

INFORMANT

APRIL, 1938

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

BROOKLYN, N. Y.

Are You Ready? April 9 Only a Few Days Off! World-wide Witness Begins with Religionists' "Holy Week"

Make "Companions" Period Your Best Period | Watch Your Progress Week by Week

30,000 Publishers Should Average 10 Hours for Period

We have come to the time that all the Lord's people have been looking forward to and preparing for during the past three months or more: to the beginning of the greatest world-wide campaign ever carried on by the Lord's visible army.

All the details have been taken care of, either in former *Informants* or in another part of this *Informant*. Everyone, by now, should know what he is going to do, how to do it, when he is going to enter the campaign, and to what extent he is going to participate in it.

The campaign commences Saturday, April 9, the first day of "COMPANIONS" testimony period. This will be a red-letter day for all those who are on the Lord's side, the anointed and their companions. The campaign should start with enthusiasm and zeal. The first week has a number of "holy" religious days in it—Palm Sunday, Good Friday, and Easter Sunday. This is one season of the year when the Hierarchy crowd think they reign supreme and all they have to do is to sit back and gather in the shekels from their poor deluded supporters. Many persons will be sighing and crying because of the abominable conditions that exist in the religious organizations controlled by the old "harlot". It is a fine time to begin distribution of *Cure* and get a real wallop at the religious racketeers before they get over their drunken stupor.

For practically all of us the Saturdays and Sundays, April 9, 10, 16 and 17, as well as Friday the 15th, will be the days on which we will devote most of our time to the field service. With five full days for most of us, and witnessing parties arranged for every day for those who can get out, along with the many back calls to be made, we shall get off to a wonderful start. Company publishers should easily get in 10 hours or more, and the pioneers and auxiliaries will be able to do much more.

A number of the brethren who are schoolteachers or pupils in school will have an opportunity to put in still more time, because of the Easter holidays which go into effect in most sections of the country. Those who really love the Lord will demonstrate how these holidays can be used to the glory of His name by taking advantage of the occasion to enter the field service. There is no doubt in our minds that 30,000 warriors in the United States will be fighting shoulder to shoulder during our most

Notice

The March *EXTRA Informant* was sent to all subscribers for the *Watchtower* magazine and is not being consigned to companies. Do not order extra copies. You may, however, order extra supplies of the special testimony card for the three-month campaign.

With This *Informant*

we are sending you
"Outline for Weekly Service Meetings"
Subscription Transmittal Sheets
"My Quota" Sheets
A few Testimony Cards
Some *Consolation* Subscription Blanks

Brother Rutherford's personal letter mailed to all *Watchtower* subscribers is of such importance that it is reprinted here.

January 31, 1938

To the witnesses of Jehovah
throughout the earth.

Dear Brethren and Companions:

A world-wide witness campaign to the name and glory of Jehovah and his King begins April 9, 1938. That campaign specially features the message of testimony of the Lord set forth in the books "Riches" and "Enemies" and the booklet "Cure". Such contains a warning from the Lord's Word to "Christendom" and a message of hope to those who are looking for consolation. The obligation to get this message to the people is laid upon everyone who has covenanted to do the will of God.

It appears from the Scriptures that the people of God are now entering upon a period of unusual importance, during which time every one of the anointed and companions must do his, or her, duty. It is my privilege and duty to call your attention to the importance of the hour and to the message of the Lord that must now be delivered to the people. All witnesses must now be at complete unity in action, dwell in peace, and work harmoniously in righteousness.

Will you put forth your best endeavors to carry this testimony to those who have a hearing ear and to give warning to others?

Never in times past has there been such an opportunity to sing forth the praises of Jehovah and speak of his glorious name as now. He has commanded all who are of his organization to rise up against the enemy in war, and our part in that warfare is to bear testimony to his name and sing the praises of Jehovah and his King. Be of good courage and do your part, and may the God of peace and righteousness shield and protect you and richly bless you as you go forth. To you the Most High speaks as at Isaiah 51:16.

The interest of the Kingdom is of paramount importance and is the only thing worth while.

With much love and best wishes,

Yours for the Kingdom Interest,

 President

WATCH TOWER BIBLE AND TRACT SOCIETY

In February 24,856 workers were in the field; the best February yet. Needed 5,200 more publishers to put us over the 30,000 mark. By the Lord's grace it will be done.

tremendous campaign. We are looking forward with keen interest to the results of the "COMPANIONS" period, and, of course, to the results of the entire month. Let each one, therefore, carefully check each and every feature of the work and see if he has made the necessary preparations and is ready to "shoot" when the day arrives.

Has each and every one of you

studied the *Informants* thoroughly, so that you are acquainted with all the details of the campaign?

Are You Ready?

Have you checked on your equipment? Have you seen to it that you have the proper records, that your phonograph is in good working order; that you have a good supply of *Cure*, *Enemies*, and *Riches* for

Turn In Reports Daily

The Society has set the quota of *Cure*, *Enemies* and new *Consolation* subscriptions it expects each publisher will reach by the end of the campaign, June 30. On this basis the company is to set its quota.

From the very outset, the service committee should vividly keep the publishers informed from week to week of the progress they are making toward meeting the company quota. Only in this way can prompt steps be taken to overcome any emergency that may arise because of falling behind in any phase of the quota. A splendid way of portraying this is by means of a "thermometer chart", as illustrated in the Outline. This instrument should measure the "heat of the day", and is a good means to check on the distribution of the "hottest" message yet, *Cure* and *Enemies*. The Lord says, "I would that you were 'cold' or 'hot'." The lukewarm He spues out of His mouth. A member of the company should be selected to keep this chart up to date, so that the publishers at each service and Sunday *Watchtower* meeting may know what has been accomplished and what they have yet to do. Also, each publisher should personally see to it that the "My Quota" chart is accurately kept, so that each one can put forth the required effort to aid the company meet its quota and really help in making the world-wide quota.

Accurate Daily Reports Required

Each time a publisher engages in the witness work, the publisher should make out a Daily Report slip and promptly turn in this report to the company servant or drop it in the report box. Turn these in at every meeting or as soon as you can. Your full co-operation is necessary in this, so that the service committee can keep abreast with the quota set. This is the time to turn on all the "heat" and make it hot for the old "whore". The world-wide witness of her coming destruction at the hands of Jehovah's Executioner will make her squirm and howl. The more intense the heat (zeal for Jehovah), the higher will go the "thermometer". Let each one co-operate in every feature of the campaign, putting his heart and soul in the joyful task now set before him.

those who already have *Enemies*, and a good supply of Distributors' copies of *Consolation* and *Consolation* subscription blanks? See that you have your testimony card all prepared for such emergencies as may arise.

(Continued on page 2, column 1)

How to Obtain Consolation Subscriptions

Before you can intelligently present anything to the people you must be acquainted with the article. The reason why the book *Enemies* is going so well is that the brethren have read and studied it. The reason why *Cure* will go well is that you will have studied it. You should be acquainted with reasons why people should read *Consolation*. Some of these reasons are (1) that Brother Rutherford is a regular contributor to the magazine, and his answers to various questions can be found on page 17 of every issue; (2) commerce and politics do not control the magazine; (3) it publishes facts and truths that are not found in the newspapers and other magazines. Other suggestions you will be able to find in the regular advertisements of *Consolation*, which each publisher should read. These points should be presented to the people who show interest. We must appreciate the value of a magazine before we can show its value to someone else. Therefore all the brethren should be subscribers. Send in your subscriptions now. After you have read your copy, then use it as a sample copy in obtaining other subscriptions in the world-wide campaign with the *Cure* booklet.

Company Publishers, Please Take Notice

The correspondence received shows that many small orders for literature are sent in by company publishers. It will be easier and of less expense to the Society, and a saving to yourself, if you get all your literature from the stockkeeper rather than use the coupons in *Consolation* or, for example, the special coupon that was in the recent *Informant* regarding the world-wide campaign with *Cure* and *Enemies*. The Society has always stressed "100-pound orders" because this is cheaper; and if the brethren associated with companies will please get all their literature from the company stock we can send more 100-pound orders to the company. We shall appreciate it if all company publishers and all associated with company organizations will please co-operate to this extent. It tends to better organization in the company and will relieve the office here of much extra work that is really unnecessary. Get all your supplies through your local company organization.

(Continued from page 1, column 4)

Have you your territory? Do you know where you are going to work, with whom you are going to work, and when?

Have you studied your *Cure* booklet, so that you are acquainted with its contents and can intelligently tell the people the message it contains?

Have you advised the company servant and service committee of the part you are going to have in the campaign, when you are going to be on the job, in what car you are going, or who is going with you in your car, so that all the necessary preparations may be made? Do you have a territory assignment near your home, so that you can get out for an hour or two in the middle of the week also?

The company servant and service committee should thoroughly check up also on the territory, see that it is properly prepared and assigned, that all equipment is in condition to "shoot", that sufficient literature is at hand — *Cure*, *Enemies*, Distributors' copies of *Consolation*, records, etc., and that the names of the people of good will are thoroughly checked over and that they are being assigned so that those persons

Sending In Your 100,000 Subscriptions

How to Do It

In order to handle this tremendous increase in subscriptions, the office at Brooklyn will need all your co-operation. With this *Informant* there is being sent to every company, pioneer and auxiliary a special form to use in transmitting subscriptions to the office. Please follow the suggestions set out herein.

Check each subscription slip turned in, for complete address. If not written plainly, make it clear, so it can be read here without any trouble. Be sure the street, avenue or route number is shown. If these are not filled out completely, immediately have the publisher who took the subscription and signed the slip give you the correct information. If subscription is obtained through the special offer, the company servant will receive 75c to remit to the Society. The other 25c of contribution is to take care of the cost of *Enemies* and *Cure*.

The company servant should select a capable brother or sister to check all slips and to fill in all the

names and addresses on the "transmittal form". Keep a carbon copy for your own records. Number the forms consecutively and send in a remittance to cover the subscriptions listed at 75c each, and those at \$1 you may list as "renewals". When mailing, have money order to cover, special form with all the names and addresses listed, subscription blanks to correspond with the "transmittal form", all enclosed in one envelope. These should be mailed in at least once a week, and oftener if you get more than a sheet full.

We cannot overstate the care that should be exercised in handling these subscriptions, not only on the part of each publisher in turning them over promptly to the company servant, but also on the part of the person who gathers the subscriptions and sends them in to the Society. The more care that is taken all the way through, the better the handling here in the office will be, and the fewer the complaints we shall receive. We know you will co-operate.

Spanish Testimony Card

A testimony card in Spanish has been prepared introducing the special offer of *Cure*, *Riches* and *Consolation* (all in Spanish), on a contribution of 75c. Spanish *Consolation* is published only once a month, hence a year's subscription is only 75c, and during the special campaign *Cure* and *Riches* will be offered with a year's subscription on contribution of 75c. If you need some of these cards for your territory, please order them.

New Model Phonograph

The Society is pleased to announce a new model of the small portable phonograph. The new model is very similar in every respect to the small model previously manufactured, except that it is 11/16 of an inch deeper than the older model, which permits the tone arm and reproducer to be left in the playing position when no more than three discs are being carried in the machine. There is a small coil spring in the lid of the case to hold the records on the turntable when carrying the machine. The removable tone arm feature is retained so that on making back calls the tone arm and reproducer can be placed in the bottom of the case as before, thus leaving room for carrying up to 10 or 11 discs in the phonograph.

The Society is nearly 2500 machines behind in filling orders, but we hope to be able to fill all of these orders in the next three months. All of these orders will be filled with the new model which we are now producing.

will be given attention during this campaign and given an opportunity to obtain the special combination themselves and introduce it to their friends, relatives and neighbors.

Do you have a proper indicator, so that the progress of the work may be ascertained, as illustrated in the "thermometer" appearing in the outline accompanying this *Informant*?

Are the necessary brethren appointed to look after the subscriptions, to see that they are properly recorded and contributions for same received and forwarded to the Society?

These and all other preparations necessary for a successful campaign should be carefully checked now, that the work may go forward smoothly, enthusiastically and effectively to the glory of the Lord. It will not be difficult or burdensome

Convention

A convention of Jehovah's witnesses and companions will be held at San Antonio, Texas, April 15-17 inclusive. Both the Spanish- and English-speaking people of the Lord will be served at that convention. The convention will open at the meeting place, 323 Matamoros Street, at 8:30 a.m. on Friday the 15th. All brethren should bring their phonographs, with the necessary records. Those desiring accommodations will please address J. D. Carter, 517 Stonewall St., San Antonio, Texas. A joint meeting of English and Spanish will be held on the evening of the 15th to celebrate the Memorial.

"My Quota"

For World-wide Campaign

Enclosed with this *Informant* are sufficient special forms for each publisher. Every one of the witnesses for the Kingdom will want to know whether he is keeping up with his own personal quota; therefore the Society is supplying this week-by-week report. As you turn in to the company servant your worker's Daily Report of your field activity you should make notation from it on "My Quota" record. In this way you can keep tab on the number of books, booklets and subscriptions you have obtained and see whether you have reached your personal quota and how much over your personal quota you accomplish in the three months. If all of those who are actively engaged in the Kingdom work maintain their personal quota, then the world-wide quota of ten million booklets, one million bound books and one hundred thousand new subscriptions for *Consolation* will easily be attained. We hope that your totals for the campaign will be more than your personal quota. More than 43,000 of the "My Quota" sheets are being sent to *Informant* readers. If every one of you will use it and report your activity to the company servant we shall more than reach the 30,000 quota of publishers.

to any if each one does his part, but if one lies down and refuses or neglects to do his part, then the burden will fall on somebody else. Let no one be a burden to his brethren, who themselves have all they can do, but let each one cheerfully co-operate in making this campaign a success.

What to Do When You Take a Subscription

Each publisher, when obtaining subscriptions for *Consolation*, should leave with the individual a current copy of *Consolation*. Also leave with the party the *Enemies* book, the *Cure* booklet and a carbon copy of the subscription slip, which is his receipt. Sign this receipt.

The original slip, together with the remittance of 75c, you will turn in at the very first opportunity during the week to the company servant or the one designated to receive subscriptions and transmit them to the Society.

You will also make out a Back Call slip. Hold this Back Call slip yourself, so as to make a back call within a week or two with phonograph records.

Before leaving the subscriber, state to him that his first issue of *Consolation* will come in two or three weeks. In a few words tell him about the world-wide campaign, so that he may understand that a tremendous number of subscriptions are now coming in to the office and that therefore a short delay should not cause him any concern. PLEASE DO NOT TELL SUBSCRIBERS THAT THEY WILL RECEIVE COPIES OF *CONSOLATION* NEXT WEEK.

If the party wants his subscription to begin with any particular number, mark on the subscription slip coming in to the Brooklyn office "Begin with Issue No.". If your slip is not marked, we will mail him the current issue.

News Flashes

Egypt

"The Hierarchy has spread a tremendous amount of vicious propaganda against us. But the work is progressing and we are decided to push the battle to the gate."

Mexico

"The brethren here are enthusiastically mobilizing 'AGAINST HER IN BATTLE'. Now, as never before, we have a splendid opportunity to prove our love to Jehovah."

South Africa

"Many of our brethren in other lands may be hindered by reason of the opposition of the enemy from attaining their quota, and it will be our privilege to help make up the leeway. We feel confident that all the publishers in this country will exceed the quotas set."

United States

"I have received Brother Rutherford's letter and the *Informant*. After reading the letter and the *Informant* my brother and I have decided to take an active part with all the other witnesses throughout the earth in spreading 'this gospel of the Kingdom' of Jehovah God. Enclosed are two dollars for a double order of enclosed order blank. Please let us know what we have to do to get this territory to witness to. My brother and I and families have taken our stand on Jehovah's side, and have broken away from religion. From now on, with the help of Jehovah God and Christ Jesus our Lord, we will be witnesses for His name."

You can get CURE now in

English	Greek	Spanish
French	Hollandish	Swedish
Finnish	Norwegian	Ukrainian
German	Portuguese	

CURE printed to date

Brooklyn factory	8,717,350
Berne factory	1,430,960

Switzerland

"We are doing our utmost to make this the biggest campaign that was ever put through, even in the face of ever-increasing opposition."