

INFORMANT

DECEMBER, 1941

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

BROOKLYN, N. Y.

The New Work Brother Rutherford's Letter Everyone Has Started by Now

The November *Informant* containing Brother Rutherford's letter and detailed instructions for carrying on the advanced Kingdom activity has undoubtedly been received by all the brethren with great joy and studied carefully, with the result—enthusiastic participation in this new campaign. From everywhere joyful expressions of gratitude to the Lord for this new arrangement are coming to the office. The brethren realized that there was a great need for some provision to care for the good-will interest in towns and cities outside of those cities now having company organizations, as well as concerted effort in company territory. Through this new setup the Lord has opened up the way to care for these people of good-will.

It is very clear what is to be done, how it is going to be done, who is responsible for doing it, and also the minute care the Lord has taken in properly instructing and equipping us to carry on this work. For the past three years He has provided detailed Organization Instructions for our guidance. He has provided regional and zone servants to instruct us, so that, by now, all companies have had ample opportunity to be in full harmonious action and able to carry on without the aid of regional or zone servants. If we are not in that condition now it must be because of negligence; the Lord has taken care of His portion.

Your Responsibility

The time has come, Brother Rutherford's letter further says, when "everyone should be able to assume and carry out his or her responsible duty without aid from any human creature". That means that we have no excuse left for refraining from carrying out our part of the Kingdom work now assigned to us by the Lord. Each company, each servant and each publisher must bear his own burden. The company can no longer run to the zone servant or to the Society and say, "We cannot bear our burdens; send us one or two pioneers. We are too busily engaged in secular employment to care for all the Kingdom interests." From now on they will be required to tell this to the Lord. He is the one who assigns the burden, or Kingdom responsibilities, and no human organization of creatures has any authority to take them away. Neither can the publishers any longer say to the back-call or territory servant or other servants in the company, "I cannot bear my burden. I am unable to work this territory or make these back-calls." They too will have to tell this to the Lord; it is their burden placed upon them by the Lord, and the Lord through His organization says they should be able to bear their own burdens now.

We are confident, however, that none of the brethren will desire to shirk their responsibility in this respect, but that each one will accept his or her part joyfully and work

"Great Multitude" Testimony Period "Children" Featured During December

Everyone Participates!

Climaxing another glorious year of service to the great Theocrat, let December's "GREAT MULTITUDE" Testimony Period find each faithful servant pushing the work with renewed vigor and delight as the effective period of the new arrangement outlined in Brother Rutherford's letter of October 24, 1941, begins. Those of the remnant, together with the ever-increasing band of those companions who eagerly look forward to becoming a part of the "great multitude", now unitedly surge forward in a new campaign that will reveal thousands more who will join them and also go to make up the "great multitude". How appropriately December is the "GREAT MULTITUDE" Testimony Period!

Going out as strong as ever, the book *Children and Comfort All That Mourn* make up the combination to be offered during this month. This literature is best introduced by the use of the doorstep setup and the new record "Children". Continue to follow up all placements of *Children* with regular back-calls. Use the record "Theocracy". The *Report of the Jehovah's witnesses Assembly* will further arouse their interest.

at it diligently as outlined in the November *Informant*. All will work their territory, make their back-calls, conduct their model studies and book studies faithfully, and if something must give way in order to care for this additional responsibility, let it be some worldly or temporal interests rather than the Kingdom or eternal interests.

There are three classes of publishers now: special publishers, general publishers (pioneers) and general publishers (company workers). The requirements for each group are a burden placed upon them by the Lord. Special publishers must meet the requirement of 175 hours and 50 back-calls a month. General publishers (pioneers) are obligated to meet the 150-hour requirement and other features of the Kingdom service in proportion, while the general publisher (company worker) has a quota of 60 hours and 12 back-calls a month and as much in addition as it is possible for him to do. With each one recognizing that and doing his part, it will undoubtedly result in a tremendous witness to the glory of the Lord.

The time has come when each one of the Lord's people is entering into the final stages of the battle; consequently it behooves all to walk close to the Lord, walk circumspectly, and show kindness, mercy and loving devotion to all who are of good-will; and this can be done only by adhering strictly to the Lord's direction and accepting such burdens as the Lord has placed in our hands to be used for this purpose. The literature and phonograph recordings are all a part of the great arrangement which the Lord has given us in order to properly bear our burden before Him.

Your every opportunity should now be used in directing the attention of the meek to the study of the book *Children*. Take advantage of their holidays and your own. Let us aid them in learning how they may have a part in the privileges to be enjoyed by the "great multitude".

Holidays common to this time of the year provide marvelous opportunities of field service. Many of the young publishers who attend schools will have at least one full week which may be devoted to Theocratic service. Parents will not send them to movies, but will take their children with them in the service and teach them that which is right. There is every reason why December should see everyone publishing the message of THE THEOCRACY and a new peak reached. Do your part.

1942 Calendar

The new calendar published for Jehovah's witnesses is now ready. Company servants should order those wanted by the publishers. Remittance must accompany order. The calendar is 25c, five or more to the same address at 20c each. Do not order the *Yearbook* until announced. Order only the calendar, with other literature, at this time.

Placing the Children Book

Some publishers in the field have written in their experiences to the effect that the *Children* book can be placed in the field easily if the obtainer is told about the three weeks' study course. Others have found, too, that when they mention the study course in advance more interest is shown in this course when people receive it in the mail. These suggestions may be helpful to others in placing the *Children* book and preparing for *Children* studies later. Try it.

80,000 Publishers Expected in 1942

19,000,000 Hours Quota for Field Service

As long as the Lord favors his people with opportunities of service they should plan to press on with the work with greater zeal and devotion than at any time heretofore. Therefore we look to 1942 as another year of rich blessing; and, with the Lord's favor and His permission, a greater witness will be given than at any time in the past. The new work which Brother Rutherford has already outlined for 1942, if properly cared for, will undoubtedly result in a greater witness for the Kingdom than could be accomplished in any other way.

Publishers

During 1941 there was an average of 56,745 publishers in the field. This included company and pioneer publishers. It is anticipated that during 1942 the average number of publishers in the field will be 60,500 company publishers and 5,500 full-time publishers; or an average total of 66,000 witnesses for the Kingdom

"Watchtower" Campaign Prepare Now for Testimony Period

It is a joyous privilege to here announce the good news that February 1, 1942, will inaugurate another *Watchtower* Campaign. This campaign will be three months in duration, including February, March and April, and will be carried on in every country on the face of the earth where the *Watchtower* magazine may be distributed.

These campaigns have always been looked forward to with great enthusiasm by the Theocratic publishers, and those who are veterans of the past campaigns deeply appreciate the significance of this announcement at this time. Each publisher must get ready. Last year's *Watchtower* Campaign seemed to get off to a very slow start, for some reason. However, it finished at high speed. But this time we trust it will get going with a fast start. When February 1 rolls around everyone is going to be ready to go.

Equipment

The special offer is a year's subscription for *The Watchtower* on a contribution of \$1.00, with a copy of *Children* (or any other bound book) and of *Comfort All That Mourn* as a premium. All publishers should check their stocks of literature and their distributors' copies of magazines, ascertain their needs as to the record "Instruction" (P-154), which introduces *The Watchtower*, obtain a supply of subscription slips and subscription record sheets, and get everything in readiness for what should be the best *Watchtower* Campaign we have ever had. This campaign will include all foreign-language magazines available; so plan to cover your foreign sections too. Order supplies and arrange your equipment now. Further information will appear in the next *Informant*.

each month. It is hoped that in some one month in 1942 we shall reach a new peak of 80,000 publishers; and to this end we will strive.

Hour Quota

Having in mind the new work, the privileges of service, and the increased number of publishers, it is anticipated that during the year 19,000,000 hours will be devoted to field service by this average of 66,000 publishers; which average we have not as yet reached as a peak, but there have been over 64,000 publishers for the past two months.

All companies should arrange their charts as they have in previous years, and set out their quotas of publishers (which should be an increase of 25 percent over their last year's peak), and strive diligently to increase their average of hours and back-calls. With a greater effort on the part of the servants of the King, and, above all, the Lord's rich blessing, 1942 will be an outstanding year of advertising the King and the Kingdom.

Concentrate on Urban Sections Work Your Individual Territory

Clearly it is Jehovah's will that each consecrated servant now bear his own burden. Therefore let each and every publisher be responsible for his individual territory and work the same in accord with the method set out in Brother Rutherford's letter of October 24, which states:

"Each publisher being assigned a respective territory will fully and thoroughly work that territory . . .

"Every home in that territory must be called upon; and for this reason you should divide your territory into small sections and work out each section separately and thoroughly. Do not pass by any house without giving a witness. . . . Wherever interest is shown, keep the name and address of each home, and the occupants showing an interest."

In times past, territories have been divided into small sections or assignments by the companies, and various publishers have, from time to time, gone through these sections in a superficial manner, leaving much literature and making a few back-calls here and there. Certain publishers have grouped together and spent a few hours a month witnessing in a certain territory and then gone on to another, never following through with the good-will interest. Henceforth, however, each publisher will have his individual assignment and assume full responsibility for the people in that section and will see to it that every person therein is given an opportunity to hear the truth.

Cities and towns should receive first attention now. By this time all companies should have divided their thickly populated territories into small sections for individual assignment to publishers. Each publisher should hold one or more of these individual assignments near his home, according to the amount of time he is able to put in. If two publishers wish to work one section, let them divide it, and each take care of his portion. If car groups desire to work together, let each individual obtain his assignment of a few blocks in the same community and be responsible for thoroughly working his assignment by himself. Car drivers can place each publisher in his territory and return at a designated time to pick him up after witnessing. Small towns may be divided into four or five sections and assigned to a car group, each publisher taking a section. In no case does it now appear proper for two publishers to go to the same house, or even work every other house, or on the same block, but rather let each have his own separate territory and cover that territory at least four times. You are sure to find some interest.

Thoroughness

The objective in working your territory should be that of becoming thoroughly acquainted with every resident's attitude toward the truth. Do not pass by any house without giving the witness. It seems best that each one equip himself with a small notebook or pad and mark down the results at each door. Where people are not at home when you call, go back the very next time you are in the territory and follow through until you do find them at home and give the witness.

After going over your territory once you will have some idea of where the interest is. However, work it again and again with the same thoroughness, keeping track of the results and following through on the interest. Undoubtedly you will meet other members of the various households; some may be interested, others not; but keep an accurate record of

all interest on regular back-call slips and organize your *Children* studies wherever possible.

Eventually, when new publishers start out as a result of your efforts, it will be proper to take them with you for a short time until they learn how to carry on the work; and then give them a portion of your territory or another section near by and let them be responsible for working that.

In cases where interest is found among foreign-speaking people in your territory who cannot read the English, if you can speak their language it would be well to take the latest book available in their language and organize a study similar to the studies arranged amongst the English-speaking people with the book *Children*. If and when the book *Children* is published in their language, then immediately discontinue the use of the older book and switch to *Children*. Do not neglect the people of good-will amongst foreigners.

Do not look to some other publisher to do your job for you, "but let every man prove his own work, and then shall he have rejoicing in himself alone, and not in another." —Gal. 6: 4.

Phonographs and New Records

Orders have been received at the Brooklyn office for approximately 5,000 new phonographs. No more orders for the new phonographs will be accepted by the Society until we are assured that parts can be obtained for more. We have been successful in completing approximately 1,500 of the 5,000 the brethren have ordered, and these are shipped out. As fast as we are able to make more we will fill the other orders.

In view of conditions in the world now, it might be that we shall not be able to get certain parts, particularly motors. Therefore the Society does not want to accept orders for an additional number of phonographs. Brethren needing and wanting phonographs may, if they wish, get the best phonograph in stores that will accommodate a 12-inch record and use this in their back-call work. The Society suggests that where phonographs are obtained in the open market the quality be checked to compare somewhere favorably with that of the Society's before the publisher makes the purchase, so that the reproduction of the talks will be pleasing to the listeners. The Society will inform the publishers as soon as it is assured it can get more-suitable motors and supplies.

Records

Deliveries of records by the manufacturers have been very slow. Nearly 5,000 complete sets of the series of three lectures have already been shipped out, and five thousand more complete sets are expected within the next 30 or 40 days. Until these records come in, all those who have not yet received their orders must be patient. Thousands of orders are on hand, and these we will fill just as quickly as we receive records.

Take good care of the records you have, as they are daily becoming more difficult to obtain. Companies that have ordered *Children* books with records, if you need a supply of books quickly, send in an airmail letter for literature only and these will be given immediate attention ahead of your record order. In many instances, we have already shipped the books, where the weight was over 100 pounds, and have held up your orders for records because of no supply.

New Year Begins with Good Report

64,469 Publishers in October

The new fiscal year of the Society began with October, 1941, and from the report we find that a new peak for full-time workers was reached, namely, 5,033. To this we can add 59,436 company publishers engaging in the field work. During the "Lightning-War" Testimony Period these brethren placed 238,206 bound books, most of which were *Children*.

One thing that needs close attention on the part of every witness for the Kingdom is the back-call work. There were only 294,218 back-calls made during the month of October, whereas in 1940, by not as many publishers, 329,833 back-calls were made. The company publishers fell away down on their average, to 2.9 back-calls per publisher. Everyone should check his record and see to it that he is improving in the back-call work. If the publishers properly follow up

the *Children* book placements and make the back-calls and arrange for the study of the book, their reports for back-calls made should greatly increase during the coming months. We look to December for a new peak in number of back-calls for all publishers—special and general. Consider carefully the table below and be sure to do your part. Compare these averages with your individual report and company averages. Are you better or lower?

PREVIOUS ALL-TIME PEAKS

Pubs.	Comp'y Pubs.	Pioneers
60,094	Sep '41	4,853 Sep '41
Av. Hrs.	20.3 Jun '40	125.9 Oct '39
Av. B-C	4.6 Oct '40	26.9 Nov '39
	Oct. 1941	Oct. 1940
Pubs.	Av.	Av.
	Hrs. B-C	Hrs. B-C
Comp'y 59,436	15.0	2.9
Pio. 5,033	116.6	24.1
	107.9	22.

Used Cartons

It is becoming more difficult daily to obtain materials, regardless of what they are, and the Lord's people should be conserving everything they can. Every company servant and stockkeeper, as well as pioneers, should study the following closely:

Used cartons in fairly good condition can be used again by the Society. Paper tape should be neatly torn off after cartons have been emptied, and the cartons then be broken down flat. Labels should be crossed out. Cartons should be folded flat so that the corner with cloth tape is in the center. Make bundles of 20 cartons each, keeping the different sizes in separate bundles. These cartons should be stored until you have at least 100 pounds. "OO" or "A" cartons weigh approximately 2¼ lb. each; so it would take approximately 2½ or 3 bundles of 20 cartons each before shipment is made by rail freight to Watchtower, 117 Adams Street, Brooklyn, New York, care of Fulton Terminal.

Describe the shipment as follows:

Three (3) bundles cartons KD 135 lb. The above address applies to companies east of the Mississippi river. Companies west thereof, should first notify Brooklyn about quantity on hand, so we can determine whether it would pay to have the cartons shipped to Brooklyn or to depots where they can later be reshipped. Where there are small companies using only a few cartons, they might be delivered to some near-by larger company from time to time when one of the brethren goes to that city, and a large shipment later may be made; thus saving the brethren money, as well as the Society. Your co-operation will effect a considerable saving, and will be greatly appreciated.

Requesting Credit on Study Courses Mailed

There have been some discrepancies appearing in the report cards already received in the office. We therefore outline below some points for your guidance in requesting credit for study courses mailed out.

1. Credit will be entered and appear on your monthly statement once every three months. Do not write requesting credit any earlier.

2. No credit will be allowed unless proper request is made on your report card each month so that the request can be properly checked against the literature placed.

3. Each credit requested is for 4¼c. That means sufficient credit for mailing the entire three folders. Some are requesting 4¼c credit for each folder mailed. This is wrong. Request credit only for each complete series; for the 4¼c covers the postage on the three folders.

4. The number of requests for credit should never exceed the number of *Children* books placed by the company, and should usually be less because of those courses delivered personally and cases where the publishers desire to

Mailing of Study Course

Inquiries have been made as to how the study course can be mailed for 1c instead of 1½c. The law as copied from the Postal Laws and Regulations, Section 562, is set out below. Where there are large companies and their mailings of study courses amount to 200 identical pieces each week, and mailed at the same time, these companies can take advantage of this Postal Law and Regulation; however, some competent brother will have to check with the local post office and obtain the proper permission and forms which must be made out in connection with this mail. The Society publishes the following for general information:

Pound Rate for Bulk Mailings of Third-Class Matter. (From P L & R No. 562)

... it shall be lawful to accept for transmission in the mails, without postage stamps or with precanceled stamps affixed, separately addressed identical pieces of third-class matter in quantities of not less than twenty pounds, or of not less than two hundred pieces subject to pound rates of postage applicable to the entire bulk mailed at one time.

3. (b) When the postage on third-class matter mailed under the provisions of this section is paid by means of precanceled stamps, each separately addressed piece shall bear such printed indicia as may be prescribed by the Third Assistant Postmaster General to show that the matter is being so mailed.

3. (c) In the upper left corner of the address side of such matter should be placed the name and complete address of the sender.

Rate. The Rate of postage on third-class matter shall be 1½ cents for each two ounces or fraction, up to and including eight ounces in weight. The rate of postage on third-class matter mailed in bulk under Sec. 562 shall be 12 cents for each pound or fraction thereof; provided, however, that the rate of postage on third-class matter mailed in bulk under the foregoing provisions shall be not less than 1 cent per piece.

4. Each mailing of third-class matter under the provisions of this section shall be accompanied with a statement on a form provided therefor, signed by the sender, showing such information as may be required. Also, 15 or more to one state must be clubbed.

It might be that the statement "Sec 562 P L & R" can be rubber-stamped above the stamp, but in each case it should be checked with the postmaster.

bear the expense of mailing them.

5. The above applies to companies and pioneers who are unable to care for this expense themselves, and does not apply to those companies who wish to bear this expense or where the study courses are delivered personally. In such cases no request should be made for the credit.

6. When *Children* books are placed outside of your assigned territory, each company or pioneer should mail the course to each person with whom they placed the *Children* book whether the person lives in their territory or not. If the person lives outside of your territory and you do not know the address of the company holding the assignment, then forward the *Children* Back-Call Reminder slip to the Society and we will see to it that the person is called on. DO NOT send the *Children* Study Course Order blank to the Society.