

# INFORMANT

DECEMBER, 1938

'Be not afraid: the battle is God's.'—2 Chron. 20: 15.

BROOKLYN, N. Y.

## "Watchtower" Campaign Four Months Long New Peak in Publishers Should Surpass 35,000

### English-speaking Countries to Receive More than 12,000,000 "Face the Facts" Everything in Readiness for Tremendous Advance

#### The Multitude Must Hear

On September 11 Brother Rutherford delivered the lecture "FACE THE FACTS" before a vast audience, both visible and invisible. Thousands of those who heard have already heeded the admonition given and are now on Jehovah's side fighting for the Kingdom. Millions more will be given the opportunity to hear. Are you, as a publisher for the Kingdom, ready to move forward in the greatest witness yet given? A glorious fight is just ahead.

#### Time

The world-wide witness will begin January 1, 1939, and continue until April 30. This period of time includes two testimony periods. When you see the names of the February and April periods on the Calendar you will more fully appreciate the importance of the work and the message that must be given. "But it is wintertime," someone says. Does the Devil's organization stop fighting in the winter? No. Neither will Jehovah's witnesses. The time has come to press the battle to the gate.

#### Offer

This four-month campaign is generally known as the "Watchtower Campaign" because the most important magazine ever printed will be featured. The special offer consists of a year's subscription for *The Watchtower*, a copy of *Enemies*, *Riches* or any other bound book published by the Society, and the booklet *Face the Facts*, all on a contribution of one dollar.

*The Watchtower* is the means used by Jehovah to feed the lovers of righteousness, and we must see that they get this magazine. To those who cannot subscribe for a year, offer a six-month subscription for a contribution of 50c, with a copy of *Face the Facts* free, but not a bound book. Those who want just a bound book should be offered *Enemies*, *Riches* or some other recent book, along with *Face the Facts*, on a contribution of 25c. Persons who decline to subscribe for *The Watchtower* or to take the book should by all means get a copy of *Face the Facts*. Stress the importance of this booklet at every place you call; and when nothing else is taken, offer *Face the Facts* for anything they wish to contribute, or free if they are sincere,

express a desire to read, and are unable to contribute. In order to place the millions of *Face the Facts* booklets, we must try to leave a copy at every home, even though they will not consider *The Watchtower* or bound books.

This campaign is as far-reaching as any radio broadcast has ever been, because we expect in four months' time to call on at least FIFTEEN MILLION homes in the United States, two-thirds of which should take *Face the Facts*. That means work; so plan now.

#### "Face the Facts" in Foreign Languages

Because of its importance, *Face the Facts* is being translated in every language possible, so that it can be placed in the hands of anyone who will read. Just as fast as these booklets are published in the various languages announcement will be made in the *Informant*, and the company servants and pioneers should order the supply necessary for their territory.

#### The World-wide Quota

The quota for this campaign has been set at 100,000 *Watchtower* subscriptions, one million bound books and twelve million *Face the Facts*. That means that every month at least three million booklets and 250,000 bound books must be placed, and 25,000 subscriptions for *The Watchtower* obtained. If each publisher strives to make the individual quota set out elsewhere in the *Informant* the world-wide quota will be reached without difficulty. It isn't high. If we place the Kingdom above everything else, put in the hours in door-to-door witnessing, in back-call work, and talk the Kingdom every hour of the day possible, this quota of twelve million booklets, one million books and 100,000 subscriptions will be easily reached.

#### New Publishers

Since the world-wide convention of Jehovah's witnesses thousands of newly interested have been coming to the company studies. These are beginning to see their privilege of service and their responsibility, and we should do all we can to assist them. The campaign begins on Sunday, January 1. Monday, January 2, will be a holiday for most of the brethren. With these two full days to devote to the service, the *Watch-*

*tower* Campaign should get off to an excellent start, and we sincerely hope that at that time there will be 35,000 publishers in the field, shouting aloud the praises of the Lord.

#### For the Aid of the Publisher

Jehovah has been good to the people in the earth who want to be his witnesses, by providing them with equipment. In this campaign one of the best instruments we have is the phonograph. Thousands of these are in use in this country, and every month more are being sent out. For the *Watchtower* Campaign Brother Rutherford has made two new records, which will assist the publishers in obtaining *Watchtower* subscriptions and in making back calls. "Miracles," P-153, is a splendid record to run for the people at the door, because it makes them want to hear the thrilling speeches "Face the Facts" and "Fill the Earth". In 4½ minutes through this short speech Brother Rutherford will arrange a back call for you. All you have to do is to set the date and take the other records to them.

The other side of this disc, P-154, entitled "Instruction", tells the people in a convincing, pleasing manner why they should read *The Watchtower*. After running this record all you will have to do is to show the people a sample copy of *The Watchtower*, the book *Enemies*, and *Face the Facts*, then tell them about the special offer. You can show them how to use *The Watchtower* and inform them where studies are held in the city and how they can get there. You may be able to call for them with your automobile. Anyway, they need the *Watchtower* magazine. They should study it, and if they do they will soon become a part of the Lord's organization. This is a *Watchtower* campaign. We must talk *Watchtower*. We must use this record "Instruction" to obtain *Watchtower* subscriptions. Therefore the phonograph is going to be a great aid in this campaign in reaching our quota.

Additionally, for the benefit of those persons who do not have a phonograph, Brother Rutherford has provided a testimony card, which is being consigned in a few days. Every publisher should have one of these testimony cards, particularly those publishers who do not speak English very well. The Society is trying to aid the publishers in every way possible to make this the greatest of all campaigns. Our equipment consists of a new record, a new testimony card, sample copies of the latest *Watchtower*, *Face the Facts*, the bound books, *Watchtower* subscription blanks, back-call slips, and plenty of time for field work and back calls.

#### Back Calls

If you are not able to obtain *Watchtower* subscriptions on the first call, but the people show interest and take a bound book or *Face the Facts*, arrange for a back call. Take with you one of the recent series of records, such as "Fascism or Freedom", "Fill the Earth", "Face the Facts." Run the lecture through completely, then answer such questions as they may ask. Again present the *Watchtower* magazine. Call back a week later at their convenience, and run "Fill the Earth", preceded by "Miracles", and then we suggest you close with Brother Rutherford's record "Instruction". Even though they have heard it, let them again hear why they should read *The Watchtower*.

To all persons subscribing for *The Watchtower* point out the importance of their attending *Watchtower* studies as well as service meetings. Thoroughly acquaint these people with the work the Society is doing. Give them an opportunity to read, and check up each time you call to see if they have any questions on the material they have studied. Keep in mind that all this time spent in back-call work is counted as time in the field service.

#### Servants in the Company

As a result of the new organization which has recently taken place, the Lord's people are now better equipped to enter a campaign than ever before. The servants in each company have an important part to perform in the preparations for the *Watchtower* Campaign. Every one in the company must look well to the Kingdom interests committed to him, but the appointed servants have an added responsibility.

*Company Servant*, have you checked with all assistants? Have you cared for all of the detailed arrangements for this campaign that are necessary?

*Stockkeeper*, have you ordered the literature for this campaign? Do you have your supply of *Face the Facts*? Is your consignment on the way? Do you have plenty of bound books, *Enemies*, *Riches*, and others? Are your sample *Watchtowers* ordered? Is your Distributors' subscription entered with the Society? Are you in position to supply every publisher with the weapons of war?

*Secretary*, are you prepared to assist the company servant in every detail? Will you be out in the field with witnessing parties weekdays, evenings, Saturdays and Sundays? Have you made arrangements for the handling of *Watchtower* subscriptions? Are you thoroughly acquainted with all of these details?

*Treasurer*, are you prepared to assist? (Continued on page 2, column 1)

# Have You Begun to "Turn on the Heat"?

## No Time to Lose

Keep New Records Busy

### "Miracles" Will Help Your Back Calls

By now thousands of sets of the new records "Face the Facts", "Fill the Earth" and "Fascism or Freedom" have gone out to the publishers. These records should be kept in constant use, not put on the shelf and allowed to remain idle. Those who heard these lectures when they were originally delivered will never forget those thrilling occasions. But now we must take these messages from the Lord to millions of people and warn them of what is about to come to pass, so that those who desire life can forsake religion and take their stand on Jehovah's side.

At the time the radio chain was being arranged for "Fascism or Freedom" many companies throughout the country were anxious to

have this lecture wired into their kingdom hall. Now you can reproduce that talk just as it was originally given, not only in your kingdom hall, but also in your home, in your neighbors' homes, on back calls—in fact, you should spread it from one end of your territory to the other. Let's show our zeal for Jehovah's cause and turn on the heat on the Devil's crowd. The religionists set up a great howl when these lectures were given over the radio. Let's make them howl some more. In some places Catholic-Fascist opposition frightened radio stations into refusing the lecture after having contracted to take it. Are we going to allow the enemy to gain a victory in such places? No! Now is your opportunity to let the people know the facts, and also to let Jehovah's enemies know that they cannot succeed in suppressing the truth.

Every name in the company's back-call file should be gotten out and the person be called on with these new records. Make a definite

appointment and have the people invite their neighbors and friends. We suggest that on back calls, as well as at meetings you arrange in halls and other places, an entire lecture be run at one time, without stopping after each record to answer questions or carry on a discussion. Let the people feel and appreciate the fire, the enthusiasm and the importance of these lectures as they were given in their original setting.

In addition to using these records on back calls, meetings should be arranged in halls, clubs, schoolhouses or any other place where you can get people to assemble. To aid in advertising such meetings, the Society has prepared a special folder with space for you to stamp in the location and time of meeting. These can be ordered immediately. They are 40c a thousand to companies; free to pioneers. Make back calls, and plenty of them. Use the records, so that they may hear. But the back calls must be made.

## Lecture "Fill the Earth" to Start Off Special Campaign

Every publisher, every person attending studies, and every party on whom back calls are being made, should be sent a special invitation to attend the lecture "Fill the Earth", to be given during the week beginning Sunday, December 25, in your kingdom hall. We recommend that the time chosen be your regular service meeting. By using two phonographs, you can run the entire lecture "Fill the Earth" in 50 minutes. Following this, 20 to 30 minutes should be devoted to the service meeting, at which time you should set out the final details of the campaign and arrange for the witness on Sunday, January 1, which is the first day of the world-wide campaign with *The Watchtower*, *Face the Facts* and a bound book, either *Enemies* or *Riches*, on a contribution of one dollar. It will also

be the first day on which we shall try to make our new quota of 35,000 publishers.

Talk this meeting during the whole month of December. Even though the lecture "Fill the Earth" has been run for the company before and you have studied it in *The Watchtower* and used it on back calls, it should be run again for the aid and comfort of all the publishers as they move forward in this new campaign. We hope that in the United States alone at least 70,000 persons will hear this lecture during the week and that at least half of them will be publishers the following Sunday.

If you have not ordered your new records yet, do it now. Be ready for the fight ahead.

(Continued from page 1, column 4) sist the company servant in taking some of the witnessing parties to certain territory? Are you prepared to handle the remittances which should go forward with orders and subscriptions? In large companies the treasurer may assist the secretary in handling subscriptions.

**Sound Servant**, are all the phonographs owned personally and by the company in good condition? Have you checked them over? Are all the phonographs the company owns loaned out to publishers for regular use? Above all, do you have enough phonographs? Are your records in good condition? Have you ordered through the company servant the new series of "Face the Facts", "Fascism or Freedom," "Fill the Earth"? Do you have a good supply? Does every publisher in the company who uses a phonograph have the record "Miracles" and "Instruction"? If not, why not? Have you ordered them? Remember the special offer of P-153, P-154 at 50c until December 31. Get your supply now.

**Back Call Servant**, are all the Back Call slips in good order and ready to hand out to publishers? Will every newly interested person in your territory be called on and given the opportunity of hearing this new series of records and subscribing for *The Watchtower*? Have you a printed card inviting the people to your *Watchtower* study? Have you arranged for series meetings in halls, schoolhouses and homes? Are

you going to try to make January to April inclusive the greatest back-call period in the history of your company? Are you making arrangements for the thousands of interested people in your territory to hear these lectures?

**Territory Servant**, have you co-operated to the fullest extent with the back call servant to see that territory assignments are given to the publishers so that they can work every day in the week? Have you prepared your territory for this campaign so that you are sure all of it will be covered in the four months? Have you arranged with the company servant and his assistants to have witnessing parties every day in the week for this four-month period, particularly Saturday afternoons and all day Sunday?

### The Fight

Sometimes we hear a publisher say something like this: "We have just finished a strenuous campaign, and yet we are going right into a four-month campaign. Isn't there any rest?" No, there isn't. This isn't a time of rest. It is a time of war. We can't sit back now and wait two months for a nine-day period to come along, and then get out in the work. If we are for the Kingdom, everything else will be set aside and the interest of the Kingdom will take first place. The Lord says, "Seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you."

## Reporting Subscriptions

The new report cards for pioneers and companies provide a space for reporting new subscriptions. In this space should be reported all new subscriptions for *The Watchtower* and *Consolation*, whether for six months or for longer. Never report renewals.

Company publishers will report new subscriptions on their "Publisher's Field Service Report" slips. Strike out the heading "Number of Persons Obtaining Literature" and write in the heading "Subs", and report the new subscriptions in this space.

The company servant, before sending in the report card to the Society, should check with the secretary to make sure that the total number of new subscriptions sent to the Society during the month is reported on the card.

Every publisher, every company servant and all his assistants must now seek first the Kingdom. That doesn't mean once a month or once in a testimony period, but means every day. All publishers who will share in the vindication of Jehovah's name and word must now with zeal move forward as one army, united under Jehovah's theocratic government, and show our zeal for the Kingdom. The fight is on. We are in the war and we know who will be the victor.

## "My Daily Kingdom Service" For Company Publishers and Pioneers

In a few days there will be sent sufficient special forms for each publisher. All who love the Lord and are making the King's work their first business in life will wholeheartedly engage in this world-wide campaign. They will be determined to make their individual quota, and much more if possible. To enable all publishers to know whether they are keeping up with their quota, the Society has supplied the "My Daily Kingdom Service" record sheet. Each day the publisher goes out in the field, not only is he to make out a Publisher's Field Service Report (which report he is to turn in to the company servant at the first opportunity), but, also, he is to make record on the "My Daily Kingdom Service" sheet of the results of the day's activity. In this manner each publisher will be able to accurately keep tab on the number of books, booklets and subscriptions he has obtained and see whether he has reached his personal quota and how much over his quota he has accomplished at the end of this four-month campaign. These "My Daily Kingdom Service" sheets are for the publishers' own use—they are not to be turned in to the company servant, nor are they to be returned to the Society. Each one is to keep the "My Daily Kingdom Service" sheet in some convenient place where he can conveniently record his activities each day and can be daily reminded of what progress is being made and what more must be done.

The quota set for each warrior in the Lord's army for this world-wide campaign is:

Pioneers and Special Pioneers		
Booklets	Books	Subscriptions
1500	200	20
Company Publishers		
Booklets	Books	Subscriptions
250	20	4

More than 50,000 "My Daily Kingdom Service" sheets will be sent to *Informant* readers. If every one is alive to the present-day issue and will report to the company servant his activity, there is every reason for us to easily exceed our quota of 35,000 publishers. Also, if each one who is actively engaged in the witness work reaches his quota, we should readily attain our world-wide quota of 100,000 new subscriptions for *The Watchtower*, one million bound books distributed, and twelve million *Face the Facts* booklets. This is a big task that has been set before us, but, in spite of the ever-increasing opposition, we can successfully perform it if we all diligently do our utmost, by the grace and strength of the Lord.

## Order the New Records Immediately

"Miracles" and "Instruction", P-153, P-154, to Play Big Part in *Watchtower* Campaign

To aid the publishers in the field, a few days ago Brother Rutherford made two new recordings, P-153, 154, entitled "Miracles" and "Instruction". "Miracles" introduces the series "Face the Facts" and "Fill the Earth" and shows how Jehovah performs miracles today. It is a splendid record for arranging back calls. "Instruction" tells why a person should read *The Watchtower*. Every publisher will want to carry and use this disc in the door-to-door work.

From now until January 1 these records will be shipped at 50c each. Companies should order them in quantities. After January 1 the regular rate will apply, of 70c per disc.

The 50c rate is made now because many thousands were made at one time. We expect that by January 1 the first order will all have been shipped out. In ordering, be sure to get one for every phonograph and sound car, and, if necessary, a few extra. A partial remittance should accompany every order for records. Balance will be charged to the company account, and remittance should be made as you receive the money. Pioneers will be furnished one record P-153, 154 free on order.

The two short talks by Brother Rutherford will play a big part in the *Watchtower* Campaign. Be ready for action January 1, 1939. Get your record!

## Giving Booklets

The Watch Tower publications are placed in the hands of the people to aid them to learn of their privilege of fleeing to God's kingdom under Christ. Promiscuous giving of such booklets is not advisable, nor advantageous to the receivers, because most people receiving the same under such circumstances seldom read. Without reading the publication it does them no good. Many sincere persons today, however, are very poor and may desire such booklets or other literature for their comfort. If such persons when approached express their desire to read, then they should be given a booklet. Our advice, therefore, is that when such persons are found by publishers the publishers say to them: "If you will carefully read this booklet, I shall leave it with you, and if later you are able to make a contribution to aid others in having like instruction in the Scriptures, you may send such contribution to the Society."

## 1939 "Year Book" & Calendar

The December 1 *Watchtower* announces the new 1939 *Year Book* for Jehovah's witnesses and also the Calendar. Please place your orders through the company servant. All publishers should have the *Year Book* and read it daily. The text and comment for each day of the year provides rich spiritual food for the consecrated, and the annual report made by the president of the Society is thrilling. You will rejoice in the share you have had in the proclamation of the Kingdom and will want to do more during 1939. The Calendar portrays vividly the year we are engaged in. Rates: *Year Book*, 50c per copy. Calendar: single copies 25c; five or more to one address, 20c per copy. Place orders with company servant, so that bulk shipment can be made, when possible.

## Coupons

The coupons which we can redeem with the Premium Department in Jersey City are as follows: Octagon Soap Products; Kirkman Soap Products; Health Club Baking Powder; Ballard's Obelisk Flour, and Luzianne Coffee and Tea.

Carefully count and securely band these coupons in lots of 100's and send in minimum bundles of 1,000 to the Watch Tower, 117 Adams St., Brooklyn, N.Y., by registered mail. Each bundle is to be marked, showing the number and kind of coupons. A covering letter is also to be attached, showing the number, kind and value of coupons enclosed. Coupons are interchangeable; that is, your minimum quantity of 1,000 can be composed of the various coupons which we can redeem. It is not necessary to have 1,000 coupons of one kind. You must have at least 1,000 coupons before we can send them in to be redeemed, but this quantity can be made up of the various coupons listed above.

It is best to send these coupons in a cardboard box properly wrapped and addressed. Credit will be applied to your account as soon as the amount is received from the Premium Department.

## Pioneer Territory Reports

County assignments to pioneers are good for one year; business territory assignments, for only six months. Pioneers holding such assignments should send in reports on these when the time limit expires, thus eliminating necessity of our tracing on you for your report. When reassignment is desired, this should be plainly stated on front of territory sheet.

# Place "Vindication" Books "Faithful and True" Period, Dec. 1-31

## 3 Bound Books the Feature

During the entire month of December, which is the "FAITHFUL AND TRUE" Testimony Period, every publisher should stress the offer of the three *Vindication* books on a contribution of 35c. At this amazingly low rate, *Vindication* 1, 2 and 3 should move fast, and we hope every company will make a special effort to clean out all its stock. Persons who cannot contribute 35c should be offered *Preparation* and *Warning* on a contribution of 25c. If they fail to take that, then offer *Warning* alone at 5c.

Every publisher should try to place at least two sets of *Vindication*. The company servant and stockkeeper should see that all the publishers get a supply of the *Vindication* books toward the end of November and use it in December. Then check your stock each week to see how it is going, and talk these three bound books at every service

meeting. Stress these books on back calls and urge every interested person to get a set. If the company places all its *Vindication* stock, and has no more *Preparation*, use *Prophecy*, *Reconciliation*, or some other bound book, for the remainder of the month.

A testimony card will not be provided. Use your phonograph at every place possible, running the records "Relief", "Resolution" or "Awake". These records make a splendid introduction to the books and also help in arranging back calls.

As stated in the November *Informant*, the number of sets of *Vindication* placed should be reported at the bottom of your report card, if you desire credit on your account. Companies will be credited 25c for each set of *Vindication* placed and reported, and auxiliaries 13c. In reporting these sets, simply write at the bottom of your report card "Placed \_\_\_\_\_ sets of *Vindication*", giving number placed.

## Each Company, Each Individual, Should Set a Quota for "Watchtower" Campaign

### Keep a Chart of Your Progress

It has always been found profitable for the Lord's people to set a goal to aim at in their work. For the *Watchtower* Campaign the Society recommends the following individual quotas:

	Company Publishers	Pioneers
<i>Face the Facts</i>	250	1,500
Bound Books	20	200
New <i>Watchtower</i> Subscriptions	4	20

To aid the publishers in checking up on their progress each day during the *Watchtower* Campaign, special form headed "My Daily Kingdom Service" is being provided for each publisher. The company servant should see that each publisher gets one of these sheets. They are for the publishers' own information, and are not to be returned to the Society.

Each company should also set a quota, based on the number of publishers in the company. For instance, if you have had an average of 100 publishers during the past six months, then your company quota would be 100 times the quota for each individual; or, in other words, 25,000 *Face the Facts*, 2,000 bound books, 400 new *Watchtower* subscriptions. We suggest that each company prepare a "thermometer" chart like the illustration shown here, so that the publishers can see at a glance what progress is being made week by week. You will have one "thermometer" for booklets, an-

other for books, and a third for subscriptions. The thermometers should be marked off, or graduated, to show where you should be at the end of each month. The figures in the illustration are based on a company of 100 publishers.

### OUR QUOTA FOR WATCHTOWER CAMPAIGN

	January	February	March	April
	Face the Facts	Face the Facts	Watchtower	Watchtower
	Enemies	Enemies		
April 30	25,000	2,000	400	
March 31	18,750	1,500	300	
Feb'y 28	12,500	1,000	200	
Jan'y 31	6,250	500	100	

The company should also set a quota of publishers. If we are to reach our quota of 35,000 publishers for the United States, then each company should have an increase of about 15 percent over your peak of last year. If during your peak month you had 100 publishers reporting, then you should aim at 115 or more publishers for the *Watchtower* Campaign.

### Company Servants, Please Note

Company servants are to mail to the Society, at the end of each month, one report card covering the month's activities. This card has the address of the Society printed on the front. The other card, which is not addressed, is intended for the zone servant and should not be sent to the Society, but mailed direct to the zone servant at his PERMANENT ADDRESS. Zone servants who have not advised all companies in their zone of their permanent address, please do so at once.

## Stock on Hand in Companies

The 1938 inventory of stock on hand in the companies shows that a gradual decrease has been made in bound books from *The Harp to Enemies*. We anticipate that during the month of December the 60,000 sets of *Vindication* in storage with the companies will be pretty well cleaned out, if each publisher makes a special effort to place two sets.

The other bound books in storage should be kept in good condition. During the *Watchtower* Campaign the publishers will probably use a good many of them, because many of the new subscribers for *The Watchtower* will have had *Enemies* and *Riches* and should therefore be offered *Preparation*, *Jehovah*, or some other bound book. The inventory shows there is a total of approximately one million bound books on hand with the various companies throughout the country. The stock-keeper should look well to and care for their distribution to publishers.

Take advantage of the December campaign to place your *Vindication*.

### Notice of Change of Address of Pioneers

All pioneers, both special and regular, should promptly notify this office of each change of address. Always use the "Change of Address" slips provided by the Society. These slips are for the use of the pioneers only, not for companies. Send in notice of your change of address at least one week in advance of change if located in the eastern states; two weeks in advance if in the western states. Before mailing the slip, be sure that all the information called for, including your complete new address, is PLAINLY and CORRECTLY written out. A separate change of address slip is to be made out by each pioneer, whether witnessing alone, in pairs, or in groups.

### Forwarding Mail

Each time you move, be sure to leave forwarding address at the post office. Also, before moving, call at the post office to see if there is any mail for you. First-class mail is forwarded to your new address without charge, but not third-class mail, such as rolls of *Consolation*, *The Watchtower*, and the *Informant*. Such mail is forwarded by the post office only on receipt of proper postage. If you do not supply the postage when notified by the post office, or do not leave a forwarding address, the post office returns the package to the Society and we have to pay postage for its return. In addition, we have to check and trace to find your new address, which results in considerable delay. This delay and expense is avoided when pioneers follow instructions.

Just before any mail is sent to pioneers, all the change of address slips in the office are put through. Therefore, if these slips are in here in time and made out correctly, you will receive your mail promptly.

### Notice to the Syrian Brethren

It was thought a year ago that *The Watchtower* might be published in the Arabic language. Sufficient subscriptions, however, have not been received to warrant the publication of *The Watchtower* in Arabic. Those persons who sent in subscriptions for *The Watchtower* in Arabic should immediately write as to what should be done with the money they sent for the subscription. If you want *The Watchtower* in another language, or books and booklets, we will apply the money to that. If we do not hear from you, we will consider the money you contributed for *The Watchtower* in Arabic as a donation to the Society.

# The 100,000 "Watchtower" Subscriptions

## What to Do When You Take a Subscription

### How to Send Them in to the Office Be Accurate—Write Plainly

In order that the 100,000 *Watchtower* subscriptions which we expect to get during the four-month campaign may be handled promptly and efficiently, please carefully note and follow the instructions set out here.

#### Use Forms Provided by Society

Each company and pioneer will be sent a supply of *Watchtower* subscription slips and Subscription Record sheets. The proper use of these forms will greatly aid us in promptly getting *The Watchtower* to new subscribers. When you need more of these forms, order them at once. They will be sent without charge.

#### Subscription Slips

The secretary, or an assistant selected by him, is to carefully check each subscription slip turned in by the publishers. See that the complete name and address of the subscriber is **PLAINLY** written. If the address appears to be incomplete, or is not legible, the secretary should see the publisher who turned it in and have it made out right. The name of the company should be written or stamped on each slip under the space marked "Sent in by".

#### Subscription Record Sheets

The Subscription Record sheets provide a convenient means of keeping a record of the subscriptions sent in, both for the Society and for the companies, so that if an error

occurs a quick check-up can be made. These sheets are to be made out in duplicate. The original sheet is to be sent to the Society with the subscription slips and remittance to cover, and the duplicate sheet is to be kept on file for your company records. All the names and addresses on the Subscription Record sheet should correspond exactly with those on the subscription slips, and should be printed or written plainly. So far as possible, the subscriptions should be grouped together, all *Watchtower* subscriptions together, all *Consolation* subscriptions together, all six-month subscriptions together, and all foreign subscriptions together. The foreign subscriptions should be grouped last, and the language should be clearly marked, both on the subscription slips and on the Subscription Record sheets.

When a company or pioneer sends in three or more subscriptions at one time, a record sheet should be filled out. If less than three, they should be noted in the accompanying letter. Do not cut up a Subscription Record sheet to send in three or fewer subscriptions. These sheets are to be sent in whole. It is important that the name of the company appear on each subscription slip sent in by companies. Slips sent in by pioneers should be signed by the pioneer. Confusion will be avoided if pioneer subscriptions are not listed on the same sheet with company publisher subscriptions. They should be recorded on a separate sheet.

Number the sheets consecutively.

It will save much time and work in the office if the subscription slips are enclosed in the same order as they are listed on the sheet. All subscriptions sent to the Society should be accompanied by a remittance. During the four-month campaign the company publishers will deduct 25c from the regular one-year subscription price to cover the cost of the bound book given away. This applies only to *Watchtower* subscriptions obtained through the special offer. On other subscriptions the full amount will be turned in and transmitted to the Society with the Subscription Record sheets.

Before mailing, check to see that the following are enclosed in the envelope: (1) the Subscription Record sheet with all the names and addresses listed; (2) subscription slips to correspond with the Subscription Record sheets; and (3) money order to cover the total amount of the subscriptions. Subscriptions should be mailed in at least once a week, and oftener if you get more than one sheet full.

#### Publishers Must Co-operate

In order for the secretary to perform his work properly, it is necessary that each publisher turn in his subscription slips correctly made out in every detail. When you take a subscription, get the person's complete name and address; and to be sure you have it correct, have the subscriber check over the slip personally. Make out these slips in duplicate, leaving with the subscriber the carbon copy, or a copy identical with the one you turn in. This slip, signed by you, constitutes the subscriber's receipt.

With each *Watchtower* subscription obtained on this special offer you will leave with the party a sample copy of the current *Watchtower*, the *Face the Facts* booklet, and one bound book. Before leaving the subscriber state to him that his first issue of *The Watchtower* will come in two or three weeks. In a few words tell him about the worldwide campaign, so that he may understand that a tremendous number of subscriptions are coming in to the office and that therefore a short delay should cause him no concern. Please do not tell subscribers that they will receive copies of *The Watchtower* "next week".

If a person wants his subscription to begin with any particular issue, mark on the subscription slip coming in to the Brooklyn office, "Begin with issue dated .....". If your slip is not marked, we will start the subscription with the current issue.

Each publisher is to turn in his subscription slips, with the proper remittance, to the secretary at the first available opportunity. For each subscription slip the publisher will also make out a Back Call slip, properly filled out and signed. The publisher taking the subscription will continue back-calling on the party as the interest warrants. If assistance is required for Model Study chairman, see the back call servant. Turn in the Back Call slip in the usual way. Note the territory number on the Back Call slip, so this will not have to be looked up by the back call servant.

### Bethel Family Has Good Report for October

The kingdom publishers working at Bethel have a wonderful privilege. Not only do they spend more than 8½ hours in service in the factory and office each day, and, as

### New Publications

Since the printing of the March 1 cost list, the following items have come into stock:

English: *Warning, Face the Facts*.  
Afrikaans: *Safety*.  
Bohemian: *Safety, His Works*.  
Chinese: *Safety, Uncovered*.  
Chiwemba: *Good News*.  
Cinyanja: *Uncovered, Choosing, Good News, Favored People, Hereafter, Health and Life, Liberty, What You Need*.  
Danish: *Enemies, Uncovered, Armageddon*.  
Estonian: *Home and Happiness*.  
Finnish: *Enemies, Warning*.  
French: *Preparation, Jehovah, Warning, His Vengeance, His Works, Favored People, Safety*.  
German: *Enemies, Warning, His Works, His Vengeance, Favored People, Safety*.  
Greek: *Safety*.  
Hollandish: *Enemies, Warning, Home and Happiness*.  
Hungarian: *Armageddon, His Works, His Vengeance*.  
Italian: *Safety, Enemies*.  
Japanese: *What Is Truth?*.  
Norwegian: *Enemies, Warning, His Works, Favored People, Keys of Heaven, What You Need, Safety*.  
Polish: *Armageddon, Safety, Uncovered, His Works, Beyond the Grave, Keys of Heaven, What You Need, Cause of Death, Home and Happiness*.  
Portuguese: *Cure, Armageddon*.  
Russian: *Protection*.  
Serbian: *Cure, Armageddon, Beyond the Grave*.  
Sesuto: *Protection, Choosing*.  
Slovak: *Cure, Protection, Choosing, Safety, What You Need, Cause of Death*.  
Slovenian: *Harp, Creation, Cure, Armageddon, Where Are the Dead? Righteous Ruler*.  
Spanish: *Warning*.  
Swedish: *Enemies, Warning, Safety, Beyond the Grave, Cause of Death, His Works, Favored People*.  
Tagalog: *Protection, Beyond the Grave, Righteous Ruler, Armageddon*.  
Yoruba: *Safety, Armageddon*.  
Xosa: *Safety*.  
Zulu: *Choosing*.

WHEN ORDERING LITERATURE PLEASE PUT ON THE ORDER BLANK THE QUANTITY DESIRED IN FRONT OF THE NAME OF THE ITEM, NOT AFTER.

### With This Informant

There is mailed herewith a letter of instruction relative to the Publishers' Record cards that are also being mailed with this *Informant*. Read carefully. Explain the matter at an early service meeting. Put this method of keeping records into effect immediately. Herewith also information on "Care of Phonographs".

#### Later

The Society is providing and will send under separate cover within a few days testimony cards for all publishers, to be used during the *Watchtower* Campaign.

Subscription Transmittal Sheets explained in this *Informant*.

*Watchtower* Subscription Blanks. If you need more, order them, as well as *Consolation* slips.

My Daily Kingdom Service sheets, one for each publisher. These to be used for the *Watchtower* Campaign by the publishers.

Phonograph Record List. This for use of the company servant and sound servant. Announcement should be made to the company of the records on hand.

time requires, put in many extra hours in their work, which is all necessary in carrying forward the Kingdom message, but much time is spent in door-to-door witnessing during evenings, Saturday afternoons and Sundays. In the first month of the fiscal year there were 201 members of the family engaging in the door-to-door witnessing, putting in 3,478 hours, which was an average of 17.3 hours per publisher for the month. It is a splendid average, considering that there was so much work to be done at the factory in preparation for the big campaign ahead with *The Watchtower*. Placements: 764 books, 12,469 booklets, and 64 new subscriptions were obtained. In October they made 676 back calls, and the sound attendance totaled 3,681.

## Place Your Subscription for "Watchtower" Distributors' Copies

### Watchtower Published in Many Languages

Every company should have an extra supply of the *Watchtower* magazine the same as they had of *Consolation* during the campaign last spring. The Society makes a special offer on English *Watchtower* distributors' copies of five copies to one address for a period of a year for \$3.00. For each additional copy over five, add 60c a year. For this campaign the Society will accept six-month subscriptions on this basis, making it 30c for six months, per copy, if five or more copies to one address are ordered. We suggest that all companies begin their subscription with January 1, and recommend that the subscription be for a year rather than six months, as you will need extra copies not only for back-call work in this campaign, but also for newly interested coming to your *Watchtower* studies.

The company publishers should be able to get their sample *Watchtowers* for 3c, for field service. However, whenever copies are required for the *Watchtower* study, either by publishers or by strangers, they should be charged 5c a copy.

Distributors' copies subscriptions will be charged to the company account if desired, but a partial remittance, at least, should be made with the order, and the balance paid monthly until the charge is liquidated.

Where there are large foreign-speaking populations, such as Italian or Polish, you should have sam-

ple copies of *The Watchtower* in these languages. Herewith we publish a list of *The Watchtower* in foreign languages: 5 copies to one address, Published

Language	Per year	per year
English	SM \$1.00	\$3.00
Bohemian	M \$1.50	\$5.50
Dan.-Nor.	SM \$1.50	\$5.50
Finnish	SM \$1.50	\$5.50
French	SM \$1.50	\$5.50
German	SM \$1.00	\$3.00
Greek	SM \$1.00	\$3.00
Hollandish	M \$2.00	\$8.00
Hungarian	M \$1.00	\$3.00
Italian	M \$1.00	\$3.00
Polish	SM \$1.00	\$3.00
Portuguese	M \$1.50	\$5.50
Russian	M \$1.00	\$3.00
Slovak	M \$1.00	\$3.00
Spanish	M \$1.00	\$3.00
Swedish	SM \$1.50	\$5.50
Ukrainian	M \$1.00	\$3.00

SM—semimonthly; dated 1st and 15th. M—monthly; dated 1st.

During the four-month campaign the publishers will deduct 25c from the amount shown above for a year's subscription and turn in the balance. The 25c, of course, is to cover the cost of the bound book and booklet given away.

The rates to pioneers will remain the same as heretofore. Each pioneer will be supplied with five copies of each issue in English for samples.

So that a tremendous distribution of the booklet *Face the Facts* can be made, a special rate is being made to the companies, of 80c a hundred, and a special rate to pioneers.