

INFORMANT

OCTOBER, 1939

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

BROOKLYN, N. Y.

Special Offer for "Theocracy" Period

Use *Salvation* and Booklet

Jehovah has graciously permitted his witnesses on the earth today to have an insight into his purposes and an understanding of his Theocratic Government, by means of which his name and word will be completely vindicated.

One year has elapsed since the Theocratic arrangements were put into operation, and now the Lord is pleased to set aside an entire month designated the "THEOCRACY" Testimony Period, during which time all publishers of God's kingdom will place themselves wholly at the disposal of the Theocratic Government under Christ by using their time to advertise that government.

Offer

The disturbed conditions, with "war", furnish us with a very good opportunity to advise the people of God's provisions for salvation and a righteous government of peace, as contained in the newly provided ammunition, *Salvation and Government and Peace*, which will be offered to the people during the month of October on a contribution of 25c. A testimony card is provided for the *Salvation* book; be sure to include the *Government and Peace* booklet with every book. The new introductory record, "Snare and Racket," P-204, is also available. Note that this record also mentions the *Enemies* book; so be prepared to offer

this as well. Be sure to leave a copy of *Government and Peace* with each one who shows interest in the message, even though he may be unable to contribute.

This period will be an excellent time for each publisher to thoroughly cover his individual territory with this new offer. One publisher reports placing forty of the book *Salvation* in just a portion of his neighborhood during August. Don't overlook this opportunity of permitting your neighbors to obtain *Salvation*.

Make arrangements with as many as possible for them to hear the two speeches, "Victory" and "Government and Peace", on records P-191 to P-218, on back-calls, at model studies, and at your Kingdom halls.

New Publishers Peak Reached

Of special interest to the companies is the chart found elsewhere in this *Informant*, showing a comparison of number of company publishers, 1938 and 1939. Note particularly the splendid increase during the current year since the Theocratic arrangements have been in effect. The chart shows only company publishers. For your further information, the total number of publishers for August reporting to the Brooklyn office was 42,319; and so our 1939 goal of 40,000 has been far surpassed! What shall it be for 1940?

"Government and Peace" Begins a New Year

Your Time in Field Important

The "THEOCRACY" TESTIMONY PERIOD, beginning October 1, will also mark the commencement of the distribution of the most widely heralded Kingdom message to date—*Government and Peace* in printed form.

This is by far the most important message that we have been privileged to deliver. The fact that the great Jehovah, maneuvering the forces of the enemy as well as directing his own army, prepared the stage as he did to give this message the setting it received at Madison Square Garden is one clear indication of its importance. The further fact that the adversary and his forces have tried so desperately to stop or destroy the message is another indication, and the continual and persistent effort on the part of the enemy to stop the advertising and presentation of this message in recorded form ever since it was released clearly shows how much the enemy fears it.

The Society is printing ten million copies of it. It is the publishers' job to take it and place it with the people. Let us, by the Lord's grace, do our part with zeal, enthusiastically and well.

Due to the heavy demand for *Salvation* and other Kingdom equipment it is impossible to print the entire ten million copies in time for the "THEOCRACY" Testimony Period. Therefore the following arrangement will apply. Please note it carefully and plan accordingly.

An initial supply is being con-

signed to all companies. This is only a small consignment, and is not intended as sufficient for the company's needs. Therefore each company is to order as many more as they can use effectively to thoroughly cover their territory. Watch this, and do not wait until your booklets are out of stock before reordering.

	HOURS IN THE FIELD		1938		1939	
	Co.	Avs.	Co.	Avs.	Co.	Avs.
Oct.	22,495	13.1	29,550	13.1		
Nov.	19,862	11.4	25,863	10.9		
Dec.	20,613	12.0	28,371	12.1		
Jan.	19,166	11.5	31,679	14.9		
Feb.	22,092	11.9	29,599	14.4		
March	20,755	11.0	31,729	15.2		
April	27,832	13.4	36,247	17.2		
May	25,401	12.6	35,629	16.7		
June	28,464	14.8	33,903	16.6		
July	22,248	11.8	37,172	18.3		
Aug.	23,183	12.8	39,453	17.6		
Sept.	24,050	9.5	?	?		

The foregoing table, for comparing the number of company publishers and the time devoted to field service month by month for the years 1938 and 1939, casts a very interesting side light on the progress of the Kingdom service, particularly the part played therein by the company publishers. The year 1939 shows a deeper sense of responsibility on the part of all, even though in hours it started out lower than 1938, due to a slump in November. The article in *The Watchtower* of December 1, 1938, calling attention to the responsibility of the Lord's people, and Brother

41,902 Field Workers in the United States

Look Ahead to 50,000 in 1940

It was a real joy to see the completed figures of the witness work in August, which month was designated the "Divine Mandate" Testimony Period". Undoubtedly all who desire to share in the divine mandate and the blessings of the Kingdom that will be theirs because of the stand they are now taking expressed their appreciation to the Lord by being publishers during the "Divine Mandate" Testimony Period. In the United States alone, 41,902 publishers reported as engaged in door-to-door witnessing. Publishers in Cuba and other places totaled 417, bringing the number of publishers reporting to the Brooklyn office up to 42,319. Last August there were 25,730 engaged in the field work in the United States. This shows an increase in 1939 of over 15,000 for this month alone. This news should make the hearts of all of Jehovah's witnesses and their companions rejoice, because surely they can see the great multitude taking their stand.

Distribution of the *Salvation* book got off to an excellent start, and the "THEOCRACY" Testimony Period just ahead should find as many publishers in the work and a greater distribution of books and booklets, due to the release of the *Government and Peace* booklet for distribution to the public. With the new year coming on, we look forward to the new quota of 50,000 publishers; which is a 25-percent increase over that for this year. When that is reached, we will raise it. Jehovah's rich blessing has been upon those persons who desire to follow and heed the instructions of Jehovah God through his Theocratic organization.

Canada

An interesting report has just been received from Canada, also showing that they had a new peak of publishers for August, namely, 5,109. This is an increase of 1,898 publishers over the same month of last year.

"Kingdom News" to Have Wide Distribution

The Question Asked and Answered in No. 5 Is, "Can Religion Save the World from Disaster?"

Kingdom News No. 5, dated October, 1939, written by Brother Rutherford, will have a wide distribution throughout all the United States and other countries. For the past several months many people have been wondering why Jehovah's witnesses are saying "Religion is a snare". Now Jehovah's witnesses and their companions will bring the answer to each one under the heading, "Can Religion Save the World from Disaster?"

Kingdom News No. 5 is the same size as the last one, but instead of having four pages it will have two, and when ordered by the company a special rate of 50c a thousand will be charged, instead of \$1 a thousand as was the cost of the previous issue, because this one has only half the number of pages. To pioneers, free. Order now.

The first printing will be 3,700,000. Each company should see to it that

the publishers have these with them and when going from door to door leave them with the people who are interested, advising them to first read this paper and then to study the books. Where persons are unable to contribute anything but show interest in the subject, give them a copy free and try to arrange a back-call, at which time each publisher should run the record "Snare and Racket", followed by the records "Government and Peace" or another series which they desire to hear. The company servant should see to it that a sufficient supply of *Kingdom News* is kept on hand for the next several months, so that each publisher can have a share in the distribution of *Kingdom News*.

As the work of information marches is discontinued for the present, another responsibility is upon the witnesses of the Kingdom, that of putting in the time previously spent in information marches in the distribution now of *Kingdom News* and the regular witness work. Order now and let *Kingdom News* have a wide distribution in your territory!

Rutherford's letter of January 1, 1939, had the effect of stemming the downward trend and of awakening many to their great privilege of increasing their time in the service, as shown by the steady increase in number of hours as well as the increase in number of publishers throughout the remainder of the year.

Increase in Hours

This table also demonstrates that increase in number of publishers does not mean a decrease in hours per publisher; for, despite the many new publishers that entered into the work, the number of hours per publisher shows a very healthy increase. In fact, it has been demonstrated that many of the people of good will and Jonadabs, who are daily coming

to see their privileges, devote much more than the average time to the field service. This, of course, is recognized by all as a start in the right direction. We believe much more can be accomplished, and will be accomplished, during the coming year. The 60-hour quota per company publisher, suggested in Brother Rutherford's letter and in *The Watchtower*, should be striven for by everyone who is physically able to devote a reasonable amount of time to the Kingdom service; and while many may be unable to attain it, we are confident that a great many more will reach this goal during the coming year than attained it during the past, and those who do not attain it will, by reason of their striving for it, increase their time in the field very materially as a result.

Keeping Track of Our Increase

Each Company to Have Its Chart

The reports thus far received on the witness work accomplished by the companies during the fiscal year of 1939 just closed is very encouraging. The enthusiasm and zeal of the brethren is high, and we confidently expect and look forward to 1940 to be the greatest year ever to the honor and praise of Jehovah and his King Christ Jesus.

One particular fact noticeable last year is that the companies making the most rapid progress have been those whose servants are continually watching and reporting to the company on every phase of the witness work. The interest and zeal thus shown by the servants have fired the other publishers with similar enthusiasm, and the result has been that the company as a unit has wholeheartedly taken hold of every campaign and suggestion of the Society, with corresponding benefit to the people of their territory.

As one aid to all companies to be on the alert, the Society recommends that a large chart be made and conspicuously posted in your Kingdom hall showing the work done by the company during each month of 1939 with space beneath for comparing with it the work done during 1940. Below is set forth such a chart, which should be immediately made and kept up by each company. The chart sets forth the activities of a representative company during 1939. We suggest that the 1939 report be shown in red figures and the corresponding report for each month

of the new fiscal year be contrasted by being shown in black figures. Special consideration should be given monthly to three features of the work which are largely under the control of each company publisher. These are PUBLISHERS, HOURS, and BACK-CALLS. The brethren can get out in the field service every month and thus "control" the number of publishers witnessing; they can put in time, the amount of which depends on the vision and zeal of the publisher; and they can make back-calls. The placement of literature and the sound attendance are beyond our control, though they are greatly affected by the other three features. Each publisher should make it his FIRST BUSINESS to get out in the field service, at the very least, once during every month, put in as much time as possible, and make back-calls; and the zone servants and servants of the company should continually emphasize these features before you the quota set for 1940: 50,000 publishers, which is an increase of 25 percent over last year; 60 hours a month in the field, the quota outlined by Brother Rutherford in his letter of January 1, and of which we are still far short; and one back-call a week for each publisher. We hope to reach this quota by the end of 1940; and to do this each publisher must DAILY do what he can to further the interests of the Kingdom. Watch the chart, and make each month a greater one to the vindication of Jehovah's name and word.

OUR YEAR'S KINGDOM WORK

	1938	Books	Bklets.	Pubs.	Hours	Subs.	Att.	B.-C.	Hrs.	B-C
OCT.	1939	118	2,142	80	1,235		991	174	15.4	2.2
NOV.	1938	90	1,841	82	1,107		1,427	151	13.5	1.8
DEC.	1938	597	1,545	79	1,308		2,468	197	16.6	2.5
JAN.	1939	340	3,833	92	2,017	94	3,108	407	21.9	4.4
FEB.	1939	198	3,479	90	1,764	92	2,770	382	19.6	4.2
MAR.	1939	207	3,240	89	1,701	99	2,568	517	19.1	5.8
APR.	1939	217	6,424	98	2,346	101	2,614	531	23.9	5.4
MAY	1939	194	6,027	97	2,588	89	1,909	390	26.7	4.0
JUNE	1939	72	3,210	102	2,750	21	897	304	27.0	3.0
JULY	1939	141	3,127	96	2,819	12	1,218	301	29.4	3.1
AUG.	1939	415	2,246	105	2,483	18	1,844	421	23.6	4.0
SEPT.	1939	440	3,971	107	3,240	23	2,236	529	30.3	4.9
YEAR	1940	3,029	41,085	93.1	25,358	549	24,050	4,304	22.7	3.9

Leave Something in Every Home

Society Has New Folders

It is our duty and privilege to continually hold before the people the generous provisions which Jehovah has graciously made for their protection and safety. We do so by bringing to them the message in printed and recorded form, and, additionally, by means of the bookmarks, the *Salvation* and public meeting folders, and electric flasher signs, we direct the people to where they can come and get complete instruction and aid. Now, more than ever before, it is vitally necessary to leave something with each person who is at all kindly disposed to the Kingdom message, even though that may be but the *Salvation* or public meeting folder. Reports coming in to the office show that much good results from such advertising, and all companies and publishers should fully equip themselves with all these forms of advertising and daily put them to use in the field. The folders can be had at 40c a thousand. The bookmarks are \$2 a thousand;

\$1.25 for 500; \$.75 for 250. Not less than 250 bookmarks can be ordered. Be sure to use the special order blank for bookmarks.

Kingdom Hall

A word about arranging for a suitable Kingdom hall. This need not be a regular auditorium or hall. A vacant store in a good location can be rented and easily fixed up for study and service meetings. Chairs can be bought very reasonably, and the entire outlay be within the reach of companies of average size. The Kingdom work is ever increasing, and all companies should keep up with this steady progress.

Flasher Signs

To aid the great multitude of people of good will to associate themselves with Jehovah's theocratic organization, it is essential that our Kingdom advertising campaign be of as permanent and uniform order as possible.

Day and night we should be ad-

World-wide "Watchtower" Campaign Report

67,229 Publishers in the Field Work More than 5,000,000 Hours

While it may seem a long time since the *Watchtower* Campaign was completed, it has taken all this time to get in the final reports from every corner of the globe. Reports show that from January 1 to the end of April, which was the period set aside for the *Watchtower* Campaign, the greatest number of publishers ever engaged in the field in any one month were active. During this campaign it was the desire of everyone to obtain *Watchtower* subscriptions and place bound books and booklets. 121,073 new *Watchtower* subscriptions were obtained, surpassing our quota. We almost made our quota on books, placing nearly 700,000; and the booklets were over 11,000,000. Jehovah's rich blessing was upon this four-month special effort.

When we consider that over 5,000,000 hours were spent in witnessing, we know for a certainty that many people heard of the Kingdom

and undoubtedly are now receiving a rich blessing from the reading of *The Watchtower*, the *Enemies* book, *Face the Facts* and *Fascism or Freedom*.

It is a real pleasure to set out the *Watchtower* Campaign of 1939 with a similar world-wide campaign of last year:

	"W.T." Camp. 1939	"Cure" Camp. 1938
Books	695,914	773,264
Booklets	11,186,803	11,743,603
Total Lit.	11,882,717	12,516,867
Pioneers	3,911	3,464
Auxiliaries		1,348
Company Pubs.	63,318	53,286
Total Pubs.	67,229	58,098
Hours	5,158,791	3,341,308
New Subs.	121,073	108,253
Sound Attend.	6,204,210	5,273,447
Back-Calls	744,563	184,156
Memorial—		
Attendance	79,558	68,133
Partakers	31,426	38,798

100-Pound Shipments

A large majority of companies could order 100-pound shipments if the company servants and stock-keepers did a little planning in ordering. Please have in mind that it costs just as much for the Society to send a 75-pound shipment of books by freight as it does 100 pounds. To send several small orders a month means the Society spends more money to get the literature to you than if you would order one large shipment a month and make it 100 pounds or more. The Society does not encourage small companies to order 100 pounds, but they should place an order about once every two months for the supplies they require and at the same time make remittance for the literature placed during the previous period, so as to keep their accounts in good condition. Where there are pioneers in small companies, or even large companies, the pioneers can be asked to turn in their orders at a certain time, to be mailed to the Society in the same envelope, so that all of this literature can be shipped out as one shipment, thus taking advantage of the 100-pound freight rate. The literature can be distributed to the pioneers at the company headquarters when received. When these joint orders are shipped as one shipment the various packages are marked on the sealing tape as to whom they are for, thus making it unnecessary to open the carton to see what is in it. Co-operation on the part of company servants and groups of pioneers ordering 100-pound shipments will save the Society considerable money which can be used for other interests of the Kingdom.

vertising the new book *Salvation*, local public meetings, *Watchtower* studies, etc. The Electric Flasher signs are a great permanent aid in this connection, and each company should avail itself of this medium of advertising. Order and use these signs daily. You can still get two of these signs for only 50c. and included in this special offer are three inserts for advertising *Salvation*, and inserts for *Riches*.

You can advertise your local meetings by means of the Flasher signs. The time and place of your meetings can be printed on a light-colored paper and inserted in the signs. This is a simple and very effective reminder. Use them in your Kingdom hall. Use them everywhere! Advertise! Advertise!! Advertise!!!

Do Not Ship Literature to Foreign Countries

Brethren having friends or relatives in other countries should not send literature to those countries. If you want these friends to get literature, order it through the Brooklyn office, and we in turn will forward your order for filling by the Branch in the country where you want the order delivered.

For example, if some Polish brethren in the United States want books sent to Polish people in France, send your order to the Brooklyn office with the proper remittance and the Brooklyn office will forward your order to the French office to fill. Government authorities have confiscated considerable literature sent from one country to another by the brethren. It is best to do this through the organization that the Lord has provided.

Bibles

Many of the brethren throughout the country are obtaining Bibles from different sources to place with the literature. This is quite all right, and there is no objection to their doing so. However, care should be taken that these Bibles do not contain comments that are contrary to the truth and confusing to the people. Only Bibles should be used that have no comments in them beyond the marginal rendering and concordance.

Discontinue Information Marches

Information marches throughout the country have given a good witness. But the witnesses will discontinue information marches for the present time. After October no more information marches are to be held by any of the companies until further advised by the Society.

The material you have for information marches can be stored until further notice.

Crusade Against Christianity in Polish

The Polish edition of the book *Crusade Against Christianity* has been printed in Europe. Paper-bound edition is ready, and those brethren who read that language or have friends who read it, and are interested in this book, can obtain it from the Society. Order it through the Brooklyn office or your Branch office. The books have not yet been received at Brooklyn, but as soon as they are received your orders will be filled. The paper-bound edition will be 50c.