

# INFORMANT

MAY, 1939

"But they shall not prevail against thee."—Jer. 1: 19.

BROOKLYN, N. Y.

## "Watchtower" Campaign to Be Extended Through May Another Month to "Turn On the Heat"

### Too Good to Stop

The results of the *Watchtower* Campaign to date are thrilling. It is manifest that the Lord's rich blessing has been upon our efforts, and truly "this is the LORD'S doing: it is marvelous in our eyes". As this has been particularly a campaign to obtain *Watchtower* subscriptions, all are pleased to see the large number obtained.

Because of the vital importance to those of good will of the life-giving truths contained in *The Watchtower*, the special offer will be extended another month. In other words, throughout the entire month of May the publishers will continue to offer a bound book and *Face the Facts*, also *Fascism or Freedom*, free with each new one-year subscription obtained for *The Watchtower*. If your company has not reached its quota of subscriptions, bound books or booklets for the four-month campaign, keep on charting your progress on your "thermometers" until you do reach that quota. Those companies whose thermometers have been slow in "warming up" will be glad to have another month to "turn on the heat" and shoot their thermometers up to overflowing.

While many companies have been able to maintain their quota on subscriptions, their book and booklet quotas have not been met, and an added month will be a boon to them, allowing additional time in which to bring these items up to and over their quota. By the end of May all the *Face the Facts* booklets should be distributed.

When the people do not subscribe for *The Watchtower*, drop to the

25c combination of a bound book and *Face the Facts* and *Fascism or Freedom*. If they fail to take that, then offer the two booklets alone on a contribution of five cents. Every method should be used to get these booklets into the hands of the people. Consider the various methods suggested elsewhere in this, as well as in the April *Informant*.

### Don't Neglect Your Rurals

It is expected that by April 30 most companies will have been able to thoroughly cover their urban territory and be ready to take *The Watchtower*, *Enemies*, *Face the Facts* and *Fascism or Freedom* into the rurals. Be sure to call on all your *Consolation* subscribers with the *Watchtower* offer. This will be an excellent opportunity to build up your back-call and model-study work in the rurals for the summer. Every *Watchtower* subscriber is a potential publisher. The current issues of *The Watchtower* definitely show the Jondabads their responsibility toward the Kingdom service; and so these should be called on and assisted.

Brother Rutherford's letter of January 1 has been thoroughly appreciated by the brethren throughout the world, and a real effort has been put forth to increase their Kingdom activities. Now that winter is definitely over, many whose activities have been hampered will materially increase their time in the field, and the month of May should, additionally, find more publishers engaging in the *Watchtower* Campaign. Take advantage of the good weather conditions and long daylight hours.

## 20 Countries Report on Campaign Splendid Increase in Publishers "Watchtower" Subscriptions High

### Low on Books and Booklets

The *Watchtower* Campaign has entered its fourth month. With better weather, and longer days, the publishers will be able to put in more time in the field and place more literature with the people. Set out below is the tabulation of some countries' reports for two months and of other countries' reports for only one month.

January and February	Books	Booklets	Subs.	Publishers
United States	232,651	2,137,487	51,479	34,123
British Isles	39,658	1,087,858	3,858	6,027
Canada	12,845	185,438	2,665	3,729
Northern Europe	15,105	570,242	8,095	3,403
Mexico	7,297	76,857	681	427
Japan	1,045	82,169	349	107
Australasia (January only)	7,919	77,281	764	1,656
Thirteen countries (One-month report)	7,679	73,636	517	3,586
<b>TOTAL</b>	<b>324,199</b>	<b>4,290,968</b>	<b>68,408</b>	<b>53,058</b>

The most gratifying thing about the report is the great increase in subscriptions. There were 68,408 new subscriptions. A few of these were for *Consolation*. A marked increase is seen in the number of publishers in the field compared with previous years, there being 53,058 publishers in the 20 countries reporting thus far. It is really a splendid report for winter months. The placements of books and booklets are low; therefore it behooves every one of the publishers to place more stress on the bound books and booklets, so as to reach the quota set for the world-wide distribution, namely, one million bound books, twelve million

booklets, and one hundred thousand new *Watchtower* subscriptions. The latter will easily be reached.

In another place in this *Informant* details are set out as to how booklets can be placed. This should be carefully considered, so that, by the end of April, twelve million will be placed. Having in mind that in April we shall have two booklets to place,

we should easily attain the quota. While the *Watchtower* Campaign is being extended through the month of May, the report for May will not be included in the four-month campaign quota world-wide, but the companies should continue to keep up their "Thermometer" charts until they reach their individual quota, and this surely by the end of May in all instances.

It is a real joy to consider the table set out on the report of the *Watchtower* Campaign; for it shows zeal and determination on the part of the publishers for the Kingdom to get the message into the hands of the people of good will.

## Place Booklets During April and May Make Your Thermometer Overflow

### Fascism or Freedom Being Added to Combination

A large percentage of the companies are behind in their booklet placements for the *Watchtower* Campaign. We have entered into the last month of the campaign, April, but because the *Watchtower* magazine is going so well and is so greatly appreciated by the public the campaign is being extended for one month. This additional time not only will increase the circulation of the magazine and bound books, but will aid all company publishers and pioneers to place their full supply of *Face the Facts*.

April, as well as May, should find a tremendous increase in booklet distribution over any previous month. Last June, during the *Cure* campaign, there were 3½ million booklets placed in the one month. This can be duplicated if the same effort is put forth by the publishers. Since there are more publishers in

the field, since everyone is striving to put in more time, and since we now have two booklets to distribute, instead of one, we should easily surpass our previous high mark of 3½ million booklets in one month.

### How Can We Do It?

Check your quota. See how many booklets you must still put out to reach your quota by the end of April. Each publisher should get from the stockkeeper a sufficient supply of *Face the Facts* to reach this quota, and a like number of *Fascism or Freedom*. Then go to work with the determination to place all of these booklets by the end of April. In order to do this it will be necessary to put in time. It is a real joy to see the splendid increase in hours put into the field service by the publishers, and now, with spring coming on, and good weather, we should expect the hours in the field to be doubled by company publishers, and

the pioneers' time materially increased. April is a five-Sunday month. It has also five Saturdays. Make every Saturday and Sunday during April, which is the "New Heavens" Testimony Period, a time of special witnessing. If each publisher puts in at least five hours over each Saturday and Sunday he will easily put in 25 hours for the month. Do your planning now. In addition to these 25 hours, you have plenty of back-calls and evening witnessing to do, which will soon bring your hours up to 60.

### Evening Work

With the longer days, most of the publishers will be able to do witnessing in the evening for an hour or two. Groups of five or ten publishers should arrange for at least two nights a week to work together in certain territory with only the booklets *Face the Facts* and *Fascism or Freedom*. Your testimony can be short and to the point, the two booklets offered on a contribution of 5c. Many homes can be called on in an hour's time; and our experience in the *Cure* campaign showed that, singly, an average of 10 booklets per hour can be placed. With two book-

20 an hour. Make this your goal!

Another method that has been proved to be successful is to take booklets with you on "sandwich sign" parades advertising your public meetings and distribute booklets on the streets to those persons who show interest. Talk to the people as they are walking along with you, show them the two booklets, invite them to the meeting, and accept their contributions.

### Back-Calls

Back-calls are going to increase the placement of booklets, because with every one of your back-calls you will leave *Fascism or Freedom*, and those people on whom you have made a good many calls should be offered a supply of these booklets, *Fascism or Freedom* and *Face the Facts*, to distribute among their neighbors and friends.

Take booklets with you to work, (Continued on page 2, column 3)

By April 4  
84,211 new *Watchtower*  
subscriptions were entered  
by the Society.

# New York City Center of Activity for June

## Brother Rutherford to Speak in Madison Square Garden

### Expect 8,000 Publishers First Two Days of Convention

#### Many More Sunday Convention to Do

##### Extensive Advertising

The publishers in and about Greater New York have been hoping for some time that it might be the scene of a big convention of Jehovah's witnesses. An organization full of enthusiasm and anxious to have everything "shipshape" is moving forward to make the New York City convention, June 23, 24, 25, a scene of great activity. Their slogan is, "Pack out the Madison Square Garden!"

##### Advertising

For weeks prior to the convention the publishers in New York City will be advertising by handbills, "sandwich sign" parades, silk screen signs, electric signs, and many other means whereby they can make known the big public meeting to be addressed by Brother Rutherford and held at the Madison Square Garden. While every effort will be made to convey this information to the public weeks in advance, they will need the help of many thousands more of publishers who will swarm into the city at the Manhattan Center two days prior to this big public meeting.

The Convention of Jehovah's witnesses June 23-25 holds forth a rich blessing to all of the anointed and companions who can attend, not only in the spiritual food that will

be provided for them, but in the splendid privileges of service that will be theirs in advertising the King and kingdom, and, in particular, the meeting at Madison Square Garden. It is hoped that 8,000 publishers will be in New York City the first two days of the convention, and that thousands more who are not able to get away Friday and Saturday will be there Sunday to join in the mighty witness unto the Lord.

##### Invite the "Strangers"

Madison Square Garden is a place known throughout the world, and particularly by people in the United States. There are thousands of people outside of New York City that come to the city on week-end excursions just to see the city. Many of these may be people of good will, and they, too, should be informed of the wonderful opportunity they will have of hearing Brother Rutherford on this Sunday, June 25, at 3 p.m. Publishers in making back-calls, particularly in the eastern part of the United States, from now until the time of the convention, should mention the convention and the great public meeting and tell the people that if they are going to be in New York during this time of the year they should make it a special point to attend the Sunday afternoon lecture. People of good will will be greatly strengthened to see such a mighty throng of people assembled

letter regarding such matters. This will save time in the office and make it possible to check on the parts and return them at an early date.

#### Phonographs

It is indeed gratifying to see the large number of orders coming in for phonographs and records.

It is impossible for the factory at the present time to keep up with the demand, due to a delay of the manufacturer in supplying motors. Your orders now on hand for phonographs will be shipped in four to six weeks.

#### "Crusade Against Christianity"

In answer to numerous inquiries received, we wish to state that the book *Crusade Against Christianity* is available in the German language only. It has not been published in English.

#### Testimony Cards in Foreign Languages

We have on hand a limited supply of foreign-language testimony cards for the book *Riches* and the three-booklet combination. Publishers witnessing in territory in which one foreign language predominates find such testimony cards very convenient and effective. While they last these testimony cards will be sent free on order. You can obtain testimony cards in the following languages:

For book *Riches*: Bohemian, Chinese, Danish, French, German, Hungarian, Italian, Polish, Portuguese, Spanish, Swedish, and Ukrainian.

For three booklets: Armenian, Chinese, French, German, Greek, Hungarian, Italian, Polish, Portuguese, Spanish, Ukrainian, and Yiddish.

at one place, anxious to know what the Lord has in store for them. Hundreds and even thousands of people of good will in all parts of the United States may be able to arrange their business affairs, which require them to go to New York at times, to be there on June 25. Every publisher can now have a share in advertising the convention of Jehovah's witnesses in New York City. With the *Watchtower* Campaign going on in full swing and each publisher making many back-calls, much interest can be aroused in this way.

Do your share of advertising. More details relative to the convention will be set out in a later *Informant*.

## Parades to Advertise Meetings

#### Have You Your Placards?

We are receiving many favorable reports of the splendid results obtained from advertising public meetings by means of "sandwich sign" parades. Some of the brethren, however, are having a little difficulty in getting started in this branch of the work; they seem to be timid or fearful.

No one should be abashed or in any wise deterred from doing this or any other feature of the Lord's work that will advance the Kingdom interests, because of fear of man or false pride. The question each one should ask himself is, "Will

this help to advance the Kingdom interests?" The answer in this case is, unquestionably, "Yes." That should be the end of all controversy. If it will advance the Kingdom interests and magnify the Lord's name, everyone on the Lord's side should enthusiastically participate in it.

Therefore, let those who have not yet started in this branch of the service reread the instructions contained in the April *Informant*, get their placards and get in the line of march. There is a very great blessing waiting for them.

#### Transferring Stock

Companies and pioneers should order direct from the Society whatever literature and sound equipment they require. If proper consideration is given to making up the orders and they are sent in sufficiently in advance, much unnecessary transferring of literature can be avoided. Whenever it does become necessary to transfer stock, authorization is first to be obtained from the Society before such transaction is put through. Zone servants, as representatives of the Society, may authorize the transferring of stock in line with specific instructions from the Society relating to excessive stock in their zone.

(Continued from page 1, column 4) and at the noon hour talk to those people with whom you are eating lunch, and offer them the booklets. A report was recently received stating a small group of publishers placed over 2,000 booklets and a number of *Enemies* and obtained subscriptions in an army post. The brethren were aggressive and took advantage of every opportunity. Let our slogan for the remainder of the campaign be, "Make all three thermometers overflow." This can be accomplished if every publisher puts forth an extraordinary effort to see that his personal quota is reached by the end of April. If not by the end of April, surely by the end of May. Let each one of us first strive to reach our quota on books, booklets and *Watchtower* subscriptions by the end of April.

The message contained in *Fascism or Freedom*, the new publication added to our campaign, contains very essential information for the people of good will. They must be informed about the Theocracy and see their responsibility toward the Kingdom. The great responsibility

#### Coupons

Publishers sending coupons redeemable at Premium Department, 17 Sussex St., Jersey City, N. J., as shown on coupons, must send us a separate letter, attached on outside of package, stating number, kind and value of coupons, and account to be credited.

Coupons should be in bundles of 100 whole coupon value and securely shipped in a cardboard box tied with strong string. We cannot accept broken packages in flimsy paper bags wrapped with thin twine.

We cannot redeem coupons other than those listed by the Premium Department, 17 Sussex St., Jersey City, N. J., who will furnish a list of them on request, together with values. Coupon transactions take about five weeks to go through, and we will credit accounts and send copy of credit memo when we receive check from Premium Department. Publishers taking coupons as contributions for literature should check the number and value of them.

#### New Publications

The booklet *Face the Facts* is now available in the following languages: English, Albanian, Bohemian, Chinese, Danish, Finnish, French, German, Greek, Hollandish, Italian, Japanese, Lithuanian, Norwegian, Portuguese, Russian, Slovak, Spanish, Swedish, Ukrainian.

Other new publications that have been issued recently and are now in stock are the following:

*Warning*: Bohemian, Chinese, Greek, Italian, Japanese, Portuguese, Ukrainian.

*Riches*: Armenian.

*Enemies*: Portuguese.

*Safety*: Japanese.

*Model Study*: Italian.

rests upon us to see that this new booklet, along with the other literature of the campaign, is properly distributed and made available for all people of good will. Publishers of the Kingdom are responsible to the Lord, and must see to it that the equipment they have is properly put to use.

#### "Face the Facts"

Of the booklet *Face the Facts*, consignments for their territory were made to each company. These should have been placed by the end of April. If not all your *Face the Facts* are out by that time, continue in May distributing them and trying diligently to see that all these booklets are put in the hands of the people. The distribution of *Fascism or Freedom* will be extended for a longer period of time. It is gratifying to note that many companies are reordering *Face the Facts*, as they were able to place more in their territory than consigned to them. April and May should be peak months in the distribution of booklets. Let's turn on the heat with greater activity and watch the thermometers rise.

#### Ordering Phonograph Parts

Every large company has a sound servant appointed by the Society. One of his responsibilities is to look after the sound equipment in the company, whether owned by the company or by individuals. All publishers should take their troubles relative to their sound equipment to their sound servant. He will repair the equipment for you or will order parts through the company servant for the needed repairs. If the instrument cannot be repaired locally, then the sound servant will have it sent to the Society. It will greatly aid the Society if all ordering of parts and returning of equipment are done through the sound servant and company servant, the company servant in all instances signing the letters. Individuals should not write the Society relative to phonographs, unless they are isolated brethren or pioneers not working with companies.

In a great many instances it would save the pioneer much trouble if he took his phonograph or sound equipment to a local repairman, even though it is necessary to pay for his time. It may be cheaper than sending the entire equipment to Brooklyn.

In writing for repairs on any equipment, always give the serial number. If there is a number on any part that needs replacement, give us that number also. If there is no number on it, give us a description of the part to be repaired. If you have trouble with your motor and cannot have it repaired locally, it is not necessary to send the entire equipment to the Society, but only the motor. Pack it carefully, so that it will not be damaged in transit. Do not send any parts to the Society for repair without writing why you are sending them and what is wanted. Always write a separate