

# INFORMANT

MARCH, 1941

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

BROOKLYN, N.Y.

## "The Sign" Apr. Testimony Period

### Two New Booklets to Aid Publishers

#### Memorial Comes During Final Month of Campaign

##### Should Have 100,000 New Subscriptions by End of Campaign

" . . . we are now well advanced within 'the times and the seasons', but the 'sign' immediately preceding Armageddon is not yet discernible. Until that sign is apparent in every part of 'Christendom', and until every avenue is closed to the giving of testimony openly and boldly, the remnant and the 'other sheep' . . . must continue to sound out the message of the great Theocrat and his government under Christ Jesus the King. This must be done to the name of Jehovah God and that those who are of good-will might find the way of escape."

With those thoughts in mind, from *The Watchtower* relative to "The Sign", which name identifies the special Testimony Period during April, Jehovah's witnesses push ahead in the third month of the *Watchtower* Campaign featuring a year's subscription for the *Watchtower* magazine at the regular contribution of \$1.00 a year, with a free copy of the book *Religion* and of Brother Rutherford's two new booklets *Theocracy* and *God and the State*.

##### The Lord's Provisions for Publishers

Again the Lord has graciously provided his Theocratic publishers with added equipment, and instead of offering the people a year's subscription for *The Watchtower*, with a book and a booklet free, we can now offer *The Watchtower*, the book, and two brand-new booklets, on a contribution of \$1.00. The fact that there is no better message, and surely no better offer, to bring to the people should be emphasized to every person.

Having in mind the three-month quota of 100,000 new subscriptions, 1,000,000 bound books and 6,750,000 booklets for the United States, early reports indicate that we are behind in our quota for subscriptions, only 9,000 having been received at the time this went to press. Each company publisher and pioneer has his individual quota to work for, and should know how well he is doing. All of these individual quotas ultimately make up the quota for the United States; therefore each Theocratic publisher has his part in making this *Watchtower* Campaign successful. Have you reached your quota? or will you? If not, carefully consider some of the following ways which may help you.

##### How to Get Subscriptions

The first thing necessary is to put in the time and put forth diligent effort with the special offer. The second thing is to talk *The Watchtower* at every home, that is, the

special premium offer at \$1.00. Publishers should not try to predetermine the circumstances of the person to whom they talk, but rather should keep in mind that they are out to place *Watchtower* subscriptions, above anything else, and that unless they tell the people about *The Watchtower* at \$1.00 a year, with the free book *Religion* and the two new booklets *Theocracy* and *God and the State*, the person will not know that such a wonderful offer is available. We feel sure, as past experiences have shown, that the publishers who consistently talk this offer at every door and to everyone they meet will get more than their quota of subscriptions, books and booklets. Try it!

##### Other Points to Aid Publishers

After playing the record "Instruction" to introduce *The Watchtower*, many publishers take the *Watchtower* magazine and point out "Its Mission" or what "The Scriptures Clearly Teach", show the large-size type of the leading article, point out the secondary articles, and even read the opening sentences of the main article, or excerpts, which clearly place the matter before the people. Publishers not having a phonograph or not able to carry one may present such outstanding points in connection with the testimony card.

##### Back-Calls and Studies

Is everyone attending your model study or book study a *Watchtower* subscriber? Have you talked to your friends, relatives, neighbors, business associates, the grocer, the milkman and the butcher about the *Watchtower* magazine with the special premium offer? You may be instrumental in starting them to read *The Watchtower* or open the way for a back-call and ultimately place the \$1.00 combination with them. Since

it is much easier to place *Watchtower* subscriptions on back-calls, thoroughly work your individual territory, keep a record of all who manifest interest, together with other leads you may obtain in the field, call back on such persons a few times stressing the need of reading *The Watchtower*, and finally take a year's subscription for the *Watchtower* magazine, leaving, free, *Religion*, *Theocracy*, and *God and the State*.

If a party contributes 25c for the book and booklets, you may suggest to him that you will apply the 25c toward a year's subscription for *The Watchtower* and that you will call back each week until the \$1.00 contribution is received for the entire combination. Publishers having magazine routes should show their regular obtainers the advantages in taking a year's subscription. Also make use of opportunities to place subscriptions in the magazine work by being prepared with the entire combination while you are street witnessing.

##### Three Booklets on 10c Contribution

If neither the \$1.00 combination nor the offer of the book and two booklets on a 25c contribution is taken, the publisher will offer three booklets on a 10c contribution, two of which will be *Theocracy* and *God and the State*. Any other booklet may be used for the third. Either of the two new booklets may be left on a 5c contribution, or *God and the State* on any contribution given.

Consignments of these two new booklets are being sent, and all companies should have theirs in time for a good start on April 1. Does your company have sufficient distributors' copies of *The Watchtower* for all publishers? Is the company sending subscriptions promptly to the Brooklyn office? All details should be taken care of now for "The Sign" Testimony Period.

##### Memorial an Added Blessing

On April 11 all of Jehovah's servants throughout the earth will as-

## New Peak for April

### How Near to 70,000 Shall We Come?

The quota of publishers for this year, as brought out in the January *Informant*, is 70,000. Let us see to it that April shall be a good step toward that mark. By the Lord's grace this will be done. This means everyone on the job! Not only such advantages as better weather, easier traveling in rural territory, etc., should aid in attaining this new peak, but also the added incentive of taking the two new publications, *Theocracy* and *God and the State*, for the first time into the field, including them in the special offer as instructed. During this campaign every publisher of *The Theocracy* will be out doing his part, and the best habit to this end is to arrange for each week in advance what time can be set aside for Kingdom service. There is no time now to waste. Newly interested attending meetings for the first time at the Kingdom Hall and other studies in the territory should be aided in every possible way, that they, too, may see that the grandest privilege ever set before human creatures is "to hold high the banner of THE THEOCRACY", which will bring everlasting blessings to all who obey. The celebration of the Memorial in April will be the climax of the campaign. Let each publisher keep in mind the important instructions set forth in Brother Rutherford's letter of January 8, emphasizing the following: UNITY, COURAGE, BACK-CALLS, OTHER STUDIES, and THE WATCHTOWER. Have a part in every phase of the Kingdom work—wherever interest is manifested, arranging for back-calls; every publisher conducting at least one model study a week; directing the interested to the local studies; and pushing forward in the magazine work. With special effort put forth during the month of April the new peak will be attained.

seemable to celebrate the Memorial; and, with renewed zeal and appreciation of the Lord's purposes, will go forth in the remainder of "THE SIGN" Testimony Period and *Watchtower* Campaign to surpass all previous records. Everyone who supports the Theocratic Government of Jehovah is anxiously looking for "the sign"; and as we do let's continue to press on with the Kingdom message, giving the "great multitude" every opportunity possible to learn about his government of peace, which is so clearly set forth in *The Watchtower* and kindred publications. Concerning "the sign" and its appearance, *The Watchtower* says: "There are still opportunities of service, and none of the faithful will neglect to avail themselves of such." May the Lord give us a keener appreciation of our privileges and make us to faithfully do his will. Every person attending the Memorial feast should be given the privilege to go out in the witness work. Do your part to help these new publishers, the "other sheep".

## 79,837 Publishers in Field in 37 Countries

### Big Increase in Pioneers over Last Year

It is a real joy to be able to report the work accomplished in 37 countries throughout the world. Many of the countries reporting have accomplished their work under great stress, but, despite the persecution, Jehovah's witnesses have continued to fulfill their commission of preaching the gospel. It is impossible to receive reports from all the countries, as in many cases mail never gets through, but it is a joy to note the great increase in the pioneer service over that of a year ago, when there were 4,239 pioneers worldwide. There are now 6,233. We hope that before the year is out a like

increase will be manifest. A comparative report for October 1940 and October 1939 is set out below. Surely this is evidence of Jehovah's witnesses' accepting the challenge of the Devil in going forward proclaiming *The Theocracy*.

	Oct. 1940	Oct. 1939
Books	293,636	338,618
Booklets	2,205,539	2,471,411
Total Literature	2,499,195	2,810,029
Pioneers	6,233	4,239
Company publishers	73,604	69,230
Total Publishers	79,837	73,469
Hours	1,953,255	1,861,543
Subscriptions	8,717	10,384
Magazines	784,060	No record
Sound attendance	1,338,719	1,926,552
Back-calls	429,301	209,106

# They Can't Say, "I Did Not Know"

## An Added Feature to "Watchtower" Campaign

### Influential Men to Be Called On

In addition to using the *Theocracy* and *God and the State* booklets in the regular house-to-house campaign beginning April 1, there is an additional special campaign in which these booklets are to be used, in carrying the Kingdom message to prominent officials and influential men.

1. Both booklets have been presented to the press of the country. This work has been taken care of by the Society; so it will not be necessary for the companies to do it. Every newspaper and magazine (not Catholic) has been presented with a copy of *Theocracy* and of *God and the State*.

2. The *Theocracy* booklet is to be presented to every Protestant clergyman in each company's assignment. A list of these individuals should be made up as soon as possible and several names and addresses turned over to each publisher who will see that a copy of the *Theocracy* booklet is presented to them. There will be no occasion to present this to the Catholics, but the Protestant clergy should have a copy in order that they might see how grossly the Lord's people have been misrepresented. Pioneers, to the best of their ability, will look after this matter in their assignment.

3. *God and the State*. This booklet is to be presented to the school boards and members of the state legislature. To avoid confusion, the following suggestion is made for this:

Each company will see that the city and county officials and the school boards in their respective territory are presented with a copy of *God and the State*. A list of these individuals should be assembled and given to the publishers in the same way that the Protestant clergymen's names are distributed, and each publisher is to see that those whose names he receives are properly called upon.

The companies holding the territory in which the state capitols are located will see to it that the members of the state legislature are properly served, and the company in Washington, D.C., will be responsible for seeing that those of the national legislature are served with a copy of this booklet.

Work can start on this as soon as you receive your literature, and should be pretty well cleaned up before the end of March. If there are any state capitols that are not in a company assignment, the zone servant having supervision over the territory in that area is to see to it that some near-by company serves the legislature in that city. This work should be handled very thoroughly and systematically, endeavoring to reach each individual with their copy of the booklet. If, for any reason, the legislature should not be in session, those who are supposed to serve the various ones will try to get the home addresses of the representatives or senators, as the case may be, and see that a copy of the booklet is mailed to their homes.

# "The Lord Gave the Word" (Ps. 68:11)

## Company That Published It Should Reach New Peak

This completely negatives the claims that any man produces the message of truth. Hence we may go forth with the Watchtower publications that contain the Theocratic message with the full confidence that it is Jehovah's message and is published at His command. "The Sovereign Lord giveth the word."—*Rotherham*.

"The word," or "speech," is a comprehensive form applied, not to only one specific message, but to the whole series of messages of truth which Jehovah gave and which he continues to give ever since the lightnings have been flashing from the temple and upon the record of his Word. "The word," therefore, includes every revelation of truth down to and including the publications *Religion, Satisfied, Theocracy, and God and the State*, and whatsoever shall be revealed and published, by the Lord's grace, as long as the "remnant" is on earth. Hence the importance of getting subscriptions for *The Watchtower*, because through its columns Jehovah is continuing regularly to give "the word" twice a month.

The members of "the company" on earth are "great," but not in themselves. Their greatness is by reason of being a part of God's army, hence "strong in the Lord, and in the power of his might"—Psalm 68:11.

Jehovah has given the word, for no other reason than that his devoted people should in turn give it to others. That given "word" includes the *Watchtower* magazine, *Religion*, and other publications, which comprise an especially fine offer for this *Watchtower* campaign now on. Hence, with great appreciation of the gift and the responsibility the receiving of it entails, let us one and all get into this campaign and publish the word to others.

Jehovah foretold he would have a company to do the publishing. If you appreciate the rare privilege of having part in the publication in fulfillment of the prophecy you will no longer hold back, but will become a publisher at the earliest, during this current *Watchtower* campaign. You will be anxious to do as much publishing as you can, 60 hours a month on the average, if possible. If you can devote your entire time thereto, so much the more favored you are of the Lord, and the opportunity is yours to become a full-time pioneer. In fulfillment of Psalm 68:11 we here in this yet democratic land should be attaining the year's peak of publishers, of at least 60,000 and soon our quota of 70,000, especially during April, and from there on go ahead to yet higher numbers of publishers. This should be an "all-out" "blitzkrieg" against the ramparts of religion, for the vindication of Jehovah's name.

## Splendid Placement of Booklets in January

### Two Months' Distribution over Seven Million Books and Booklets

The first twelve days of January constituted an extension of the December testimony period, wherein seven booklets were offered on a contribution of ten cents, including the new booklet *Satisfied*, released for the first time. During the remainder of the month *Satisfied* was offered alone, preparing territory for the *Watchtower* campaign, which began in February. The witnesses were diligent in placing *Satisfied*, and the results are very gratifying. Including the pioneers, 50,144 publishers were in the field and put in 1,023,417 hours. Their placements of books and booklets totaled 2,749,426. The magazines distributed in addition to the above figures totaled 436,760. While the distribution was excellent in January, the com-

pany publishers as well as pioneers could have done much better in the number of hours in the field, as will be noted in the table below. We are looking forward to the time when more than 4,000 pioneers will be reporting each month, and well over 56,000 company publishers. In April we should, by all means, hit a new peak of publishers, of no less than 60,000. March brings better weather, less sickness, longer days, and, to many, better opportunities of service. Let's look well to the interests of The Theocracy.

PREVIOUS ALL-TIME PEAKS					
	Comp'y Pubs.	Pioneers			
Pubs.	55,039 Jun '40	3,844 Dec '40			
Av. Hrs.	20.3 Jun '40	125.9 Oct '39			
Av. B-C.	4.6 Oct '40	26.9 Nov '39			
Jan. 1941 Jan. 1940					
	Av.	Av.	Av.	Av.	
	Hrs.	B-C.	Hrs.	B-C.	
Comp'y	46,499	13.6	3.3	15.2	3.7
Pio.	3,645	103.4	22.1	102.8	20.3

for Kingdom Publishers, but do it now. Acquaint yourself with each detail, so you will be equipped when the time comes."

Regular time should be set aside at the service meeting for a study of this *Advice for Kingdom Publishers*, by every company, so that the brethren comprising the company may be thoroughly familiarized with its contents.

### New Publications

**Religion:** Portuguese.  
**Salvation:** Spanish, Chinese.  
**Satisfied:** Portuguese, Spanish.

The following foreign-language records have come into stock recently:

**FINNISH**  
PFI-5, PFI-6 PFI-45, PFI-46  
PFI-7, PFI-8 PFI-51, PFI-52  
PFI-27, PFI-28  
Rates: \$1.50; five for \$6.25

**FRENCH**  
PF-35, PF-36  
Rates: 70c; six for \$3.50

## "Watchtower" Campaign Includes Foreign Languages

### Special Offer May Include New Consolation Subscriptions

Those companies having distributors' copies accounts can order any number of foreign-language *Watchtowers* they need and have them charged on their magazine account. During the *Watchtower* Campaign special effort should be made to obtain new *Watchtower* subscriptions in all languages published at Brooklyn. Persons who already have *The Watchtower* and would like *Consolation*, or who prefer *Consolation* to *The Watchtower*, may have *Consolation* on a year's subscription, with the bound book and the booklet free, during the months of March and April. Remember, you can obtain subscriptions for *The Watchtower* in the following languages:

Language	Pub-lished	Yearly Sub. Rate	Dist. Per Copy	Public Per Copy
English	SM	\$1.00	.02½	.05
Greek	SM	1.00	.02½	.05
Italian	SM	1.00	.05	.10
Polish	SM	1.00	.02½	.05
Russian	M	1.00	.05	.10
Slovak	M	1.00	.05	.10
Spanish	M	1.00	.05	.10
Ukrainian	M	1.00	.05	.10

SM: Semimonthly, dated the first and the fifteenth.

M: Monthly, dated the first

The following is the information on the *Consolation* magazine as to subscription rates and rates for distributors' copies:

Language	Pub-lished	Yearly Sub. Rate	Dist. Per Copy	Public Per Copy
English	BW	\$1.00	.02½	.05
Greek	M	.75	.04	.07
Spanish	M	.75	.04	.07
Ukrainian	M	1.00	.05	.10

BW: Biweekly, every other Wednesday.  
M: Monthly, dated the first

GERMAN (10-inch discs)

PX-1 PX-9  
PX-2 PX-11  
PX-3 PX-14  
PX-5  
PX-7  
Rates: 75c each  
Greater XX

## The Memorial a Time of Joy

### How to Report

Announcement of the time for the annual celebration of the Memorial, the feast to the honor of Jehovah and to the sacrifice of the Lamb of God, Jesus Christ, appears in the February 1 *Watchtower*. This year the date is Friday, April 11, 1941, after six p.m. At that time all companies of the Lord's people will meet together for that purpose. All people of good-will should be invited to attend and witness this feast, thus becoming better acquainted with Jehovah's provisions and his purposes.

Appropriate service announcements should be made by the individual conducting the Memorial, informing those present of the arrangements made for all, both anointed and Jomabads, to share in the proclamation of Jehovah's name and Theocratic Government, the special offer during "THE SIGN" Testimony Period (in April), and the time of the local meetings of the company, *Watchtower* studies, service meetings, and book studies. All should be offered literature, testimony cards, and other equipment necessary to carry forward the work. Have these on hand.

### Report

Each company or unit should show, on the bottom of the April report card to the Society and zone servant, the total number attending the Memorial and the number who partook of the emblems. Pioneers who attend Memorial with companies should make no notation on their report cards; but where isolated pioneers meet together, one of them should make such notation. Use the following method: Memorial attendance ..... Number partaking ..... If your company or a pioneer attends the Memorial service of another company, then state on the bottom of your report card "In attendance with ..... company" (filling in the name of the company).

## Study Advice for Kingdom Publishers

Attention is called to Brother Rutherford's letter of October 2, 1940, which was forwarded to the various company servants, wherein Brother Rutherford strongly urged every member of the company to carefully study the booklet *Advice for Kingdom Publishers*. Brother Rutherford says, "Not only should each individual be fully acquainted with it, but the company should take it up frequently at studies and discuss the points. The reason is that the time appears to be at hand when it will be necessary for each one in his own community to present his own defense without the aid of legal counsel." Quoting again from his letter: "Do not wait until you are arrested to make a study of *Advice*