

INFORMANT

NOVEMBER, 1939

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

BROOKLYN, N. Y.

Continue "Theocracy" Offer During November *Salvation* Has Excellent Distribution

During "Theocracy" Testimony Period our offer to the people was *Salvation* and *Government and Peace* on a contribution of twenty-five cents. We are sure that all are anxious to supply as many as possible in their territory with these two important pieces of literature; and so the same offer will continue during the entire month of November.

All the publishers who engaged in the Kingdom service during October should be busily engaged therein during November, and, in addition, there should be others seeing their privileges. Note that last November there was a slump in number of publishers; so let each one determine to give a good account of himself. While there are only four Sundays in the month, many will be off from secular work on Thanksgiving Day and can utilize that day by really showing their thanks to the Father by passing on to others that which will point them the way to salvation.

Comparing the first two months' placements of *Salvation* with that of *Enemies*, an increase of 40,000 books is shown, which is gratifying. But it must be remembered that considerably more publishers were working with *Salvation*; so it behooves all to make a greater effort in the placing of this book. Familiarize yourself with it, so you can show the people the importance of obtaining it; use all the aids provided: "Snare and Racket" record, testimony card, *Kingdom News*, *Government and Peace* booklet, and (in preparation for the next visit) *Salvation* folders.

And REMEMBER, leave a copy of the new booklet at every call, if at all possible.

Do You Attend Zone Assemblies?

All Servants Should Be There

Reports indicate that many of the companies are not represented at the zone assemblies arranged by the Society. As outlined in Organization Instructions, these assemblies are designed to aid all publishers in furthering the interests of the Theocracy. The assembly is a provision of the Lord for the benefit of all, including the pioneers, who should also attend when it is convenient for them to do so.

At the Saturday night meeting, the regional servant meets with the zone servant and all company servants and their assistants to consider reports and other conditions pertaining to the Kingdom activity in the zone, giving such counsel and aid as is necessary. The company servant should consider it both prof-

War of Vindication "Government and Peace" Feature for Month "Snare and Racket" Record to Be Used

Kingdom News

to Have Wide Distribution

This is the title for our December special period, and naturally calls to mind the great issue facing the Lord's people at the present time. It brings to the fore the thought of the warfare that Jehovah of hosts is prosecuting, and reminds us of the great Theocrat and the vindication of His name. Therefore the title must inspire everyone on the Lord's side to determine, by His grace, to devote as much time and energy as possible to this campaign during the month set aside for that purpose.

Commence planning now, so that the greatest amount of time will be given and the most effective co-operation rendered by you. Today every agency of the Devil's organization is assembled against the great Theocracy, and it is the privilege of the anointed and their companions, in the strength of the Lord, to go forward against this array and push with greater vigor than ever before in this War of Vindication, absolutely confident of their ultimate victory. The name of Jehovah is involved. There is no middle ground for the Lord's people now. Those on the Lord's side must publicly show themselves for Jehovah and his Theocracy.

The Lord has graciously provided the weapons for this warfare. They are not carnal, but mighty for the accomplishment of the purposes the Lord has in mind. The particular provisions for this campaign are made to order for the "War of Vindication". The primary offer is three booklets on a 10c contribution, all combinations to include *Government and Peace* and any other two booklets with which you may be heavily stocked. In addition to the three booklets, include *Kingdom News* No. 5 in every combination.

A brief analysis of *Government and Peace* and *Kingdom News* will help visualize the power of these weapons. *Government and Peace* opens up by defining what the Theocracy is. Next it manifests the inadequacy of the existing makeshift which the Devil is desperately trying to retain. Next it shows how the Theocracy may be had and enjoyed. After that it tells the people when they may expect the Theocratic government to rule, and then calls their attention to the desperate opposition to the Kingdom now in evidence from every element of the Devil's organization, and concludes with the great privilege now available to all order-loving Catholics, Jews and

itable and necessary to attend this meeting, urging his assistants to do so as well; and when he cannot attend he should, by all means, be represented by someone in the company.

Protestants and all others who forsake religion and choose and serve Jehovah and Christ his King.

All these facts are vitally connected with the "War of Vindication" and are of paramount importance to the people of good will. Jehovah has entrusted his people with the great privilege and responsibility of carrying this very important message to the people; therefore this is our part in the "War of Vindication" committed to us by Jehovah through his King.

In addition, the *Government and Peace* booklet contains the "Victory" speech, visualizing Jehovah's organization and the battle, declaring the determination of the Lord's people to take their position on Jehovah's side in this War of Vindication and thus be instrumental in raising up a standard for the people. It is thrilling beyond words to be privileged, by God's grace, to carry this message to the people now.

Kingdom News No. 5 presents the issue squarely to everyone—"Can Religion Save the World from Disaster?" The Lord's people know the answer; there are millions who do not. These people are entitled to this information provided by the Lord. Therefore let each and every one with zeal and joy go forward carrying it to them. The greatest inducement to place *Kingdom News* No. 5 in the hands of the people, of course, is the fact that religion has been the chief instrument used by the Devil to blind the people to the glory of God and induce them to ignore God and the Bible. Therefore the exposing of religion is directly related to the War of Vindication, and anyone who loves the Lord cannot hold back from having a part in its distribution.

Where the people are unable to accept the three booklets on a 10c contribution, drop to *Government and Peace* and *Kingdom News* on a 5c contribution, or any contribution they are able to make, even one cent; and if they are interested and want to read but are unable to contribute, leave *Government and Peace* and *Kingdom News* with them on their assurance that they will read them.

The object of this campaign is to cover as much territory as possible with this very important message during the month of December. Therefore a thorough organization, speed and effectiveness are necessary.

When the publisher is able to play the "Snare and Racket" record, then, of course, *Salvation* and *Enemies* should also be offered in addition to the foregoing combination, on a contribution of 60c or 35c, depending upon whether they wish to take both or one of the bound books.

Are the People of Good Will Attending Your "Salvation" Studies? Are Studies Conveniently Located?

The book *Salvation* is the Lord's provision for instructing the people of good will in the way of SALVATION. One main study should be held at the headquarters of each company; and, in addition to this, at strategic points throughout the company territory, there should be established *Salvation* studies which would be convenient to a number of publishers as well as to people of good will. The publishers should always attend the study in their area.

The study conductors should also arrange to hold the territory in the immediate vicinity of the study, for those attending. This territory should be worked regularly as outlined in the new form forwarded to the companies recently. The study conductor should lead the publishers into the field, thoroughly witnessing to the people in that vicinity, making back-calls, conducting model studies, and inviting the people of good will to attend that meeting. The study conductor also should have all back-call names in that particular area and see that these people are properly called upon and invited to the study, or have other assistance as may be necessary provided for them.

These *Salvation* studies, however, should not be used as an excuse to discontinue the model studies in that particular vicinity. Back-calls should be made as usual, and each back-call should be developed into a model study, and as the people progress in the model study they should be invited to the *Salvation* study. In fact, it is not necessary to wait until the conclusion of the model study before inviting the people to the *Salvation* study. They should be attending both studies for a while, and, of course, when they are attending the *Salvation* study they should also be invited to attend the headquarters' Watchtower study and service meeting. In this way the various features of the organization can co-ordinate in developing the interest all over the territory, gradually working it into the company organization.

Company Publishers' Field Report

	Last Year			This Year		
	Company	Av.	Av.	Co.	Av.	Av.
	Pubrs	Hrs	B-C	Pubrs	Hrs	B-C
Oct.	29,550	13.1	2.1	?	?	?
Nov.	25,863	10.9	2.4	?	?	?

The *Informant* will publish each month the comparison of the number of publishers, hours, and back-calls made this year, with that of last year. Each company, having its own chart, will be able to see how they have added to this advance in the Kingdom work by having more publishers in the field. You can compare your local increase in hours with the country's increase in hours, as well as back-calls.

Is Your Company Set for the New Year???

Subjects You Can Take Up at Service Meetings

Jehovah's THEOCRATIC GOVERNMENT is marching on to complete victory. Its onward march will completely destroy every vestige of Satan's organization and wicked rule. The prospects for the coming year for all those on Jehovah's side are the finest ever; there is much work to be done and Jehovah has graciously provided us with all the necessary equipment to do it most effectively.

Is your company wholly devoted to the Theocratic Government and fully prepared to make this year the best ever to the praise of Jehovah?

Have you gotten off to a good start, by exceeding in every way your activities of October 1938?

Is your yearly comparison chart made up?

Are the servants of the company properly performing their assigned duties? and are they taking the lead in the field-service work?

Is your Kingdom hall suitable for the needs of the company? Are *Watchtower*, *Salvation*, and service meetings held there each week? Are these meetings well attended by the publishers? Are adequate *Salvation* studies arranged for the interested persons throughout your territory? Are all studies conducted in harmony with the method outlined by the Society? Are your service meetings planned in advance?

Does the company have an ample supply of all books and booklets, especially of current campaign literature? Do you have a good supply of bookmarks, *Salvation* and public meeting folders, and *Kingdom News*? Is the stock room opened at designated times so that the publishers know when they can get literature? Is the stock issued in an orderly and efficient manner? Does each of the publishers have a good supply of all this equipment? Does the company make up its orders for stock in 100-pound shipments and send the orders in far in advance of the date you need them?

Does the company have a complete stock of records? Are these records being used by the publishers regularly? If not, how are you arranging to see that all the records will be put to use continually? Have you sufficient phonographs? Are these in working condition and in use regularly? Are you advocating and using the doorstep method?

Is the company territory properly zoned and subdivided, so that reasonable assignments may be made to the publishers? Do all the publishers have individual assignments near their homes which they can work at odd times in addition to their regular time of service? Are all territories systematically witnessed to, whether the territories are near by or far away, desirable or difficult? Is the good-will interest in each assignment being taken care of properly? Is the territory around each study meeting periodically covered by the study group, and back-calls arranged for the interested?

What is the company doing to increase the number of its publishers 25 percent over its peak of last year, and thus do its designated share to reach the nation-wide quota of 50,000 publishers? Are all the publishers getting out in the field service at least once every month? How are you aiding the newly interested ones to take a full share in the Kingdom witness work?

Did the company's average of hours a month per publisher last year equal that of the nation-wide average of 15.6 hours? Will the company average at least 20 hours a month per publisher during 1940?

Are you encouraging as many as possible to reach the quota of 60 hours a month? Has the company set its quota of hours for 1940?

Is the company averaging four back-calls a month per publisher? Are the publishers striving to develop each back-call into a model study? Is the *Informant* supplied to the back-call interests and, in fact, to all interested people attending any of the company meetings? Are all the names of *Watchtower* and *Consolation* subscribers and of others interested kept in proper files for including with territory assignments and for circularizing with letters or other information the Society may desire to send out? Are the publishers using the new Back-Call Follow-Up reports?

Is the company using the different means of advertising advocated by the Society? Are all publishers using the bookmarks and the *Salvation* and public meeting folders? Are you using the Electric Signs? Do all the publishers and interested persons know of the weekly activities and meetings of the company?

Does the company from time to time consider the privileges of entering the pioneer service?

Is the company prepared to defend its Kingdom interests against the lawless assaults of the religionists and their allies? Do all the publishers always carry with them the testimony card? Do the publishers know what to do in case of arrest? When brought before the court? When put on trial? When convicted? Do the publishers understand what action they should take when unlawfully attacked while witnessing from door to door?

Does the company as a whole attend the zone assemblies? Does the company fully co-operate with the zone servant?

Is the company using the new service forms prepared by the Society?

A proper consideration of these and related questions should be taken up in your service meetings from time to time, in order that your company may function as effectively as possible.

Advice to Kingdom Publishers

With this *Informant* we are sending each publisher a copy of *Advice to Kingdom Publishers*.

This booklet outlines the procedure the Kingdom publishers are to follow in case of interference. It will be noted that it leaves out exhaustive legal technicalities and presents a straightforward procedure that the Christian may follow without difficulty. It also contains samples of motions for dismissal, and such other information as may be required for the presentation of a case before the court with the objective of giving a witness as the Lord commands.

New Publications

The following publications have come into stock since the printing of the May 1 Cost List:

English: *Salvation, Government and Peace*.

Ibo: *Uncovered*.

Italian: *Fascism or Freedom*.

Pampango: *Protection*.

Polish: *Fascism or Freedom*.

Rumanian: *Face the Facts*.

Spanish: *Fascism or Freedom, Model Study* (now out of stock).

Don't Forget Subscriptions

United States Received Its Best Witness

Will 1940 Reach New Peaks?

Remember Hours, Back-Calls and Being a Publisher

The fiscal year, which ushered in the new Theocratic arrangements, has been replete with blessings from Jehovah. The report, which will be given in detail in the 1940 *Year Book* (which all Kingdom publishers will read with interest and profit), shows that, true to His promise, 'God gave the increase.' This increase was manifest not only in the placements of literature with the people, but particularly in the gathering of God's "other sheep".

The high points of the report for the United States (including pioneers) are increases over the previous year of almost 10,000 publishers, half a million pieces of literature, three million hours, one million back-calls, and 60,000 subscriptions. The increase in publishers would have been still greater had the publishers been more regular in the service. Reports from zone servants indicate that a large percentage are 'spasmodic' publishers, which caused the reports of both publishers and placements to fluctuate greatly.

The Society has set a quota of publishers for the United States at 50,000, based on a 25-percent increase over the peak of publishers during 1939. Each company should set a like quota, and should also set a quota of hours for the year. This may be arranged by having each publisher turn in a slip of paper indicating thereon how many hours monthly he will possibly be able to use in the Kingdom service. It is not necessary for him to sign his name to this slip. These hours can

then be added up, divided by the number that turned in slips, and multiplied by the peak number of publishers reporting in 1939. This would be multiplied by 12 to get the quota for the year.

The quota for company publishers is four back-calls per month. Due to the importance which was continually accorded to back-calls during this past year, with the publishers realizing the necessity of continually 'feeding the other sheep', it was possible for the company publishers to report an average of 2.2 for the year. By the Lord's grace, this will be raised during this year to the quota of 4 per month per publisher.

The Lord is pleased to have his people very busily engaged in "his strange work"; and so, realizing that the time is very short in which to do the work entrusted to us, we will determine during this fiscal year to put forth every effort to advance the interests of THE THEOCRACY. A goal of 60 hours per company publisher was set by the president of the Society in his letter of last January, "To All Kingdom Publishers," and in the December 1, 1938, *Watchtower*. That all publishers have viewed this seriously is reflected in the increase shown. By putting forth a greater effort than ever before, this will no doubt be materially increased this year. Some, being able to make the necessary arrangements, will increase their hours to the extent of serving as pioneers. A letter fully explaining the pioneer service will be sent upon request to those desiring to consider this important service.

Please Give the Office Time to Fill Your Orders

It is strongly urged that all the companies and pioneers send in their orders for literature far in advance of the date they wish it, so that the orders can be shipped the most economical way and yet reach you in time. We also request that you make your orders for 100-pound shipments and do everything possible to avoid "rush" orders. Remember, there are over 2,500 companies and over 2,000 pioneers, as well as branches, placing orders for literature.

You will appreciate the necessity of "giving us time", when you see the great volume and visualize how your orders are handled. On receipt of your order, which took a few days to get to the office, it is turned over to the bookkeeper for checking against the account, then invoiced; invoice is checked over to see that all items you ordered have been listed, and labels are made; order is then figured as to weight and cheapest way to ship, finally filled from the nearest depot, and then turned over to the shipping concern, from which it comes to you. You must allow at least two weeks for the above, including the time it takes freight shipments to points within 600 or 800 miles from the depots, and at least three or four weeks for more distant points (especially when shipped by boat), from the time the order reaches this office.

At the present time, because of the extra work involved in getting out *Salvation* books and *Government and Peace* booklets, we are about 15 to 20 days behind in the handling of all orders. Please take note of this and do not write in asking why your order has been delayed. Because of this extra rush of work no

phonographs are being made, but we shall start making these soon and begin to fill orders dated September 5. So be patient, and, above all, send in your orders EARLY.

Orders for Phonographs and Records

Many apparently do not understand the Society's arrangements regarding supplying phonographs and records to those who are unable to pay the full amount at the time of ordering. The Society is glad to co-operate with and aid all the brethren who want to take advantage of this arrangement to serve the Lord and advance the Kingdom interests, by assuming part of the burden for a period. However, all orders for phonographs and records should be accompanied by a reasonable down payment unless your account has a credit balance to cover the cost of the equipment. If only part payment is made with the order, the balance should be sent in as soon as possible.

We do not open accounts for the different individuals in the companies. All orders should be sent to the Society through the company organization. The orders should be turned over to the company servant or stockkeeper with the down payment. He will then put through the order in the usual way. The order will be filled and shipped and charged to the company's account, and all subsequent payments, until the entire amount is taken care of, should be made to the company, the company in turn remitting to the Society.

NEW RECORDS

Spanish:

"Face the Facts" (PS-155 to PS-166)
"Enemies" and (PS-114 and
"Snare and Racket" PS-204)