

# INFORMANT

AUGUST, 1938

'Be not afraid: the battle is God's.'—2 Chron. 20:15.

BROOKLYN, N. Y.

## Announcing World-wide Convention, Sept. 9-11

Brother Rutherford Speaks Sat. and Sun. | Widely Advertise "Face the Facts"

London the Key City

50 More Connected  
by Direct Wire

### Important That You Attend

On this page appears a letter from the president of the Society "to lovers of righteousness". Read this letter immediately. After so doing, we feel sure your answer to the question in the first paragraph will be "Yes" and that you will be at one of the convention outlets in this country or other countries.

It is with real joy that we announce this outstanding event for the Lord's people. The greatest convention of all times, international in scope, has been arranged for September 9, 10 and 11. Preparations are now well under way for the most unique and tremendous witness that has ever been given through convention arrangements. This world-wide convention is so far-flung that it will be possible for practically every one of Jehovah's witnesses and their companions in the English-speaking world to attend the convention.

We are unable to express in words our gratitude to Jehovah for making this extraordinary provision through his organization for the assembly of his people, so that we may be further strengthened and aided in carrying on the warfare.

Brother Rutherford will address all the assemblies, of which there will be more than 50 throughout the world, direct from London, England. From this central location will come words of instruction and comfort, transmitted by the modern means of international and transcontinental telephone lines. Twenty-three auditoriums, hooked up in the same number of cities throughout the United States, will be so located that none of the brethren will have to travel far in order to share in the blessings of this, the greatest of all conventions. You will be there not only to share in the blessings, but likewise to take part in the tremendous witness to be given.

### Two Features

On Saturday, September 10, Brother Rutherford, by the grace of God, will address this international assembly, speaking particularly to the consecrated. On Sunday, at the public meeting which will be extensively advertised throughout the world, he will speak on the subject "FACE THE FACTS". Royal Albert Hall, we feel sure, will be packed out at this meeting, and at the same time, we hope, more than 50 other large auditoriums will be filled to capacity. We must do our part from now until September 11 to advertise. The subject alone thrills us and  
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July 19, 1938

### TO LOVERS OF RIGHTEOUSNESS:

Will you put forth your best endeavor to advertise the kingdom of righteousness that will bring peace, happiness and life to humankind?

September 9-11, 1938, a world-wide convention of Christian people will be held. London, England, will be the key position. On Saturday, the 10th, at 8:00 p.m., London Time, an address will be delivered specially for the aid and comfort of the Jonadabs and others who are seeking the way to Zion. On Sunday, the 11th, at the same hour, a speech will be delivered at Royal Albert Hall for the benefit of the public. That hall will be directly connected with many other halls throughout the English-speaking world, that all the people there assembled may simultaneously hear. Let everyone who is anxious to see God's kingdom under Christ in full operation with its beneficent results to humankind make it his or her business to advertise that convention and urge the people who want to know the truth to attend and hear the above-mentioned lectures.

This is one occasion to prove your love for God and his kingdom under Christ. With joy do your part, and receive the Lord's blessings.

Yours in the full interest of the Kingdom,



## United States Receives Its Greatest Witness Three-Month Campaign Surpasses Every Other

### New Peak in Publishers Reached in June World-wide Convention Another Advance Movement

The report for June, the final month of the three-month campaign with the *Cure* booklet, *Enemies and Consolation*, surpasses anything previously accomplished in the United States and the outlying countries reporting to the Brooklyn office. In the United States alone there were 31,110 publishers in the field—a new peak—showing the continued increase of the multitude.

These brethren placed 168,579 bound books and 3,408,636 booklets. In June every publisher got down to business and put this campaign over the top. No wonder we are now hearing loud squawks from the "old lady"! Including the 241 publishers in outlying possessions we find that the literature placed under the Brooklyn report makes a grand total of 3,597,730, the greatest witness given in any one month.

And now for the three months' work. It is astounding! According to the reports there were 31,461 different publishers in the field during April, May and June. Bound books placed, 480,453; booklets, 6,540,243. What joy this brings us when we see the strenuous witness that was

given by the distribution of 7,020,696 pieces of literature in but three months' time! Surely this is the Lord's work and is marvelous in our eyes! All who have been privileged to share in this campaign can rejoice with their brethren in this accomplishment.

*Consolation* will be going regularly to thousands of new readers, due to the campaign. In the United States 73,006 subscriptions were taken. Including subscriptions received from branches, the total to date is 89,961.

Now we look forward to another great move against the Devil's organization and for the Kingdom, namely, the WORLD-WIDE CONVENTION. Surely we can expect every one of these faithful witnesses, who have fought valiantly and hard during the three-month campaign, to be in attendance at the convention which will be held internationally. Therefore, during September 9-11 we should have fully 30,000 publishers in the field pressing the battle to the gate. As soon as the final world-wide report can be obtained it will be published for your enjoyment and comfort. We rejoice to know that the battle is God's, not ours, but that we can carry the warning to the people in advance of the final battle.

### Much Work for Each

### Publisher Before and During Convention

"FACE THE FACTS" is the subject of Brother Rutherford's lecture for September 11 which will be delivered at Royal Albert Hall, London, England. What a thrilling subject! The handbill being prepared to advertise this lecture states, "Only once before in world history have conditions been anything like the present time." Are you not anxious to have all people of good will who want to "FACE THE FACTS" and know the truth. It is our privilege to see to it that they have an opportunity to know when and where this meeting will be held.

### So that They May Know

The Society is preparing now to print millions of handbills which will be consigned to all the cities in which there will be an outlet of the international convention. Cities nearby will also be consigned a few thousand of these announcement slips to be used in their regular witness work shortly before the convention. Pleafards will be printed and furnished to the convention city companies. Sound cars will be used, from now until the convention, throughout the land, announcing the convention and the nearest point at which the lecture can be heard. In order for the people to hear this message they must be in one of these auditoriums.

At the convention itself there will be the "sandwich sign" parades, the sound cars and the distribution of the handbills announcing the local meeting. But more important than the distribution of these handbills will be your personal contact by witnessing from door to door in the convention city and personally inviting everyone to whom you talk to come to the convention, particularly to the public meeting Sunday afternoon.

### Your Work Before the Convention

Great publicity must be carried on before the convention, such as seeing that the "announcement" of the convention is put in the hand of every one of the persons for whom you have a Back Call slip. These special "announcements" are mailed with this *Informant*. From now until the convention, let all publishers write their relatives, friends, and people of good will about this convention. Not only should the publishers call on every "back call" name and leave a special announcement, but, in addition, the company should mail a letter to these persons about two weeks before the convention, asking  
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# Booklet "Warning" Released at Convention

## Special Distribution for Three-Day Period

### New Peak of Publishers Expected at World-wide Convention

The presses at the factory are running at top speed, turning out the new booklet *Warning*. Shipments of these are going to all countries of the world, and shortly we shall have a supply on hand to ship to the convention cities in the United States. Consignments of the booklet will go to all convention cities, and, beginning on Friday morning, at 9 o'clock, publishers attending the convention will go to the field to distribute for the first time the new booklet *Warning* and the handbills. Publishers will invite the people to come to the convention, as well as arrange as many phonograph back calls as possible for Friday, Saturday and Sunday. Every publisher who possibly can should be equipped with the phonograph and the records "Relief" and "Enemies". *Warning* will be offered for the first time, throughout the world, on a contribution of 5c. Hundreds of thousands of copies of these should be distributed. You should have bound books with you so that these too can be placed if desired. *Warning*, on a contribution of a nickel, is the big thing. Run for them first the "Relief" record, then "Resolution", and then offer them the booklet.

During August and September our principal work is in the rurals. During the convention period a change will be made and all conventioners will work in thickly populated territory, so that as many of

the *Warning* booklet may be distributed as possible.

#### Peak of Publishers Expected

During April there were more than 30,000 publishers in the field. In June a new peak was reached, of over 31,000. At the convention, what will it be?

Every person interested in the Kingdom will earnestly endeavor not only to attend the convention but also to be a publisher. Even those who may be assigned to service in the cafeteria, or to some other duty, will endeavor to put in some time placing somewhere, somehow, the booklet *Warning*, so that everyone at the convention may be counted as a publisher and turn in a report slip. Those not assigned to some specific duty in connection with the convention organization will spend all the time possible in the field service, taking out the newly interested who come with you to the convention and who will want to be witnesses. Many of these will undoubtedly start out for the first time during the convention. Because of the enthusiasm and strength shown by the Lord's organization, they will have boldness. With all these new publishers joining with you, we should surpass by far the 31,000 peak of publishers in the United States.

It is expected that this will be the greatest witness ever given in any convention. Come prepared to witness for the King and Kingdom and you will receive the blessing of the Lord.

for this international convention, and the names and addresses of the company servants are given so that you can communicate with them regarding your rooming accommodations. The name and address of each hall will be published later:

#### Birmingham, Ala.

T. W. Miller, 1515 North 19th St. Charlotte, N. C.

Lawrence Scarborough, 110 South Church St. Chicago, Ill.

C. F. Froberg, 1838 N. Fairfield Ave. Cincinnati, Ohio

J. C. Rainbow, 110 East 8th St. Cleveland, Ohio

Frederic Thieret, 4306 West 58th St. Dallas, Texas

Paul Telkamp, 3247 Culver St. Denver, Colo.

Edwin S. Holt, 2626 West 41st Ave. Detroit, Mich.

P. C. Truscott, 4809 Grayton Ave. Hartford, Conn.

L. J. Garloni, 49 Dean St. Houston, Texas

Joseph Isaac, 46 Harvard St. Jacksonville, Fla.

J. E. Grimes, Box 3525 Kansas City, Mo.

F. T. Hoeck, 4254 Jefferson St. Little Rock, Ark.

D. F. Glenn, 605 Wolfe St. Los Angeles, Calif.

C. V. Knemeyer, 1553 Livonia Ave. Minneapolis, Minn.

E. A. Flinn, 2039 Iglehart Ave., St. Paul, Minn.

New Orleans, La.

Albert S. Lang, 119 University Place Omaha, Nebr.

C. E. Knight, 5706 North 27th St. Philadelphia, Pa.

M. E. Confehr, 5444 Oakland St. Pittsburgh, Pa.

T. A. McKnight, 1731 Parkfield St. Rochester, N. Y.

Kenneth R. Curtis, 25 Hartsdale Rd San Francisco—Oakland, Calif.

S. E. Johnston, 5323 Estates Drive, Oakland

Tacoma, Wash.

Donald Abernethy, 5611 Birmingham St. Washington, D. C.

C. C. Eberle, 1603 Massachusetts Ave. NW.

#### Jonadabs, Be There

As you have noted in Brother Rutherford's letter, his Saturday lecture will be "specially for the aid and comfort of the Jonadabs and others who are seeking the way to Zion". It is essential, therefore, that all persons on whom back calls have been made during the past year be informed of this lecture. Every company throughout the country should make arrangements to assist in every way possible the newly interested people to get to this convention and hear this vital speech. The anointed of the Lord, of course, will be there. They know the importance of these conventions and the blessings that will be in store for them. However, this world-wide convention will include not only these, but all persons who are seeking truth and righteousness.

Each city in which the convention is being held is arranging to rent halls sufficiently large to take care of the brethren who attend. The consecrated, including the Jonadabs, within each convention area, are given the opportunity to bear the local expenses of each respective hall, and such contributions as they desire to make can be made to the convention treasurer. Each local convention treasurer will hold these funds for the Society, keeping a separate account and paying out such amounts as are required. If there is

#### Special Announcement

Enclosed with this *Informant* are samples of the special announcement of the world-wide convention of Jehovah's witnesses, September 9, 10 and 11. These announcements should be used from now until the day the convention begins, in your back-call work. All companies should go through their back-call files now and make special call on every one of these interested persons, giving them this announcement and all other information necessary so that they can attend the convention. Set out to these people the importance of being there Saturday and Sunday particularly. If you need more of these announcements, order them immediately. The importance of this work cannot be overstated. Every company should try to make arrangements so that every publisher in the company and everyone associated with and interested in the organization will be at one of the convention points announced.

#### Great Activity

The cities in which the conventions are to be held are now extremely busy preparing details for your accommodations. They are working on room assignments, cafeteria arrangements, territory for your field service work. Throughout the rest of the country your big interest is to continue witnessing in your own territory and make every preparation to be at one of these cities. As Brother Rutherford states in his letter of July 19, this is truly an occasion "to prove your love for God and his kingdom under Christ". We feel sure that this world-wide convention, September 9, 10 and 11, will have the greatest attendance of any convention to date. Will you be there?

(Continued from page 1, column 4) them to let you know if they are going and what arrangements they have made to get there. Offer them such assistance as you are able to render. Express to them the importance of the convention and the blessing in store. Arouse in them enthusiasm. Call again upon those you know are exceptionally interested. In other words, talk convention, advertise convention, prepare to go to the convention, and remember to leave the special "announcement" at every back call.

## Sound Equipment

We are pleased to advise that we have caught up on sound orders, phonographs, No. 4 sound equipment and built-up PTM jobs, and we are now in position to supply your needs immediately. If you require No. 4 sound equipment, order it now. The cost of this equipment to all publishers is \$140. To those who are unable to make the entire outlay at once, a \$50 down payment may accompany the order and the balance be paid in regular payments within a year. We can also build up your wet-battery PTM into a No. 3 sound car, including power pack, horn, two-speed motor, and a complete overhaul so that the equipment is as good as new, for \$80. If you require a microphone the cost will be \$90. This may be obtained on time, where necessary, with \$40 down payment and the balance within a year. At the present time we can also fill your phonograph orders as they are received. Use sound equipment. Make back calls.

## "Jehovah's Battle," Oct. 1-9, Offers "Warning"!

### Order About August 15 No Consignment

The spirit of the convention will overflow in many ways this year. Not only will Jehovah's witnesses and their associates return home filled with the spirit of the Lord as a result of attending this wonderful convention, but beginning October 1 they will push and carry on the same campaign with the *Warning* booklet in their own territory, which will have been started at the international convention. The convention will open up this campaign. On October 1 it will expand, and will go to every nook and corner of the world.

The message contained in *Warning* is of vital importance to every person of good will. Note the forward to the booklet:

"*Warning* is published in friendliness to all people of good will who are disturbed at the VIOLENCE that still increases

... , but points you to the sure covert from that most destructive storm of all time." This is the Lord's provision for them. It is the responsibility of the anointed and their companions to see that it is made available for them. In fact, to withhold this message from the people of good will would be 'depriving the stranger of his rights'.

#### Order "Warning"

Orders for this booklet should reach the office by August 15. We shall have a supply of these booklets for the orders by that time. In this order include such bound books and other literature as you require to finish out the bound-book campaign during September. No consignment of the *Warning* booklet will be made to companies, pioneers or auxiliaries. Please order in the latter part of August, but not during the vacation period of workers at Bethel; and don't wait until late in September.

(Continued from page 1, column 1) creates within us a strong desire to begin this advertising.

#### Time of Meetings

From 8 to 9 p.m. London Time, both Saturday and Sunday, all the auditoriums throughout the world will be connected by direct wire. This time in the United States will be as follows:

Eastern Daylight	3 to 4 p.m.
Eastern Standard	2 to 3 p.m.
Central Daylight	2 to 3 p.m.
Central Standard	1 to 2 p.m.
Mountain Standard	Noon to 1 p.m.
Pacific Standard	11 a.m. to 12 noon

The British Isles, Australia, Canada and the United States, compris-

ing almost all of the English-speaking world, will be covered by this arrangement. In Australia it will be Monday morning, 5 a.m., yet our brethren there will anxiously await the message that will be brought to them. Even though it be Monday morning, they will advertise this public meeting extensively, and undoubtedly thousands of Jonadabs who recently attended Brother Rutherford's lecture when he was there last spring will be on hand at that time in the morning to hear this message from the Lord.

#### Convention Cities

The following cities in the United States have been chosen as outlets