

INFORMANT

MAY, 1941

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

BROOKLYN, N.Y.

"Watchtower" Campaign Extended One Month 4-Month Campaign, Ending with May, Should Show Results

Go over Your Quota on Books, Booklets and Subscriptions!!

There is no doubt that the Lord is directing His organization in the earth. Manifestly the extension of the *Watchtower* Campaign to include the month of May is a merciful provision of the Lord to permit us to make up our quota for the *Watchtower* Campaign. The quota set for February, March and April was 100,000 new subscriptions, 1,000,000 bound books, and 6,750,000 booklets. This was a reasonable quota for the more than 50,000 company publishers and pioneers now reporting regularly in the United States. However, according to the rate at which new *Watchtower* subscriptions are being received at Brooklyn now, by the end of April we shall have obtained just a little better than 50,000, which is *only half* the quota for the three-month campaign. Up to March 31 there were 37,521 new subscriptions sent in to the Brooklyn office. It appears, too, that we shall not attain the quota of books and booklets. Why?

50,000 Subscriptions to Go!

February, March and April have slipped by and the quota is only half made. This means there is much work to be done during May. There are 50,000 publishers regularly reporting in the United States. If each publisher sees to it that he obtains at least one subscription during May (regardless of how many he has previously obtained), we shall gain our objective, 100,000 new *Watchtower* subscriptions for the campaign. The very fact that the Lord has arranged through His organization for the extension of the campaign indicates that it is His will that the quota be made. Therefore let each publisher of The Theocracy soberly determine to make it his business to get at least one subscription before May 31.

Books and booklets also are low, but these will show a corresponding increase with the subscriptions. If the new subscription quota is reached, undoubtedly the rest of the quota will be reached. Each company publisher, therefore, should put forth every effort during May to place five bound books and at least thirty booklets, in addition to getting subscriptions; pioneers, 40 books and 250 booklets. Elsewhere in this *Informant* suggestion is made as to how to increase the booklet placements, and other features of the work. More time in the field is required. If each individual assumes his responsibility and takes care of his share of the quota we shall more than make the quota. Wherever you go, always be prepared to take a subscription. By the Lord's grace we shall go over the top on every-

thing, books, booklets and subscriptions if we do our part, namely, be a publisher and put in time in the field.

There is every reason why the quota can be reached in May. Weather conditions no longer hinder anyone in any part of the country. Rural territory can easily be covered, usually yielding much fruit. With favorable weather the doorstep set-ups using the "Instruction" record will be unanimously pressed into service. Evening witnessing will be carried on all over the country. We shall have a new peak of publishers. With the willing publishers of The Theocracy moving forward unitedly, each having in mind his share in the quota, we shall reach our goal.

Your Quota

By the Lord's grace each company will go over the top in all three features of the *Watchtower* Campaign

quota. In addition, make a separate quota for the month of May, reckoned at one subscription, five books and thirty booklets per publisher, and then permit nothing to prevent your company from making it. Keep a weekly check on your progress; and if you begin to lag behind, put forth additional effort. Let the servants take the lead. Undoubtedly May will witness the greatest effort put forth by Jehovah's people during the *Watchtower* Campaign.

These are serious days. Throughout the earth freedom of action is rapidly being taken from Jehovah's people. This may be the last *Watchtower* Campaign. Do not neglect your privileges. Do your part. With full confidence in Jehovah join in the victory song! Lay aside your "weights"! Remember your individual quotas! One subscription, five books, thirty booklets, during May! Jehovah's will shall be done.

April 1, 1941

To the Magazine Publishers:

The witnesses for Jehovah are the representatives of the Most High and should deport themselves accordingly with dignity and gentility whether on the street or elsewhere. In the magazine street work avoid anything that has the appearance of rudeness. It is reported that some call out: "Vitamins for the mind. Read The WATCHTOWER." That is hardly proper.

The exhibiting of signs during this magazine service seems to have performed its work. Henceforth no more signs will be used. Calling attention in a dignified way to the headings of the articles in the magazine will be more effective, no doubt.

Let the people observe from your words and conduct that you desire to help and comfort them in these days of great stress.

Be fearless of man and trust entirely in Jehovah and his King; therefore be very courageous. Jehovah and the Lord Jesus guide and bless you.

Your brother and servant by His grace,

Proper Expressions for Street Work

The brethren, in offering the magazines on street corners, should use expressions that will not cause provocation. The expression "RELIGION IS A RACKET" has been used extensively in the past, and from now on should be discontinued, and constructive statements be used. The publisher can express to the passer-by, "REMEDY FOR WORLD DISTRESS. Read The WATCHTOWER, 5c." This should not be shouted in one's ear or be heard across the street, but should be spoken in a moderate tone of voice. Publishers may call out the titles of the articles in the magazines; or, set out below are some expressions that Brother Rutherford has approved in connection with "Read The Watchtower, 5c":

Remedy for world distress

The Theocracy, the hope of mankind

Escape from death at Armageddon

Bible removes fear of death

Prophecy shows deliverance near

Truth brings light, peace, joy

World peace by God's Kingdom

Comfort for 'men of good-will'

Seek righteousness and meekness
Theocracy means totalitarians' end
Understand God's present purpose
Kingdom benefits for humankind
Your Bible questions answered
Teach children the truth

The *Consolation* magazine has printed on it (in large type, displaying the contents of the magazine) expressions that you may use when on the street corners.

All the publishers of the Kingdom should be diligent in having a part in the magazine work. It is hoped that in this manner, throughout the United States, more than one million magazines (of both *The Watchtower* and *Consolation*) will be distributed each month. We feel sure that every one of the magazine publishers will give special heed to Brother Rutherford's letter printed above and follow the organization instructions.

PREVIOUS ALL-TIME PEAKS

Comp'y Pubs.		Pioneers	
Pubs.	55,039 Jun '40	3,877 Feb '41	
Av. Hrs.	20.3 Jun '40	125.9 Oct '39	
Av. B-C	4.6 Oct '40	26.9 Nov '39	
March 1941			
Pubs.	Hrs.	B-C	Av. Av.
49,799	14.7	3.0	14.5 3.1
Pio.	3,686	113.3	22.5 114. 20.3

Have You Considered the Pioneer Service?

Many individuals are arranging their affairs so that they can enter the pioneer service. A letter in March and another in April have been sent companies, which should have been studied carefully at service meetings. Company servants should encourage all publishers of the Kingdom to enter this field of the service if they possibly can, either in isolated territory or with the company. Individuals desiring further information should be told to write the Society.

Kingdom News No. 8

In the legislatures of New York, Connecticut, and other states, law-makers are now submitting bills, all very alike in form, seemingly for the innocent purpose of controlling "the dissemination of propaganda". This is being put across without the general knowledge and discussion of the people, and is a grave danger to American Constitutional rights and liberties.

Kingdom News No. 8 exposes the source of these bills, the Catholic-Fascist politicians, and shows the use to which they will be put to prevent the work of Jehovah's witnesses. Order your supplies now; fifty cents a thousand copies. Some of the depots have a small stock of *Kingdom News* No. 7 on hand, and a few companies during the next few weeks may receive some of these. If you receive or have No. 7, put them out in your territory as soon as possible.

Use "Enemies" Record

During the month of June all publishers will use the doorstep setup with the phonograph to introduce the 3-book combination. To this end the "Enemies" record (P-114) can be put to good use, as *Enemies* is the latest book being offered in the combination. Order your supply of this record now; 70c each; six for \$3.50.

Know What's in It

Each publisher of the Kingdom should be fully acquainted with what is contained in *Advice for Kingdom Publishers*. Company servants should carefully check with each company publisher to see if he has received his copy of *Advice for Kingdom Publishers*. If he has not, he should order a copy for the publisher. They are 5c a copy. Five or ten minutes of each service meeting should be devoted to the study of this booklet, each week a different part.

NEW PUBLICATIONS

Favored People: Spanish.
Warning: Tagalog and Zulu.
Catalog: English (2 for 5c).

COST LIST

A new Cost List has been printed and mailed to each company. Families or groups of pioneers working together were sent only one copy. Please take care of your copy; no duplicates can be furnished.

June, Bound-Book Month

"Theocratic Ambassadors" Testimony Period

The Greatest Yet! Be Supplied!!

Concerning the activity of the ambassadors of The Theocratic Government a recent issue of *The Watchtower* states, "Now the people of God, having been favored by the light of the Mighty One, Christ Jesus, shining upon them, joyfully arise and shine forth the message of the Kingdom. Have you arisen, and is the light shining upon you, and are you using that light to the glory of THE THEOCRACY?" All who now take an active part, striving diligently to make the quota which the Lord outlines through his organization, are doing this very thing; and this results in the Lord's approval and rich blessings upon them.

With a new peak in publishers imminent and everyone on the job doing his part, we should by far exceed our previous record month for bound books, January, 1940, when 552,178 bound books were placed. In that month 40,278 publishers reported, whereas around 70,000 or more are expected by the month of June; for which reason many more bound books should be placed than in any other campaign. Additionally, we have the experience from the previous bound-book campaign; so we should be better prepared for this one.

Offer

The special offer will include any bound books from *The Harp of God* to and including *Enemies*. Three of these bound books will be offered on a contribution of 35c. Also combinations of 6 on contribution of 70c, 9 on \$1.05 contribution, and 12 on contribution of \$1.40, can be placed. In the foreign languages all bound books except the latest one can be offered, at three on contribution of 40c. During June a special effort should be made to place foreign books. All companies should be prepared and equipped with a sufficient number of books that each publisher can be supplied with at least three combinations of three different books in the English language, making nine books per publisher, and as many different foreign books as are available and can be used in your territory. Companies and pioneers should check their stock to see that they have their supplies on hand in readiness. Jehovah's people have taken the offensive in this warfare and there is no slacking down from one campaign to another. We fight shoulder to shoulder, laying down a constant barrage of truth against demonism.

Companies with Unbalanced Stock

If your company is not equipped with a sufficient supply of all bound books needed and you know of a near-by company that has an over-supply of the books you need, then get in touch with them and, if possible, make an even exchange of stock without using a Transfer of Stock blank. If an even exchange cannot be arranged, then use the regular Transfer of Stock blank. This blank should be properly filled out and signed by both companies and sent promptly to the Brooklyn office. In this the zone servants should assist the companies at every visit and check carefully over their stock, arranging proper adjustments of literature and using the Transfer of Stock blank in accordance with instructions when necessary. If there is no company near by from whom

you can obtain the needed amount of stock, then send in an order immediately for what you will need. Remember that last year many companies were out of stock long before the month was over. Pioneers also may exchange stock and arrange transfers when necessary.

In ordering literature companies and pioneers may order any literature they desire, but some of our stock will run out. Therefore we will substitute other literature, unless you tell us not to do so. The books *Light 1* and *2* and *Vindication 1, 2* and *3* should always be placed in sets. If you are short of any one of these books to complete your sets, order what you need to balance them. In various depots throughout the country we have an overstock on certain literature, and would appreciate your ordering this in preference to other publications. On the West Coast, at the Seattle depot we have a good supply of *Enemies*, *Riches*, and *Jehovah*. Other books can be had, but we do not have large quantities there. Extra stock at other places is as follows:

At Los Angeles: *Enemies*, *Riches*, *Jehovah*, *Preparation*, *Preservation*.

At St. Louis: *Enemies*, *Riches*, *Preparation*, *Prophecy*, *Government*.

At Brooklyn: *Enemies*, *Riches*, *Jehovah*, *Preparation*, *Preservation*, *Prophecy*, *Government*, *Creation*. We have the largest stock on the books mentioned, but from Brooklyn we can supply others if requested.

Publishers should work their individual territories during this campaign, and also study groups should cover their territory regularly with this special offer, using the doorstep setup. Those who have magazine routes established should show the people on their routes this special bound-book offer, using the advertisement in the magazine to help them place combinations. Place sets with your friends, neighbors and relatives. All good-will names in your back-call files should be given an opportunity to receive a set, and the back-call servant should see that this is pushed. With every person with whom a set is placed, arrange to call back and thus encourage them to also read their books. Last year, according to instructions, the catalog was used to good advantage, and this has aided in placements. Be sure to have a good supply of bookmarks also.

Foreign Literature

Company servants should see that all foreign sections are thoroughly covered. This work can be done by all publishers using the testimony booklet. Wherever possible the foreign-speaking brethren should devote all their time to work amongst the foreigners in their company territory. There is too much foreign literature in storage. Order your supply of foreign books for the June work, and then let's get these into the hands of the people, where they will do some good.

Credit to Companies for Combinations Placed

A rebate of 25c will be given to each company for each set of three bound books placed. This should be reported properly on the June report card sent to the Society by the company, by showing on the bottom of the report card the number of sets of three books placed. The company will be given credit on their account for the number of sets placed. In no

other way will this be done. Be sure that your report card is made out properly, so as to avoid unnecessary work or errors. Pioneers will not be given a credit, as they already receive the literature at a very low rate.

Individual publishers will get their rebate from the stockkeeper or treasurer by showing on their daily report slips the number of sets placed of three bound books. These report slips should be turned in to the stockkeeper or treasurer, who will give the proper rebate to the publisher. The treasurer will keep an accurate record of the rebates given the publishers, and this should correspond with the company total at the end of the month. Either the stockkeeper or the treasurer should initial these slips in order to show that a rebate was given, and then turn them over to the secretary, who will keep them on file as long after the end of the month as they feel is necessary.

Prepare now for a lightning attack in June!

"Willingly Offered Themselves" in May

70,000 Publishers Our Quota

The great central theme of the Victory Song now opened up in *The Watchtower* to thrill the Lord's people is—the willing volunteers: those 10,000 who joyfully joined Barak and Deborah.

Boiled down to the Kingdom terminology of our day this means those who joyfully offer themselves to the Lord through his organization for any service the Lord requires done at the present time. The fact that the Lord made Deborah to say, "My heart is toward the governors of Israel, that offered themselves willingly among the people," indicates that it is only those who do this that can be pleasing to the Lord and his organization. There is not one word of commendation for the other approximately three million nine hundred and ninety thousand. Only those who wholeheartedly engage in the Lord's service can have the Lord's approval and blessing.

There are associated with the various company organizations well over 70,000 different individuals who have participated in the field service to some degree at least. As Jonadab's heart was with Jehu, so must the heart of the approved ones in our day be with the antitypical Deborah. There is no other way of obtaining deliverance and life. Each one of these seventy thousand and more brethren should be actively engaged in the field service, and this should give us a peak of at least 70,000 publishers during May.

During May we have another month in which to attain our quota for the *Watchtower* Campaign. Those who have not yet engaged in that branch of the work should take advantage of May to do so. The weather during the month of May is, as a rule, ideal for the witness work; it is neither too cold nor too hot, but splendid to work in city or country. Daylight saving is in effect throughout the country, permitting many to engage in the service during the evening. Evening service should be utilized to the very limit this summer. We have a very important message that must be delivered to the people in a short time. This message is contained in the two new booklets, *Theocracy* and *God and the State*. These should be in every home possible. To accomplish this each company organization should plan for evening work immediately. The following procedure is outlined:

Impostors

Chas. A. Wines (about 47 years old), a younger man named Washer (age about 19), a woman (red hair, much younger than Wines) who claims to be Wines' second wife, and two children (a boy about 8 and girl about 10), are traveling throughout the country in a dilapidated 1934 red Ford V8 panel truck, registration number NJ XE 7775. 1940.

These people have been traveling throughout the middle west recently, claiming that they are special representatives of the Society investigating local conditions, looking into injunction suits, and in many places giving a hard luck story of a trailer being burned by mobs, and are working on the sympathy of the friends for maintenance and anything else they can get from them.

This information is given so that you will know the above-named people are not representatives of the Society but are trying to do injury and should be avoided. No information should be imparted to them.

Evening Witnessing

Arrange one or two evenings for group witnessing from study meeting places or from your headquarters, or from both headquarters and study meeting places, depending upon the convenience and effectiveness of the local arrangement. These groups should cover a given territory with *Theocracy*, *God and the State* and another booklet, on a 10c contribution. The people should be urged to read *God and the State* and *Theocracy* as soon as possible, emphasizing the importance of the message.

Take the name and address of those obtaining this combination. The following week arrangements can be made for back-call follow-up work on these people. Present the regular *Watchtower* combination with the recorded message at that time, and follow it through with each name to a regular back-call and model study if possible. This arrangement will afford a splendid opportunity for those who are timid and have not engaged in the service to any great extent in the past to get started in the witness work and also to get started in making back-calls.

The groups that cover the territory with the booklets can make the back-calls; or other back-call groups may be arranged while the initial group goes through each week and places booklet combinations, turning the names over to the back-call group, who will follow up the next week. Much will depend upon the available brethren in arranging for this work. Try to get everyone engaged in it, particularly the people of good-will and newly interested who are associating with the company.

Let our slogan for the month be —EVERY ASSOCIATED A PUBLISHER, and a peak of 70,000 publishers for the month. Let our Victory Song be a real victory song in this day of judgment. All can then say that they have "willingly offered themselves".

Change in Mailing Informant to Pioneers

Copies of the *Informant* for the pioneers are now being mailed with the pioneer statements each month; therefore it will not be necessary for pioneers to request theirs to be sent with that of another pioneer. Smaller companies will also note that they will receive their copies of the *Informant* with the monthly statement whenever possible.