

INFORMANT

MARCH, 1938

ENTRA

ENTRA

ENTRA

BROOKLYN, N.Y.

Jehovah Gives World-wide Warning to "Christendom" "Enemies," "Cure" and "Consolation", the Message

Call to Action! All to 'Rise Against Her in Battle'!!

This Siege to Continue Three Months

Eleven Million Pieces of Literature to Be Distributed

Some months ago Brother Rutherford outlined a campaign which calls for the greatest united effort ever put forth by the Lord's anointed and their companions. This campaign begins April 9 with the "COMPANIONS" testimony period and will continue to the end of June. This is a period of nearly three months, and it includes two testimony periods, "COMPANIONS" and "BOLDNESS".

The personal letter by Brother Rutherford to the witnesses of Jehovah throughout the earth which you receive with this *Informant* sets out the importance of this witness and shows that a warning from the Lord's Word must be given to "Christendom". Jehovah's witnesses and their companions are charged with the responsibility of giving this warning. So that this warning may be clear and understandable to the people, the literature that will be offered will be *Enemies* and a new 32-page booklet, *Cure*, which is full of fire and contains a pointed message that every person in the world should have. The first printing of this booklet in English alone will be ten million copies. The foreign languages will greatly add to this total. With Jehovah's blessing and favor all of these *Cure* booklets and one million *Enemies* (or *Riches*) will be distributed in the three-month campaign. All the *Cure* booklets must be distributed during these three months because of the special offer for *Consolation* made on the back of the booklet, which expires June 30.

Study the *Cure* booklet carefully. Know its contents and be acquainted with the special offer. You will then most certainly be one of the "companions" who will 'rise against her in battle'.

A World-wide Quota

For this three-month period, April, May and June of 1938, a world-wide quota is being set for the distribution of the Kingdom message. It is confidently expected that the greatest number of publishers ever engaging in the field at one time will share in this mighty witness. In the United States alone we expect that there will be upward of 30,000 different persons 'putting forth their best endeavors to carry this testimony to those who have a hearing ear and to give warning to others'. So that this warning and testimony may be given the world-wide quota is set at

10,000,000 Booklets
1,000,000 Bound Books
100,000 New Subscriptions

This will require a very extraordinary effort on the part of all those

fighting for God's kingdom. It means more than double anything ever done heretofore in the same length of time. For months past every branch of the Society in the world has made great preparation in announcing this campaign and seeing to it that it will be carried forward to the honor of Jehovah's name. Think of it! 10,000,000 of the *Cure* booklet, a million of the book *Enemies* (or *Riches*), and 100,000 new subscriptions for *Consolation*!

The Special Offer

As stated on the back of the *Cure* booklet, beginning with April 9 the brethren of the Lord and their companions will offer *Cure*, *Enemies* (or *Riches*), and one year's subscription for *Consolation*, on contribution of the amount usually received for *Consolation* alone, which is a dollar in the United States and \$1.25 in other countries. This is the finest offer that has ever been made to the peoples of the world, and surely never before has such a powerful message of warning been carried to them.

Phonograph Introduction

All publishers who are fortunate enough to have a phonograph and the "Enemies" record will introduce this special offer by running this record. After persons have heard the "Enemies" record, which most forcefully shows them why they should study the book, it will be easy to present the special offer of *Consolation* along with *Enemies* and *Cure* on a contribution of only a dollar. If

the people already have *Enemies*, then run the "Riches" record or some other disc that we know will arouse interest in the minds of those people who are seeking righteousness. The point is that we should use our phonographs extensively and show the people what a great advantage it is to them to have *Enemies* and *Cure* and to have *Consolation* coming to them every other Wednesday.

Testimony Card

The Society is providing every publisher with a testimony card which sets out briefly why people of good will should take advantage of this special offer. You may find that handing the testimony card to the person first and then introducing the phonograph will be to your advantage in gaining entrance to the home. Or, if you find it to the best interests of the work to use the phonograph first, then do that. Many of the publishers will find it very helpful to direct the attention of the people to the announcement on the back of the *Cure* booklet early in their discussion to show why the people should have *Enemies*, *Cure* and *Consolation*. Always bear in mind that this special combination is limited to these three months. At every home offer the dollar combination. If the people do not desire to have the magazine and cannot afford to contribute a dollar, then point out the great benefits that will be theirs by their reading the book *Enemies* and *Cure*, which you may leave on a contribution of only 25c. If they cannot take even this, and have shown sufficient interest to listen to your mes-

sage and would like to read something, then leave them the *Cure* booklet on a contribution of a penny or anything they wish to give. If they cannot contribute, and are willing to read, and promise to read it, leave them the *Cure* booklet free. We must leave the *Cure* booklet in the homes of more than ten million interested persons in these three months.

Three-Month Siege

It is the privilege of the publishers of the Kingdom in the United States to place seven million of the ten million *Cure* booklets printed in the English language. To place these seven million of the *Cure* booklet is a tremendous but possible task. To do this it will be necessary to reach at least fourteen million homes. That will mean that each company publisher in the United States must call on at least 500 homes in these three months and leave the *Cure* booklet in 200 of them. The individual quota for each company publisher is 200 booklets, 20 bound books, and three subscriptions for *Consolation*, in this three-month period. This tremendous task of distributing seven million of the *Cure* booklet and hundreds of thousands of the book *Enemies* (or *Riches*), and obtaining thousands of subscriptions for *Consolation* can be accomplished if each individual takes upon himself the responsibility of doing his share of the work. The auxiliaries and the pioneers have a higher quota than that of the company publishers. Each one of the auxiliaries during this entire period will, by the Lord's grace, place 500 booklets and 75 bound books and obtain six *Consolation* subscriptions. The full-time publishers—the pioneers and the special pioneers—have the privilege of making a quota of 1,000 booklets, 150 bound books, and 15 *Consolation* subscriptions. If everyone in the United States attains this personal quota for three months, the quota for the United States will be attained and the world quota will be met! What an opportunity! What a witness this will be to Jehovah's name!

If You Have Never Been a Publisher

Carefully consider Brother Rutherford's letter to you. This letter, along with this *Informant*, has gone to more than 43,000 persons. Instructions of how to carry on the field work, as set out in the *Informant* month by month, go to the same number regularly. This shows that there are many interested persons now reading the *Informant* and the *Watchtower* magazine who do not report as publishers of the Kingdom. The greatest number of publishers ever engaging in the Kingdom work at one time in the United States has been 27,004. That means those who are feeding upon the Lord's Word in

(Continued on page 2, column 1)

Brother Rutherford Writes to Witnesses 'Entering Period of Unusual Importance'

Letter Going to Every Watchtower Subscriber

This *Informant*, which sets out the details of the campaign, is being sent along with Brother Rutherford's letter of January 31, 1938, which is addressed "To the witnesses of Jehovah throughout the earth". A testimony card also is supplied. This letter is a great comfort to everyone who loves righteousness and who is willing to fight for the Kingdom under Christ. Because of the importance of this message from the president of the Society, it has been translated into every foreign language in which the *Watchtower* magazine is published. All readers of *The Watchtower* will receive this letter in their own language, and we feel sure that after considering its contents all those who are not al-

ready publishers will become such during this great witness with the book *Enemies* and the *Cure* booklet, and *Consolation*.

Brother Rutherford states that we "are now entering upon a period of unusual importance" and that NOW we must deliver to the people the message of the hour. Will you deliver that message? If you are not a publisher now, provision is made in this *Informant* for you to get a supply of literature, so that you may engage in this greatest of all campaigns. If you are located in territory where a company organization already exists you will be furnished the name of the company servant, whom you should contact immediately and avail yourself of the privilege in working with the witnesses of Jehovah throughout the earth.

Have You Studied *Cure*?

The suggestion is here offered that the companies substitute the *Cure* booklet for *Enemies* in their *Enemies* study period for the next few weeks, so that all will be thoroughly acquainted with *Cure* by the time the campaign begins. When the booklet is completed, then again take up *Enemies* where you left off.

Memorial, April 15

After Six P.M. Anointed and Companions to Assemble in One Place

As announced in *The Watchtower*, all of the anointed of the Lord who partake of the Memorial, and their companions who will be observers at the feast, should assemble at one place on the evening of April 15, after 6 p.m. The Society desires to keep a report on the Memorial. This report should appear on your April report card, at the bottom. Please show the following: Number of persons attending the services; number partaking of the emblems. All of those present at this memorable occasion will want to be witnesses for the Kingdom; and if you are not a regular publisher you should contact the company servant that evening or sooner, so that arrangements can be made to begin in the work.

Consignments to Companies Began February 1

Pioneers and Auxiliaries Must Order *Cure* Booklet

On February 1 the Society began making shipments of *Cure* along with orders sent into the office from the companies. We will continue to do this up to March 15. Every company in the United States should order some supplies between now and March 15, so that we can ship with this order your consignment of *Cure*.

"Cure" in Other Languages

Any company in whose territory there are Greek, Ukrainian, Spanish or Portuguese people can now have *Cure* in these languages also. These will not be consigned; you must order your supply. Please order immediately. Do not order *Cure* in any

Distributors' Copies

Special rates are offered on *Consolation* when five or more copies go to one address regularly. These are called "Distributors' Copies", because it is understood that these are to be used as samples in advertising the magazine and in securing additional subscriptions. The rate for Distributors' copies is \$3.00 per year for five copies of each issue to one address; and 60c for each additional copy per year. If less than five copies are ordered to one address this special rate will not apply, and the rate is then \$1.00 per year for each copy.

Sample copies of *Consolation* are not to be distributed as a substitute for the *Cure* booklet, but left only with those who subscribe or with those on whom you make back calls. Probably after the second or third back call you will be able to get a subscription.

(Continued from page 1, column 4) the United States and who are associated regularly with the Kingdom organization are not all engaging in the field work. In other words, there are more than 15,000 persons who know about their responsibilities to the Lord but have yet to take the necessary stand to be of those who give the warning to "Christendom" or aid those people of good will to come out of that wicked organiza-

Something That Has Never Been Done Before

Preparations for This Campaign

Never before, to our knowledge, has there ever been printed any publication whose first printing was ten million copies. Never before has there been a booklet released in 15 different languages at the same time for world-wide distribution. Never before has the same piece of literature been prepared and held in readiness in every principal country of the world for distribution on a given date. All of these things which have never been done before are now being done with the *Cure* booklet. In the English language alone we have nearly completed the printing of ten million copies. By April 1 all of these will be printed. Added to this there are hundreds of thousands of copies of *Cure* in 14 other languages being prepared for the countries where they are to be used as well as for those people in the U.S.A. who speak those languages. April 9 will be the beginning of the greatest campaign that has ever been waged against the Devil's organization by Jehovah's witnesses and their companions.

News flashes from all parts of the world show that the brethren and their companions are ready for this great campaign. They have *Cure*. They have *Enemies*. They have *Con-*

solation. Do you have your supply?

ENGLAND

"We will push this campaign to the limit. Hope we have to order 500,000 more *Cure* in addition to the 1,500,000 consigned."

AUSTRALIA

"Rush 75,000 more *Enemies* for *Cure* campaign."

BRAZIL

"Increase our order for *Cure* by 15,000. We are preparing for this campaign with great joy."

NORTHERN EUROPE

"We are asking for over a million *Cure*, which we hope to see vanishing by June 30."

MEXICO

"Setting a quota of 120,000 booklets, 9,000 books, 1,740 subscriptions."

CANADA

"The brethren all over Canada will attack religion as never before."

JAMAICA

"Making special arrangements to put out our quota and more if possible."

Reports for April, May, and June

Report cards will be made out the same as heretofore for April, including the report from the first day to the last, and the report for the testimony period alone in the space provided for this purpose. At the bottom of the report each company servant, pioneer, auxiliary and special pioneer should make the following notations: Number of *Consolation* subscriptions sent in to the Society during the month; number of back calls made during the month; and on the April report, of course, the Memorial attendance and the number of partakers of the emblems. Write it as follows:

"Consolation" Subscriptions _____
Back Calls _____
Memorial Attendance _____
Memorial Partakers _____

Consolation copies should not be reported as booklets, whether you leave them as sample copies or not. Pioneers and auxiliaries may report Memorial attendance and Memorial partakers in ONLY such cases as are isolated from a company gathering. Where a group of pioneers gather for Memorial in isolated territory, one of them should make the report for the entire assembly.

30,000 Publishers Can Be Reached

Will You Do Your Part?

Every effort should be made on the part of the company servant and the service committee during the next five weeks to contact every person in the company who has been a publisher or is a publisher, and find out if there is anything you can do to assist them to get into the service during this special campaign. As the last *Informant* pointed out, we have heretofore reached a peak of 26,250 publishers, and in order to bring this up to 30,000 publishers each company should increase its number of publishers 15 percent. In other words, if you had 100 publishers as your peak during October, November and December, then you should have 115 in April. As is point-

ed out elsewhere, there are 10,000 to 15,000 persons associated with the company organizations that are not now publishers. What are you doing to assist them in this work? Are you taking full advantage of your back-call privileges? Are there sufficient studies of *The Watchtower* and *Enemies* organized for the convenience of the brethren? Do you have weekly service meetings? Are they well arranged? Are they interesting? Are you doing everything possible to assist those people who love righteousness and the Kingdom to get into the field work? We can reach the 30,000 quota provided every company does its share by increasing its number of publishers 15 per cent.

Even if they do not take *Consolation*, and are willing to hear, arrange for them to hear.

Every company organization should keep a list of the names of those persons who subscribe for *Consolation*, and should see that these people are given attention during the campaign in the back-call work. The Society will receive thousands of new subscriptions because of the placing of ten million of the *Cure* booklet throughout the world. When we receive subscriptions direct from the newly interested, the names of these persons will be sent to the company organizations in whose territories these interested persons live; and when the companies receive these good-will slips they will please make a back call on those persons at an early date. We want to give all the people of good will a full opportunity to get a knowledge and understanding, so that they may take their stand on the side of the Kingdom. Persons of good will whose names you already have in your back-call file should be called on again during the three-month period, so that they may be able to obtain this special offer of *Consolation* and *Enemies* (or any other book) along with *Cure* on a contribution of a dollar. Every one of the Lord's anointed and their companions will pay special attention to the back-call work during April, May and June. Remember to report back-call activity.

If you have heretofore been a publisher for the Kingdom you will not

want to miss this opportunity to again share in the Kingdom work. If you have not yet been a publisher for the Kingdom, we feel sure that you will want to make every effort to share in the proclamation of the good news now, by availing yourself of the special offer set out in this *Informant*. By the grace of God this campaign will be the greatest that his organization on earth has ever waged, and it is our privilege to rise up against the enemy in war. Knowing that our warfare is to bear testimony to Jehovah's name, we sing forth his praises.

Order Blank

Watch Tower,
117 Adams St., Brooklyn, N. Y.

I would like to have a share in publishing the good news of God's kingdom. If there is a company of Jehovah's witnesses near my address, please put me in touch with them. If not, please send me complete information on how to be a publisher of the Kingdom. Also please send to the address below 40 *Cure*, 2 *Enemies*, 1 *Riches*. Enclosed find one dollar to aid in carrying on this work.

Name _____
Street _____
City _____
County _____
State _____