appreciation of the issue and the necessity of service, and should lead the group into the field.

**Fifth:** These new publishers, having progressed in the truth over a period of time varying considerably with different people, will themselves be carrying on the same service as their brethren have carried on in their behalf.

For many years we have realized that "our job is not to convert the world". The work in behalf of the great multitude, the "other sheep" class, is not in conflict with this truth. The fact is that the time is here for the message of *Riches* to be carried to the people, now, before the destruction of the Devil's organization. It is our happy lot to do everything we can to aid these of good will to gain a knowledge of the truth. The numbers, the results of our efforts, are not our primary concern; they are the increase which Jehovah gives. Our concern is that we do our part as his witnesses, and clearly now we see that our companions are now to be gathered in, assembled. Back calls on *Riches* obtainers is one of the means to accomplish this. Many companies, sharpshooters and pioneers are having splendid results because of carrying out the above program, and so report to the office. Reports on your activity are always appreciated.

should set for himself a regular 15-hour monthly quota. If all the brethren seriously consider the various branches of the service, set their house in order, and enter into whichever part of the field they can, it won't be a great while before this deficit in time will be made up.

There is another important feature, also. Each company and sharpshooter organization should set aside every Sunday, if possible, for all-day rural service work in presenting the literature and calling upon the people with phonographs. Start early, take your lunch, and stay all day. If we do this the deficit in the number of obtainers will take care of itself, although it is a serious thing, when we realize that almost 460,000 fewer people received Kingdom literature during the first six months of this year than during a similar period last year. If this ratio were continued throughout the year it would mean that practically a million fewer homes would receive the Kingdom message this year than last. We feel confident that all the Lord's people want to see the Kingdom progress and the activities increased rather than decrease. The Lord will give the necessary increase if we do our part.

# Order All the "Riches" and "Choosing" You Can Use

## They Will Not Be Sent Unless Ordered

The important book *Riches*, and the important booklet *Choosing*, will not be sent to anyone unless they are ordered. Neither *Riches* nor *Choosing* is being consigned. It is correct that when *Choosing* was first printed some consignments were made by adding a small number of *Choosing* to orders received from companies near Brooklyn, so that at least some of the publishers could have *Choosing* as soon as manufac-

tured, but this is not being done now. So all the brethren are not only to order the number of *Riches* they will need for "ZEAL OF HIS HOUSE" testimony and enough to carry them through the month of June, at least, but to order all the *Choosing* they can use, as well. In sending these orders, include any other publications you will need, both English and foreign. Your order should have been sent in by May 11; if it has not been, it would better be hurried.

## Accepting Coupons as Contributions

### This May Help Some to Place Riches

Many of the brethren throughout the country have been very successful in accepting coupons as contributions in placing literature. These coupons are redeemable in cash by sending them direct to the headquarters of the Premium Department. Do not send the coupons to the Society, but direct to: Premium Department, 62 Grand St., Jersey City, N. J. That organization makes special allowance for schools, churches, etc., of \$4.00 for a thousand complete coupons, and this arrangement applies to our work. When you send them the coupons, instruct them to make the check payable to the Watch Tower Bible & Tract Society, and to send it to this office, 117 Adams Street, Brooklyn, N. Y., asking the Society to apply their check on your account. They will do this; so advise them definitely when you send the coupons to them.

Four dollars a thousand would mean four-tenths of a cent for each full coupon, or 13 full coupons would equal 5c; 25 coupons would equal 10c; 63 coupons, 25c; 125 coupons, 50c; and so on. Literature may be placed on contribution of coupons at this rate. Following is a list of the products whose coupons will be accepted by the organization addressed above:

Product	Coupon Value
OCTAGON Laundry Soap—Small size	1/2
Laundry Soap—Reg. size	1
Soap Powder—Small size	1/2
Soap Powder—Reg. size	1

Scouring Cleanser	1
Toilet Soap	1
Floating Soap	1
Soap Chips—Small size	1
Soap Chips—Large size	3
<b>BORDEN'S</b>	
Magnolia Condensed Milk	1
Star " "	1
Standard " "	1
Darling " "	1
Challenge " "	1
Leader " "	1
Peninsular " "	1
Pearl Evap. Milk—Small can	1/2
Pearl Evap. Milk—Tall can	1
Silver Cow Evap. Milk—Small can	1/2
Silver Cow Evap. Milk—Tall can	1
Daisy Evap. Milk—Small can	1/2
Daisy Evap. Milk—Tall can	1
<b>KIRKMAN'S</b>	
Borax Soap	1
Soap Powder	1
Cleanser	1
Floating Soap	1
Vigo	1
Soap Chips	3
Granulated Soap	2
<b>RUMFORD</b>	
Baking Powder	
Size 4-oz. Can Post Card	
Marked 1/3	2
Size 6-oz. " " " 1/2	4
Size 12-oz. " " " 3/4	6
Size 3-lb. " " " 3	18
Size 5-lb. " " " 5	30
Size 10-lb. " " " 10	60
Rumford's Bakes-All	4
<b>KNOX</b>	
Sparkling Gelatine-Complete Carton	2
Knox-Jell—A flavored Gelatine Dessert	1
<b>CREAMETTES</b>	
(A Macaroni Product)—Front Panel	1
Creamette Egg Noodles Front Panel	1
<b>LUZIANNE</b>	
Coffee—pound	4
Tea—1/2-lb. package	4

Pack coupons of like kind in bundles of 25, 50 or 100. The brethren may cut out this list and keep it for their file and information.

## Golden Age and Watchtower Subscription List Increasing

The articles on the "Philistines", "The Great Multitude," and others, have interested many people in careful study of *The Watchtower*. Remember, *The Watchtower* is for everyone who loves Jehovah. Therefore they should read it, study it, and attend meetings. In witnessing inform the people of *The Watchtower*.

*The Golden Age* has found a marked increase, particularly since the question of flag saluting has been raised. One brother writes: "Receiving notice to call on all school supervisors in regard to saluting the flag is the reason, in one month, of getting 47 new subscriptions." You know that *The Golden Age* brings you information that no other paper will. Read it yourself and get subscriptions for it. Company organizations can avail themselves of distributors' copies. By this we mean that you can get 6 or more copies of *The Golden Age* mailed to one address at 60c each for a year's subscription, the money to be sent with the order. Many companies are now getting more than 100 of such subscriptions and placing them with the public as they wit-

ness from place to place, at 5c a copy. This aids in getting subscribers.

## Transcription Records

Nearly 4,500 fifteen-minute transcription records are being consigned to all the large companies and sharpshooter arrangements having sound equipment. These records were formerly used on the radio, and are in good condition. These records are ideal for summer sound activity, and arrangements should be made to use them at once in the field as effectively as possible. This consignment was made in harmony with the reorganization of the transcription service, an outline of which was sent to all brethren concerned. Under the new arrangement all consignments of transcription supplies will go direct to the service director or sharpshooter, instead of (as heretofore) to the individual brethren owning sound equipment. Each company will maintain a central stock of transcription records, from which all sound cars and PTM's are to be fed. If pioneers desire to use some of these 15-minute records, they may borrow them from the various companies. The time is here for a vigorous sound campaign, and everyone should co-operate to this end.