

# INFORMANT

FEBRUARY, 1941

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

BROOKLYN, N. Y.

## "Ehud's Sword" Testimony Period Feb. First Month of "Watchtower" Campaign

### 100,000 New "Watchtower" Subscriptions Should Be Easy Quota for United States

#### Peak of Publishers Should Be Reached During "The Sign" Testimony Period, in April

A year's subscription for *The Watchtower*, read regularly by persons of good-will, is the most complete form in which the message of The Theocracy can be placed in the hands of the people. By the Lord's grace this *Watchtower* campaign will be the greatest yet in the interests of the Kingdom.

How can this be accomplished? The drama of "Ehud", which we have so much enjoyed, brings some very timely suggestions to the mind of each publisher of The Theocracy. Ehud made preparation, and had courage and speed, and was accurate in his work. He had zeal for the Lord's cause and righteousness and, above all, unity in action to the advancement of the kingdom interests. Jehovah gave Ehud a job, and he set out to fulfill his commission. He obtained the necessary equipment, the sword, picturing God's word of truth. He kept it on. At the proper time he used it, and without hesitation he drove that weapon to its mark straight and true. The same thing is required of every person today if he would receive the approval of Jehovah and His rich blessing. This means no time wasted. Every moment of time possible must be devoted to the Kingdom service. We see on every side practically every nation of the Devil's organization closing down the Lord's work, except England and the United States. The attaining of any great quota this year depends almost wholly upon the publishers in these two countries, and primarily the Theocratic servants in the United States. What are you going to do? Are you going to make this the greatest year ever in the witness of the Kingdom? By the Lord's grace it can be done.

#### The Offer

A very special offer is made by the Lord's people at this season of the year, namely, a year's subscription for the *Watchtower* magazine, 24 issues, and giving free a bound book and a booklet to each person who subscribes. The book *Religion* will be used primarily, but if anyone has it he can have his choice of any of the other publications. The same is true of the booklet *Satisfied*. Have in mind always to first present to the people at the door the *Watchtower* magazine on a dollar contribution. Do not drop too quickly to the bound book and booklet on a contribution of 25c, nor to the 3 booklets on a contribution of 10c. Remember that during this *Watchtower* campaign the

objective of each publisher of The Theocracy should be that of obtaining *Watchtower* subscriptions, and to aid in doing this use the phonograph and doorstep setups.

It would be well for each publisher to refer to the November *Informant* on how to make these setups with greater efficiency. Use the special *Watchtower* record "Instruction" in introducing this magazine in this special offer. Have with you the Testimony Card, which has been consigned to all companies. Learn to talk subscriptions now, and keep it up for three months. Remember that during this campaign if you meet a person who is already receiving *The Watchtower*, he may obtain the *Consolation* magazine on the same terms.

#### Each Publisher Should Be a Subscriber

In checking through the files it is found that many brethren are no longer regular *Watchtower* subscribers but they obtain their copy of *The Watchtower* from the advertising servant, getting it from the distributors' supply. At this time it is essential and to the publisher's own interests that his name be on the *Watchtower* files at the Society's office at 117 Adams St., Brooklyn. If you, as a publisher, are not a regular subscriber you should subscribe immediately.

#### Back-Calls

The work of making back-calls and following along with model studies has always helped the *Watchtower* campaigns; and Brother Rutherford has instructed, in his letter of January 8, 1941, "Wherever interest is shown, fail not to arrange for a back-call." The more hours that we put in the field, the more back-calls we will make and the greater will be the distribution of *The Watchtower* during 1941. The following table is interesting in that it shows the number of new subscriptions received at the Brooklyn office from all over the world during the special campaigns with magazines during the past three years:

	1st month	2nd month	3rd month	4th month
1938	15,233	21,510	19,352	16,911
1939	17,928	19,085	22,539	17,855
1940	11,745	15,088	15,631	9,144

We feel certain that with more than 50,000 publishers regularly engaged in the service these records can be beaten each month without any difficulty.

#### Campaign Will Gain Momentum

February may be a cold, hard month in which to work, but we hope that at least 50,000 publishers will be engaged in the field service with the *Watchtower* magazine, *Religion*, and *Satisfied*. As spring comes

on conditions will be somewhat better and more of the brethren will be able to get into the field and, without question, should be able to put in more time. The Lord's people are not looking for good weather and for better conditions under which to work, because we know that eventually conditions may be far worse than they are now, and as long as we have work to do and are assigned by the Lord to do it we must go ahead; but in this campaign beginning with "EHUD'S SWORD" Testimony Period we may naturally expect that as the days, weeks and months go by greater momentum and force will be backing this campaign, not only in the increased hours put in the field work, but in the number of back-calls made, model studies begun, use of the records "Religion" and "The End", more book studies organized, and more publishers coming into the field organization.

By April, at which time we will celebrate the Memorial, the greatest number of publishers in the field for 1941 should manifest themselves. At that time there will be an added incentive to press on with the battle, in the two new booklets written by Brother Rutherford. *Theocracy* will be released for the first time. Right along with it comes another new booklet, *God and The State*.

In April the special offer will be *The Watchtower* subscription, with a book and these two new booklets, on a contribution of one dollar; dropping to the book and two booklets on a 25c contribution, and finally, if these offers are not taken, to three booklets on a 10c contribution or either one of the new ones on a 5c contribution. Consignments are now being made to companies, so that all the publishers of the Kingdom will be supplied. So that the publishers will be equipped, the presses at Brooklyn are running extra time in order that these two new booklets can be released simultaneously.

What a witness against the Devil's organization! and what a joy to the Lord's people in hammering home the truth! The *Watchtower* campaign is not one that becomes easier as time goes on, but one more strenuous right up until the end, culminating with "The Sign" Testimony Period.

#### Quota

In times past the Society set a quota for all the world, 100,000 new subscriptions, and placed over a million bound books and 12 million booklets. In view of so few reports coming in from nearly all parts of the world now it seems advisable to

change this quota and set one for the United States alone, where we still have freedom to move ahead in the proclamation of the Kingdom.

A three-month quota for each company publisher should be 3 *Watchtower* subscriptions, 15 bound books, and 90 booklets. Pioneers should set their quota much higher, due to the fact that they put in many more hours; namely, a three-month quota of 21 subscriptions, 120 bound books, and 750 booklets. By the Lord's grace and an extraordinary effort put forth by the servants of The Theocracy during February, March and April, we might expect to place in the United States at least 100,000 subscriptions for the magazines, one million bound books, and 6,750,000 booklets. This will mean a diligent effort on the part of every publisher. And you will note a change from January *Informant* in your individual quota.

#### How to Handle Subscriptions

When you take a subscription for a magazine, always remember that the name of the publisher and the name of the company should appear on each subscription slip that is sent to the Society. The subscriptions should be sent in to the office at least once a week, with the remittance. A Subscription Record Sheet should accompany these subscription slips. The secretary or one assigned to look after this work should be careful to check each subscription slip, see that it is written plainly, and address is correct, and also check the Subscription Record Sheet, so that no errors will be made. In this way time will be saved and complaints be reduced. The company should also keep its records complete and accurate.

#### Distributors' Copies

Publishers, in order to carry on the *Watchtower* campaign properly, will need plenty of *Watchtower* magazines. Therefore you should be sure that you are ordering a sufficient supply of distributors' copies of *The Watchtower*. It is noted that approximately 300 companies in the United States are not listed among our distributors for magazines. Either they do not appreciate the need of this campaign or they have failed to make proper remittance on their magazine account. Remember that the one handling distributors' magazines on behalf of the company is responsible to see that proper contributions are received for the magazines and that remittance is made to the Society in the proper manner.

Each company servant and other servants in the Theocratic organization should check carefully to see that everything is now running in smooth order; that is, that all publishers are supplied with subscription slips so that a copy can be left with the subscriber and the original turned in to the secretary for proper handling as described above; that phonographs are put to good use; plenty of *Religion* books on hand; that publishers have the "Instruction" record for the doorstep setup; that there is a sufficient supply of sample copies of *The Watchtower* for street-corner work, routes and

(Continued on page 2, column 3)

# Brother Rutherford Writes Comforting Letter

## Book Study Organization Necessary

### Following These Instructions Means a Blessing to You

Recently Brother Rutherford's letter of January 8, addressed "To the Servants of The Theocracy", was forwarded to all companies, pioneers, zone servants and regional servants, with additional copies to the companies so that it could be considered in detail at the service meetings and read at the *Watchtower* and other appropriate studies. This letter should be considered point by point at the service meeting. It should be carefully studied and applied to each company's local circumstances and service requirements.

The most effective way to consider this would be to schedule one point for each service meeting, which would cover a series of five service meetings. A brother should be assigned to take up the matter in detail, discuss it with the company, and carefully check and see to what extent the company is delinquent in the particular features with which he is dealing, and consider ways and means of overcoming such weaknesses.

es. In addition to taking it up in this manner at the service meeting it should be read periodically at the *Watchtower* studies and at the book study centers.

#### Book Studies

All of the Lord's people undoubtedly have by this time finished a careful study of the 1941 *Yearbook* and have been able to see the very important part that book studies have played in maintaining the interest and continuing organized activity in the many countries throughout the earth where prohibitive legislation had been enacted against our work and where war conditions made it extremely difficult to maintain any semblance of organized activity.

The Society's recommendation that book studies be established throughout each company's territory is again forcibly called to our attention in Brother Rutherford's letter of January 8. It is important, therefore, that each company should immediately organize these book study

groups throughout their territory where ten or more brethren can attend. A study conductor will be assigned to these studies by the Society. The acceptance of such an appointment indicates that this study conductor accepts the privilege of conducting the study and assuming the responsibility for the territory that will be assigned to that study and that he will see to it that arrangements are made to keep those attending the study acquainted with the service work in that area, take them into the field and properly look after the back-call interest, as outlined in a previous *Informant* and in the "Amendments to Organization Instructions".

The reason that the Kingdom service was carried on successfully in many countries throughout the earth during the past year is that these arrangements were definitely established by the companies before their activity was circumscribed. It behooves the Lord's people in this country to profit by this lesson and make the necessary preparations now for any such emergency that might arise in this country in the future.

### Model Study Booklet No. 3

The Society is pleased to announce that *Model Study* No. 3, covering the lectures "Religion" and "The End", is now available for all persons interested in The Theocratic Government. It is a 32-page booklet.

All who heard these talks during the Theocratic Convention of Jehovah's witnesses or who have heard them since in recorded form will appreciate the questions and answers on these two subjects and profit greatly by the study thereof. In considering Brother Rutherford's letter of January 8, all publishers will appreciate as never before the necessity of making back-calls and starting model studies with people of good-will.

The Lord has graciously provided this additional food for his people and the privilege of helping others learn of his righteous government. Companies may order the new booklet, *Model Study* No. 3, now, at the usual rate of 5c per copy, and upon receipt of the same, begin to study it and help others in its study.

#### New Publications

Salvation: Swedish, Portuguese, Afrikaans.

Conspiracy Against Democracy: Spanish.

Model Study No. 3: English.

Theocracy: English.

God and The State: English.

Refugees: Afrikaans, Chinese, Italian.

Consolation: Chinese.

## Theocratic Publishers Have Best Month

### 5,090,835 Books and Booklets Placed in December

Jehovah in his goodness and mercy arranged for seven booklets to be placed on a contribution of ten cents during the month of December. Publishers of The Theocracy saw the advantage of placing as many of these in the homes of the people as was possible, and therefore the month of December was one of the best months we have ever had. We did not reach a peak in publishers, but for December we had the highest number ever engaging in the field service at that time of the year, namely, 53,879. There were 3,844 pioneers (which includes the special pioneers and zone servants), and these brethren placed approximately 2,060,000 booklets. Had they reached their quota of 1,000 booklets each it would have been considerably better. 50,035 company publishers placed approximately 2,940,000. Company publishers were a little under their quota of 70 booklets per publisher. However, this is the finest month we have ever had in the distribution of booklets. We look forward with joy to the coming months and press on with the work, and will have the pleasure, shortly, we hope, of sur-

passing all our previous all-time peaks set out below, four of which are of more than eight months' standing. Let's change them soon.

#### British Brethren Worked Harder

Our British brethren, despite air raids, a severe winter, and difficulties from every side, did much better than those in the United States during the December, "Courage," Testimony Period. 9,188 publishers placed 1,357,342 books and booklets. Had the publishers in the United States worked as hard as our brethren in England, that is, put in as many hours proportionately, the United States placement of booklets would have been over eight million. In the United States we do not have black-outs, air raids, war restrictions; we have greater freedom—let's go to work.

#### PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.	Pioneers
Pubs.	55,039 Jun '40	3,636 Nov '40
Av. Hrs.	20.3 Jun '40	125.9 Oct '39
Av. B-C	4.6 Oct '40	26.9 Nov '39

	DECEMBER 1940	DEC. 1939
Pubs.	Av. Av.	Av. Av.
	Hrs. B-C	Hrs. B-C
Comp'y	50,035 15.8 3.6	14.5 2.1
Pio.	3,844 110.8 24.1	109.8 15.4

### Mailing of Informant

The *Informant* is sent as first-class mail so that the information contained therein will be given to the company organization only. So as to save on postage we never mail a company more than one ounce. Small companies do not require as many copies of the *Informant* as larger companies; therefore, to companies where there are 1 to 5 publishers we mail 1 *Informant*; 5 to 15 publishers we mail 3 copies of the *Informant*. Companies of 16 to 30 publishers receive 5 copies. All the larger companies are mailed 8 copies of the *Informant*. When it becomes necessary for the Society to send a letter or some other information in the same envelope, an *Informant* is omitted, to save postage, thus making it 7 copies to the larger companies.

Two copies of the *Informant* should always be kept in the permanent files: one in the files of the company servant and one in the files of the secretary. Two of the other copies of the *Informant* can be cut up, giving the various articles to the various servants to whom they apply. The main point of the *Informant* as discussed at service meetings should be given to study conductors to use at the book studies and the *Watchtower* meetings. It is essential that all associated with the company attend the serv-

ice meetings, so that they may keep abreast with the information brought to you through the *Informant*. Please do not ask for extra copies, as they will not be furnished.

### Watchtower Sample Copies

The Society has an extra supply of 45,000 copies of the December 15, 1940, *Watchtower*, which contains the article "Persecution". These will make very fine sample copies for use during the *Watchtower* Campaign in addition to the regular issues. Companies desiring copies of this issue may obtain them at one cent per copy as long as they last. Orders (with remittance) received first will have first attention.

### Folders

Whenever possible please order folders on the regular order blank furnished by the Society. If this is not possible, please state whether you desire book folders or transcription folders. Do not order "Religion folders", as we have records and a book by this name.

## New Booklets Released in April

### "The Sign" Period Should Find All People of Good-Will Engaging in the Field Service

Brother Rutherford has recently furnished us with two new booklets. This is no time to slow down on the witness work, but plan for greater activity than at any time heretofore. "The Sign" Testimony Period is the third month of the *Watchtower* Campaign, and it is at that time that the new 64-page colored-cover booklet *Theocracy* is released for the first time. Along with this comes another 32-page booklet, self-covered, entitled *God and The State*. The messages contained in these booklets are of great importance and should be put in the hands of all persons of good-will.

Beginning April 1 the campaign offer will be the *Watchtower* magazine (for one year), and *Religion*, also two booklets, on a contribution of one dollar. If you do not take a *Watchtower* subscription, then *Religion* and two booklets, on a contri-

bution of 25c, should be left. If that combination is not taken, then three booklets, *Theocracy*, *God and The State*, and any other booklet, on a contribution of 10c, or either of the booklets on a 5c contribution. April should find several million of these booklets placed in the hands of the people.

Consignments of these booklets are now being made to all companies. You will have your supply by April 1. Pioneers, zone servants and special pioneers will please order their supply immediately, using the regular order blank. The factory is working extra time in order to get these two publications printed in sufficient quantities and shipped to you, and it is hoped that all of the brethren in the field during "The Sign" Testimony Period will put in extra time in distributing them.

Make April the greatest month in number of publishers in the field and average hours to date! Let's work while we can!

(Continued from page 1, column 4) samples in the field; and all the other requirements.

The Lord in his goodness and mercy has seen to it that a proper witness for The Theocracy is given to the people throughout the earth, and it is our joy, and we esteem it a great privilege, to honor the Lord's name at this time. Unity of action is very essential. Brother Rutherford's letter of January 8, 1941, emphasizes this point: "There must be complete unity among the servants of the Lord. There must be harmonious action, each one being diligent to quickly comply with organization instructions. Anyone causing or attempting to cause dissatisfaction or trouble gives evidence that he is not of God's organization. The greatest opportunity ever given to creatures is now to work together under the command of the Lord Jesus Christ." Let us, therefore, go forward in this great work placing *The Watchtower* in as many homes as we possibly can, and reach our quota in subscriptions, books and booklets. This can be attained if we reach our quota in hours in the field and back-calls. Let us work while we can.

### Company Servant, Treasurer, Stockkeeper, Advertising Servant, Please Take Note

Once each month the Society sends all companies and pioneers a statement showing the standing of their book account. Those having magazine distributors' account also receive a statement showing the balance on that account. These statements are valuable, and each company and pioneer should keep a file of statements for reference.

Companies and pioneers are continually requesting itemized statements of their accounts, particularly the magazine distributors' account. This should not be. When you receive your statement, check the figures, comparing the invoices received during the month and the number of magazines received, as well as the credits issued; and if satisfactory, file it for future reference. If companies and pioneers properly care for these statements it will be unnecessary to send copies.

### About Transferring Stock

For the convenience of all Theocratic publishers during the booklet campaign, the Society arranged for literature to be transferred without first obtaining permission from the Society. This arrangement, however, was just temporary and will not be continued. All company servants and pioneers will please write to the Society for approval before transferring literature.