

# INFORMANT

JUNE, 1941

"Salvation unto our God . . . and unto the Lamb."—Rev. 7: 10.

BROOKLYN, N.Y.

## "Theocratic Ambassadors" Testimony Period June Should Reach New High in Books Placed

### Will All Your Company Publishers Be in the Field?

During the entire month of June it is the privilege of all the Lord's people to participate in the "THEOCRATIC AMBASSADORS" Testimony Period. Are you ready for this special event? If you are a Theocratic ambassador and have been giving serious consideration to this matter since it appeared in the May *Informant*, you are ready.

What does it mean to be ready? The "THEOCRATIC AMBASSADORS" Testimony Period is a month during which the Lord's people are going to make available to the public the Kingdom message in bound-book form, on a contribution of 35c for three in English (excepting *Salvation and Religion*), or 40c for three in any foreign language (excepting the latest bound book in such foreign language). In getting ready for such a campaign the following points should be observed:

1. **TIME.** Plan now and determine the time you are going to devote to this service during the month of June, designating the days and evenings you intend to go out, and adhere to that schedule strictly. Do not permit anything to interfere with it. THEOCRATIC responsibilities come before everything else.

2. **TERRITORY.** Individual and group assignments should be arranged for, so that you will have some territory to work in at all times. Survey the territory between now and June 1. Know where you intend to work during the daytime and in the evenings. Arrange your back-call names and good-will interest so that they can be reached and witnessed to in the least possible time. Plan to do a thorough job, so that all who show any interest are given an opportunity to get this special bound-book offer, either to complete what are missing of their present Theocratic library or to obtain an entire set.

3. **EQUIPMENT.** See that you have plenty of bound books. The May *Informant* suggests at least 9 books for each publisher. Most publishers will place many more than that. According to your faith and your faithfulness be it unto you. Have your phonograph introductory record and back-call slips ready. When you go in group witnessing know the car and the party with which you are going. Have all arrangements completed in advance, so that there won't be any waste of time when the campaign actually begins. If all these details are taken care of in advance it will do much toward making the campaign a success.

#### Evening Work

During the evening work in June an arrangement will exist similar to that which we are carrying out during May. The publishers will first cover the territory with the three-booklet combination, but it would be well to have 3 bound books along, too; someone may want them.

Evening work has been found very effective for the distribution of booklets.

Know what you are going to say and say it briefly and distinctly. It is difficult to get into many of the restricted apartment buildings, particularly with the phonograph or conspicuous brief cases. Go neatly dressed and as inconspicuous as possible. State your business to the party answering at the door, then immediately flash your combination of 3 booklets, *God and the State*, *Theocracy*, and another booklet. Mention the contribution clearly. People do not grasp at the first statement that all of this literature can be obtained on a 10c contribution; therefore repetition helps.

By following the above procedure good results are obtained.

Two publishers were able to place 300 booklets in 50 hours.

Another publisher reports 19 booklets in 2 hours.

Two more publishers report 27 booklets the first evening, 2 hours; second evening, 36 booklets in the same time.

They say many are reached by evening witnessing that otherwise could not be interviewed.

June has many advantages. It has longer evenings than any other

month in the year, enabling the publishers to put in two or more hours of service before it gets dark. Daytime activity, of course, is to be devoted exclusively to the distribution of the 3 bound books, having some booklets along where people manifest interest but cannot afford to take the bound-book combination. Present to such the 3-booklet offer.

Follow out the details contained in the May *Informant* concerning transferring books and adjusting your stock locally. If this cannot be done, then immediately order from the Society such books as you require. Get a good supply: this campaign will surprise you. The Brooklyn depot has a good supply of *The Harp*, *Deliverance*, *Creation*, *Government*, *Prophecy*, *Light 1*, *Vindication 1, 2, 3*, *Preservation*, *Preparation*, *Jehovah*, *Riches*, and *Enemies*. At the end of the month of June, when you submit to the Society your report card covering the month's activity, ask for credit. A credit allowance of 25c will be given to the companies for each bound-book combination placed, in English or foreign languages. There is no credit allowance for pioneers, due to the low rate at which they receive the literature.

## Push the "Watchtower" Campaign with Zeal

### 80,000 Received by May 15

With 80,739 *Watchtower* subscriptions already received at Brooklyn when this article went to press, the goal of 100,000 new subscriptions should be reached, and even exceeded. It will, however, require real effort during the remaining days of the campaign to reach this quota.

All Theocratic publishers should use every opportunity possible between now and May 31 to obtain another *Watchtower* subscription with the special offer. After that all subscriptions will be \$1.00 regularly. Perhaps many now have and will yet get promises for subscriptions at the end of the month or at payday, and these may be picked up as late as June 3. All subscriptions should be in this office by June 15, and none should be taken with the premium offer after June 3.

From our records it is evident that many of the brethren have not yet subscribed for *The Watchtower* on the yearly basis. If you are one of these, we again call to your attention the need of having on record for the *Watchtower* magazine the names of all Kingdom publishers, and advise that all who do not get *The Watchtower* through the mail send in their subscriptions during the special campaign, without fail.

Having well in mind the need for greater and more determined effort as the appearance of "the sign" ap-

proaches, every one devoted to the great THEOCRAT will use his entire strength in the climax of this *Watchtower* Campaign and continue thereafter to push every phase of the Kingdom work until the Lord says that it is enough. Always be on the alert to take subscriptions at any time from people who show interest in THE THEOCRACY. Many subscriptions can be obtained by reading to them parts of the current articles, such as "Noah's Day" and "The Ideal Government", in the May 15 *Watchtower*. Talk *The Watchtower*, and you will get the subscriptions.

### New Publications

Judge Rutherford Uncovers Fifth Column: Portuguese

The following foreign-language records have come into stock recently:

HOLLANDISH (10-inch discs)  
PO-1 PO-14  
PO-7  
Rates: \$1.25; five for \$5.00

JAPANESE  
PJ-8, PJ-114  
"Where Are the Dead?"—"Enemies"

NORWEGIAN  
PN-5, PN-6 PN-27, PN-28  
PN-7, PN-8  
Rates: \$1.50; five for \$6.25

SWEDISH  
PZ-11, PZ-12 PZ-33, PZ-34  
PZ-15, PZ-16 PZ-57, PZ-58  
PZ-25, PZ-26  
Rates: \$1.50; five for \$6.25

### Pioneer Ranks Growing

The call is now going far and wide for MORE PIONEERS. Already hundreds have responded to this call, and the pioneer applications are coming into this office in ever-increasing numbers. In fact, the number of applications received in the first two weeks of May was almost twice the total number of pioneers enrolled in March and April combined. This, again, should be doubled, and redoubled, if we expect to have 5,000 or more pioneers on the list by August.

The letter dated May 10, 1941, which is now being sent to all the companies and zone servants, for the publishers' consideration, again brings forcibly to our attention the pioneer service. This letter should be diligently studied and considered at one of your service meetings this month. Zone servants, pioneers and company servants should in every way assist the brethren to see their privilege of becoming full-time ambassadors of THE THEOCRACY. Do not permit any opportunity whereby you can arrange to be a pioneer publisher to slip by. Our commission from Jehovah is now to proclaim the good news of THE THEOCRACY, and to do this full-time, if possible.

### Prepare Now for July Work

The literature to be used during the month of July will be the book *Religion* and one booklet, on a contribution of 25 cents. The book *Religion* has not had as wide a distribution as it should have, particularly throughout the rural sections of the country, and everyone should be given the opportunity of obtaining this vital information. Prepare your rural territories now for a thorough witness during July, using the phonograph and the record "Message of Hope" (P-230). If the people are unable to take the book and booklet, on the 25c contribution, offer three booklets, on the 10c contribution. *Religion* is not included in the special June offer. Check your stock and order early. Stock-keepers should be able to supply each publisher with five *Religion* books, at the very least, during the month of July. If phonograph records are needed, order those with your supply of *Religion*.

### A Suggestion

In localities where the brethren find it difficult to procure legal counsel to handle their cases on appeal, because of prejudice or the unwillingness of attorneys to represent them at a reasonable cost, we suggest that the brethren so involved write the American Civil Liberties Union, 170 Fifth Avenue, New York City, informing them of the date of the trial, with request that the American Civil Liberties Union provide them with counsel of that organization free of charge or at a reasonable cost, or inform them of the name of an attorney willing to handle the case at a reasonable cost, and send copy of such letter to the Legal Desk of the Society.

This, of course, does not alter the advice for Kingdom publishers to keep the Society informed as to all arrests and developments, and for the brethren to defend themselves without counsel in the police courts.

# Tremendous Witness Given in First Six Months of 1941!

## Steady Increase in Monthly Average of Publishers

### New Peak Not Yet Reached

It is with real pleasure that we submit to the brethren the report of the first six months' work done by the publishers that report regularly to the Brooklyn office. This includes the United States and outlying possessions, such as Alaska, Canal Zone, and some other small countries not under branch arrangement. The report shows a tremendous increase in the distribution of booklets over that of the previous year because of the splendid campaign arranged last December and early January, as well as the constant effort put forth by the publishers in all of the first six months. The bound books have taken a decrease, but much of this will be made up during the June campaign, we anticipate, because of the very special offer.

The comparative report for the first six months of 1941 and the first six months of 1940 is set out below:

	1941	1940
Books	657,786	1,312,608
Booklets	12,263,970	5,314,890
<b>Total Literature</b>	<b>12,921,756</b>	<b>6,627,498</b>
Av. Publishers	52,912	43,924
Hours	6,764,014	5,449,149
New Subscriptions	53,396	31,070
Ind. Magazines	2,973,801	467,493*
Sound Attendance	5,167,656	6,131,456
Back-Calls	1,568,137	953,544

\*Magazine work inaugurated in February 1940; figure includes only February and March 1940.

### Still Progressing, but Have Not Reached 1940 Peak

The report for April set out below shows that more brethren are engaging in the field work than in the previous month, and that in April, as far as this year is concerned, we reached a new high of 57,494 publishers in the United States; but this is not a new all-time peak. We hope that every publisher that was out in April will go out in June, and several thousand more, so that June will really demonstrate that we are the Theocratic ambassadors. In June last year we reached our peak of 58,000. Nothing should stand in the way of reaching a new peak this June.

The Memorial attendance for the United States was 60,629; those who partook of the Memorial emblems, 13,771. We rejoice to see so many of the "great multitude" now associated with the remnant and fighting in the King's interests. From the above figures it appears that almost everyone attending the Memorial was a publisher. Rejoice and press on with the great work at hand.

PREVIOUS ALL-TIME PEAKS				
	Comp'y Pubs.	Pioneers		
Pubs.	55,039 Jun '40	3,877 Feb '41		
Av. Hrs.	20.3 Jun '40	125.9 Oct '39		
Av. B-C	4.6 Oct '40	26.9 Nov '39		

APR. 1941				
	Av.	Av.	Av.	Av.
	Pubs.	Hrs.	B-C	Hrs.
Comp'y	53,706	15.9	2.8	14.3
Pioneer	3,788	112.3	21.8	101.7

### "Victory" Records

The message of encouragement in the lecture "Victory" will be of real interest to the newly interested ones. This is one of the four lectures advertised on the folders supplied by the Society. The Society has a small supply of these on hand which should be put to use. Until the end of June companies may order complete sets of seven discs (P-191 to P-204 inclusive, which includes the record "Snare and Racket") at the special rate of \$3.50 per set. Get your orders in early.

#### Publishers

The 52,912 publishers engaging in the field on the average every month shows a decided increase over that of the previous year, there being 8,988 more publishers going out in the field on the average every month. However, there are still many irregular publishers in the country, and if these would appreciate their privileges of service and begin in the field work during June, we would undoubtedly reach and greatly surpass the high peak of June 1940, namely, 58,000, which since then to this time has never been reached.

Those publishers who have been constant in the field service have put in 1,300,000 more hours than the publishers of last year during the same period. A splendid increase in new subscriptions is shown, as well as great activity in the street-corner witnessing with the magazines. If all the publishers throughout the country see their privileges in the magazine work we shall soon be putting out well over half a million magazines every month.

#### Back-Calls

While the average number of back-calls per month per publisher is only a little better than three, the grand total of back-calls made by the publishers in the first six months greatly exceeds that of the previous year, by more than 600,000. The back-call

work is important in that it brings the necessary knowledge of the Lord's Word to the "other sheep".

The six months' work shown in report above was accomplished in the winter season. The summer should show even greater results. Every pioneer, company publisher, and company itself should strive diligently to increase the efforts put forth as the time grows short in the proclamation of the Kingdom. In all parts of the world the enemy is desperately striving to slow it down and stop it if they can. We here in America are privileged to press on against opposition, but not the opposition experienced in many other lands. Let us work diligently while we have the opportunity.

### British Publishers Increasing

A very interesting report was received from the British Isles a few days ago showing that during the past six months they had a monthly average of 8,930 publishers in the field, to compare with 6,849 last year; an increase of approximately 30 percent over last year's average. The publishers have placed over one million more books and booklets than in the previous year, and have doubled their back-calls. The total number of back-calls made in six months by the pioneers and company publishers is 274,267. This should delight the heart of every worker for the Kingdom and make us here press on with zeal.

# Increasing the Magazine Activity

### Increases Your Hours

Would you like to put in a few hours in the service some afternoon or evening and bring the Kingdom message to the attention of hundreds or even thousands of people? All Theocratic publishers would jump at the opportunity, but they might wonder just how they could witness to that many people in so little time. The answer is easy. Here's how.

If you can stand on your feet for two hours at a time, you can accomplish the far-reaching witness mentioned above. Every publisher already taking part in the street witnessing with the magazines is doing that very thing; but how many are missing this excellent opportunity of reaching so many people in so short a time and with a minimum of effort? Reports show that the street witnessing with *The Watchtower* and *Consolation* is accomplishing a marvelous work.

A further aid to street publishers will be the new cover arrangement on *Consolation*. Magazine publishers can use the main subjects printed in large type on the front to announce the magazine to the people as they pass by.

#### Persons Become Interested Because of Activity

Many people we meet while going from door-to-door comment on our street advertising, and these remarks open the way for further explanation of The Theocracy and the placement of additional literature which would have been impossible were it not for the magazine work on the streets. Many persons will take a magazine or other publications from the publisher at the door, whereas they wouldn't from one on the street. In larger cities where hundreds of people live in hotels and highly restricted apartments, and cannot be reached ordinarily, the publishers can reach these people by taking an active part in the magazine street work. (See March 1940 *Informant*.) If it were only for the

fact that we were keeping the names "Watchtower", "Consolation" and "Jehovah's witnesses" constantly before the people, the street witnessing would still be invaluable in its part of the "strange work". However, it is doing much more than that, and it is causing a wider gulf between the "rich man" and the "Lazarus" class.

#### Unlimited Possibilities

There are also unlimited possibilities in witnessing with the magazines in the route work because of the repeated calls made with persons manifesting interest in the Kingdom work. Continuous attention to these meek ones aids them to see the importance of learning God's instructions for man. Many back-calls may be arranged with such persons, and model studies started. Possibly the publisher could use his spare time each week in covering his territory with the magazines in order to build up a route and in this manner become thoroughly acquainted with all in his individual territory.

Many companies have found it profitable to build up routes in the business sections, in addition to the regular street work. The publisher visits each place of business and approaches the manager and clerks with the magazines, preferably at a time when they are not very busy, and then keeps track of those places where magazines are left. This is followed up regularly with each issue of the magazine, also working those stores where no previous placements have been made, in an effort to add to the route. The work should not be done in a haphazard manner, but the advertising servant should assign certain portions of the business section to each publisher for magazine work only, and these publishers will see to it that regular calls are made. Anyone not having an assignment must not work the business places, but confine his activity to the people on the streets.

### Reporting Interferences

We suggest that, when threats of mob violence are made, the brethren immediately report the matter in writing to the head local city and county officials, asking for protection, and also advise them that if such protection is not granted as requested, and if any damage is suffered, Jehovah's witnesses will hold the city (or county) answerable for such damages suffered from mobs.

In the event that mob violence actually occurs, then report the matter as follows:

Write a clear, brief, but comprehensive account of all the facts. As far as possible name accurately each opposer who takes a leading part. Give his official position, such as mayor, chief of police, sheriff, or other. State whether he is a member of the American Legion or other veterans' organization (naming it accurately), and what position he holds therein. Name each clergyman participating, giving name of church denomination. Let all such names be obtained as accurately and as promptly as is possible under the circumstances.

Typewrite the statement, making eight readable copies, addressing the statement to Department of Justice, Civil Liberties Unit, Washington, D.C., and copies to the following:

American Civil Liberties Union, 170 Fifth Avenue, New York, N.Y.; governor of the State where event occurs; attorney general of that State; prosecuting attorney of the county where act occurs; editor of that county's largest newspaper; Society's Legal Desk, Brooklyn, N.Y.; and retain one copy for your file.

Original copy of such statement that goes to the Department of Justice should be taken to a notary public to be acknowledged. All other copies need not be acknowledged.

Where repeated arrests are made by the officials, under invalid ordinances, to the material interference of the witness work, or if the officials stand idly by and permit mob violence, then it should be reported to the Department of Justice as above outlined and attention called to the fact that such conduct amounts to a violation of Sections 51 and 52 of Title 18 of United States Code and that the officials should be prosecuted thereunder. The local officials should be advised that if they continue arrests they will be enjoined in Federal Court, as in "LAW-ABIDING" leaflet and as is now done in many other States.

Try this in your territory and increase your magazine placements.

Especially at this time, publishers can make many more opportunities for obtaining *Watchtower* or *Consolation* subscriptions by regularly engaging in the street work and in witnessing from door-to-door with the magazines in getting routes established. Where you find interested persons who are unable to subscribe, make note of them and include them on your magazine route. The better weather ahead will also be an aid to the Kingdom publishers as they go ahead with renewed zeal and determination to share in this blessed work.

It would be well for the company servant and the advertising servant to go over the activity of the company with respect to the magazine work and take steps to increase the distribution of magazines in the company territory by encouraging all publishers to have a regular part in street and route witnessing. This will mean more hours, placements, back-calls, model studies, and, finally, more people declaring themselves openly for Jehovah God and his Theocratic government.