

INFORMANT

MAY, 1942

"Blameless in the day of our Lord."—1 Cor. 1:8

BROOKLYN, N. Y.

"Aiding Refugees" Campaign Begins!

Distribute All Foreign-Language Literature

Order More if Needed

Nothing like the "Aiding Refugees" campaign has ever before been arranged. Free distribution of millions of pieces of literature is phenomenal. Never before have we had the privilege to participate in such a campaign; but now we have. Undoubtedly we shall cover a wider field than ever before, because of the great many language groups we are bound to serve. These people have connections around the world. No one can tell what the ultimate result of this campaign will be, but, being the Lord's arrangement, it shall prosper. Everyone should therefore take advantage of this privilege with enthusiasm and aid the "refugees" during May.

There must be people of goodwill among all of these groups. Now as never before they realize their need for THE THEOCRACY. Conditions in the earth are breaking down their self-confidence and reliance upon human organizations; consequently they are in a more receptive mood and in a better condition to listen to the Kingdom provisions than at any time in the past. We should "sow beside all waters" and "comfort all that mourn". This can be accomplished only by aiding them to obtain a knowledge of the Lord's purposes.

Order More

We still have a good supply of French, German, Greek, Japanese, Lithuanian, Polish, Slovak, and Ukrainian literature on hand. Don't be afraid to order as much more of these as you can use in your territory. This literature must go out. The campaign will even be extended into the month of June in those sections where it is impossible for the publishers to reach all the foreign-speaking people during May. We must get this information to the people. Don't keep it on your

shelves after June 1. Order blanks should be marked "FREE LITERATURE".

Brethren in New England should concentrate particularly on the French; for that is where most of these people reside.

Brethren in New Jersey, New York, Pennsylvania, Illinois, and Wisconsin have the majority of the Germans, and should be prepared to serve them.

Brethren in Massachusetts, New York, Pennsylvania, and Illinois have a large Greek population to serve. Those in California, Washington, and Oregon have the Japanese population.

The Lithuanians are mostly in Illinois, New York, and Massachusetts. Brethren there should seek them out and serve them.

The Polish people are mostly in Massachusetts, Connecticut, New York, New Jersey, Pennsylvania, Illinois, Michigan, and Wisconsin.

Of course, orders for any additional foreign-language literature are not restricted to the above states; any companies or pioneers who can distribute more of the above languages should order. This foreign-language stock is shipped free, for quick distribution, and the publishers may accept whatever contributions are offered. The company publishers should turn these in to the company servant for remitting to the Society. Pioneers may retain all contributions received for free literature and use such to help meet their expenses.

See that all foreign-speaking people in your territory are properly served. Take the names of those with whom you leave literature, and arrange to call back upon them with the records in their respective languages. Arrange for book studies if possible. Be patient and kind to the people of good-will and help them learn the truth.

Society's Phonograph Records May Soon Go Out of Production

Order What You Need

Several manufacturers of phonograph records have refused to make any more records for us, saying that they cannot get the material. Reports have also been sent out from Washington to the effect that phonograph-record production is being reduced 30 percent. The Society has stocked a good supply of records over a period of months, foreseeing that something like this might occur. Just two weeks ago our present manufacturer refused to accept any further orders. It appears, therefore, that records will be very difficult to obtain. We admonish the brethren to be very careful with the

records they have, so as to make them last as long as possible, and also to order such supplies as you may need within the next few months. We will ship what we have. After the present supply of records is gone, then the best we can do is to use those records that we have on hand in our witness work.

We hope to produce within the next three months all the phonographs for which we have parts. Phonograph production is also being placed on the prohibited list of non-essentials during the war period. Take good care of the equipment you have and use it to the glory of the Lord.

Pioneer Mail

All pioneer publishers, whether special or general, should send in ALL subscriptions, orders, and other mail addressed to "PIONEER DESK". The pink envelopes furnished by the Society are preferred. If this is done, much unnecessary work will be eliminated in the office and the result will be more efficient handling throughout.

General pioneer publishers who are also company servants should send in company subscriptions, orders, and other mail, in the usual manner. However, if the envelope contains matters pertaining only to pioneer publishers, we request that it be addressed to "PIONEER DESK".

More "Children" Studies Necessary

Make Special Report

The education of the people in the truth of God's Word is the purpose for which the WATCH TOWER BIBLE & TRACT SOCIETY, INC., was organized and exists. This is why Jehovah's servants are on the earth. Our big work is to aid the "other sheep".

The actual proof shows that the most effective way to study God's Word and to arrive at the truth is with the help of the books published by the Society. They provide a systematic course of study and assist the people of good-will in clearly seeing and appreciating the key facts on the Bible. The book *Children* is the latest and undoubtedly the most effective in this respect.

Every company should develop more *Children* studies immediately. Where the people have received the book *Children* and have been assisted to understand the Study Course when delivered to them, they are ready for a book study without any further preliminaries and a book study should be started with them right away. Where the people have not kept up with the Study Course or read the book to any great extent, their interest may have to be revived with the recordings "Children of The King", "Comfort All That Mourn," and "Integrity". Put on one or more series as required, but get into a *Children* study as soon as possible. With the new 64-page "*Children*" Study Questions booklet, anyone who can read and write and is fully devoted to the Lord is qualified to conduct a study of *Children* among people of good-will. Those who honestly try to do so, even though they never conducted a study before, can, if they do it in the strength of the Lord; and He will supply their needs.

Each company and each general pioneer publisher will show on their May report the number of different

Report on the Watchtower Campaign

There is every evidence that THE THEOCRACY is on the increase and that Jehovah is with his people. Never in the history of the Lord's people has there been any campaign like the current *Watchtower* Campaign. At the time this material is prepared for printing 87,510 new subscriptions have been received and entered, while much mail is yet unopened. Those who participated in the previous campaign will recall that the subscriptions came in very slowly and in order to reach our quota it was necessary to extend the campaign another month, May 1941. May 1942, however, is the time for aiding the "refugees", and that will be the principal work in those sections of the country where people speak foreign languages. The distribution of this foreign literature is important.

Although it is not necessary this year to extend the *Watchtower* Campaign in order to reach our quota, there are some sections of the country where it should be carried on. THE REASONS: Many rural areas have been inaccessible due to bad weather and impassable roads; many of the brethren have no foreign-speaking people in their territories, or so few that they would not have enough to do in foreign-literature distribution; during the campaign many back-calls have not been made which should be made and the special offer be presented.

May should be a busy month. Clean up all back-calls. Place as many more new subscriptions as possible. Get everything in good order for the June campaign. DISTRIBUTE FOREIGN-LANGUAGE LITERATURE!

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.	Pioneers
Pubs.	60,094 Sept. '41	5,151 Jan. '42
Av. Hrs.	20.3 June '40	127.2 Jan. '42
Av. B-C	4.6 Oct. '40	36.9 Jan. '42

COMPANY PUBLISHER! Have you done your share toward a new back-call all-time peak? October 1940 was a long time ago. So was June 1940. Change it in May 1942!!

	Mar. 1942	Mar. 1941
Pubs.	Av. Av.	Av. Av.
Hrs.	B-C Hrs.	B-C Hrs.
Comp'y	55,970 14.6 3.9	14.7 3.0
Pio.	5,163 123.0 33.2	113.3 22.5

book studies they conducted during the last week in May and the total attendance at these meetings during that week, counting only people of good-will, and not the publishers. The special publisher pioneers will make their usual reports for the month of May. These reports on the number of book studies and attendance should not at any time include the publishers who attend or conduct the meeting.

"Willing Volunteers," Prepare for June!

5,000,000 Booklets Our Goal

Every Publisher Should Participate

Jehovah, in loving-kindness, is again arranging for another great witness to be given to his name and kingdom during the month of June. The "WILLING VOLUNTEERS" Testimony Period offers all the servants of Jehovah the opportunity to show themselves willing in this day of Jehovah's power. For the month of June provision is made to place thousands of the book *Children* and millions of booklets in the hands of these people that are starving and in need of something comforting and substantial. This necessary food the Lord has placed in the hands of the companies and pioneers for distribution, and a determined effort should be made during this Testimony Period to see that all people in their respective territories be afforded the opportunity to feed upon the truth.

The offer for the "WILLING VOLUNTEERS" Testimony Period is the book *Children* and seven booklets, on a contribution of 35c, each combination including the booklet *Hope*. If the party has already obtained *Children*, then any other bound book published by the Society may be substituted. If they do not wish to contribute 35c, then offer them the seven-booklet combination of 4 self-covered and 3 colored-cover booklets on a contribution of 10c.

Use of Wrapper

For the purpose of displaying the booklets, the Society has prepared an attractive wrapper to be used to bind the booklets together in one package. A brief statement of comforting facts appears on the wrapper. This will enable the people to see at a glance what you have. These wrappers are being consigned to the companies, with this *Informant*, on the basis of 8 wrappers for each company publisher; and the general and the special pioneer publishers will receive 90 wrappers each. The wrapper should be used over and over, when possible, as only one consignment will be made. The wrappers can be so pasted as to fit loosely over the combination of booklets, and then when the booklets are presented to the obtainer the wrapper can be slipped off without any difficulty and be used again in the same manner. It is suggested that whenever possible a group of the brethren get together sometime when it won't interfere with the witness work and paste up a supply of these wrappers so the publishers may obtain them ready to use when they get their literature.

After the doorstep setup has been accomplished, present the book *Children* and the combination of booklets, emphasizing to the people the importance of reading and studying the book *Children* in order to learn the truth and teach their children the truth as the Lord has commanded. The record "Value of Knowledge" or any other appropriate record may be used. Drop to the 7-booklet combination when they are unable to take the book.

The month's booklet quota for the company publishers will be 10 combinations of 7 booklets. The general and the special pioneer publishers will set their quota at 100 combinations of 7 booklets each. 5,000,000 booklets should be distributed in the United States in June! Each

publisher, whether pioneer or company publisher, should set himself a weekly quota and strive to meet that quota. The weekly activities of the company during this Testimony Period should be reported to the company by the company servant each week at the service meeting, and the weak points of the company as a whole should be brought to the attention of all; and then each individual should adjust his activities accordingly. Organize evening work and start the new publishers with a group. We should have a new peak of publishers during June.

The company servant should, upon receipt of this *Informant*, check over the company stock of books and booklets on hand and ascertain whether or not there is a supply of 7 books and 70 booklets per publisher; that is, 30 colored-cover and 40 self-covered booklets for each publisher. Pioneers likewise should take inventory of their stock and ascertain whether or not they have sufficient literature on hand to meet their quota. If either the company or the pioneers do not have sufficient literature, then as soon as possible order what is needed.

Company Credits

During June the company publishers will obtain the colored-cover booklets from the company with which they are associated, at the rate of 13c each, these to be placed during the month of June. The company will be credited 2c for each colored-cover booklet so placed, if such request is noted at the bottom of the June company report card. If the company wishes credit on account, the company servant should carefully place the number of COLORED-COVER BOOKLETS ONLY in the lower left-hand corner of the report card, and the company account will be credited at the rate of 2c for each colored-cover booklet placed. If the company wishes the privilege of bearing this expense themselves, it will not be necessary to make any notation on the bottom of the card. The total of booklets placed should be noted as usual in the regular column provided for that purpose on the company report card. Pioneers will not receive credit on their account for booklets placed.

Back-Calls and Studies

The back-call servant should check over the back-call file and have in order for the June Testimony Period all the names of interested people in the territory, and issue these names to the publishers who hold the respective territories, to be called on during the "WILLING VOLUNTEERS" Testimony Period. Bear in mind that each interested party is a prospect for a *Children* study and that the back-call work with the book-and-booklet offer to stimulate their interest and to arouse them to their need of having a *Children* book study in their home cannot be overstressed. Every person who is a regular subscriber for *The Watchtower*, and those who were subscribers but have let their subscription expire in the recent past, should be called on with the offer. Remember, the important thing is the organizing of *Children* studies.

During the "Courage" Testimony Period, which took in the month of December, 1940, and the first 12

days of January, 1941, an excellent witness was given to the people of this country with a booklet offer of 7 booklets, on a 10c contribution. During December, 1940, 50,000 publishers placed in the hands of the people well in excess of 5 million booklets. During the 12-day extension of this Testimony Period over into January, 1941, more than 23 million booklets were placed, thus adding up to a grand total of over 73 million booklets for the 43 days of the Testimony Period. This included also the placements of the 3,500 pioneers enrolled at that time. Certainly the Lord blessed that Testimony Period richly, and now, with over 60,000 publishers, to compare with that 50,000, and with over 5,000 pioneers, to compare with the 3,500 at that time, we can confidently look forward to the greatest witness yet given and the greatest placement of literature in a single month, all to the aid and comfort of thousands of 'mourning' "sheep" and to the praise and honor of the Most High God, Jehovah.

Don't Forget Magazines

Aid in Locating 'Other Sheep'

In view of the fact that the magazine activity was not mentioned in the outline of the "new work" which appeared in the November, 1941, *Informant*, many of the brethren have concluded that it is no longer proper to engage in route and street magazine witnessing. This is an entirely erroneous conclusion. Our present commission from the Lord is that of hunting, fishing, and sowing beside all waters. One of the best instruments that the Lord has provided for this work is the *Watchtower* magazine, and many real "sheep" have been found both on the street and in route work. It is true that at present we are to push the placing of the book *Children*, following it up with the Study Course, back-calls, book studies and model studies, and aiding the people generally to see the issue and take their stand on the Lord's side. However, there are times, such as Saturday afternoon and evening, when back-calls and studies in the homes cannot be made effectively, and this time should be seized upon to engage in the magazine activity, both street and route work. It would be well, say on Saturday afternoon, to go over a portion of your individual territory assignment calling only upon those people you have seen show interest and endeavor to show them the necessity of being a regular *Watchtower* subscriber through the mail. In some cases the people will be too poor to subscribe for a year or even six months, and in this case an excellent opportunity is afforded to start a route. Make it a habit to regularly appear in your territory with *The Watchtower* in the manner outlined above, and then, when you have gone over a good portion of your territory, go to some busy street corner and engage in the street magazine work. Then the next week start where you left off in your territory and go over more of it and finish up your activity with an hour or so on the street. This will give you an excellent opportunity to make yourself better

Attention, All Pioneers, Company Servants, and Stock-keepers!

Freight rates are increasing. It is imperative that all branches of THE THEOCRACY co-operate more closely in the matter of ordering literature and supplies. You would receive your orders promptly, and we would have less mail to handle and invoice, if more 100-pound shipments could be made.

A 100-pound shipment would average about 145 clothbound books weighing 7/10 of a pound each, or 23 cartons of booklets weighing about 8 pounds per 100 booklets. Standard cartons hold 60 books, except *Children*, of which they hold 56; and this size of carton holds 460 colored-cover booklets, 500 self-covered 64-page booklets, or 1,000 32-page self-covered booklets.

Pioneers and companies should not send in more than one or two orders a month, and should make those 100-pound orders if at all possible. Isolated pioneers or those small companies where there are no pioneers should send in only one order a month, regardless of size, except in an emergency. If a pioneer or company persists in sending three or more orders a month and of less than 100 pounds, we shall have to hold the orders and combine them, so that shipping expenses may be kept down. This will mean a delay to you and extra work here, which can be avoided with a little planning and care. A company and pioneers in the same town or territory should send in their individual orders in one envelope, and made out to be shipped to one address, preferably that of the company servant. All pioneers combining their orders should give one shipping address (that of the pioneer to whom the shipment is to be sent), and include them in one envelope. Pioneer orders going to different shipping points should not be put in the same envelope.

We should not receive many orders marked "RUSH". But if an emergency should arise as a result of circumstances beyond your control, then it will be all right to send in a "Rush" order. Do not mark as a "Rush" order every order you send in; do so only when absolutely necessary. Always try to anticipate your needs far enough in advance to send your order to Brooklyn and allow it to be routed in the most economical way. Today shipments are being delayed by "war priorities".

Save Cartons and Rope

In taking care of the cartons for shipping back to the Society, save only the good ones. Remove only the paper tape strips. *Do not tear off the cloth tape strip.* Break cartons down neatly, and keep them for shipping in 100-pound lots either to a depot or to 117 Adams Street, Brooklyn.

The rope used for tying cartons is also becoming scarce, and we suggest that when you receive the cartons the knot be untied and the rope rolled into a ball. This should be collected, and then, from time to time, sent in to the Society for re-use.

known in your territory, and will help to break down the 'barrier' that exists between the people and you. Because of these facts, all of the brethren should take advantage of these times to go out in the magazine work, and any other time, throughout the week, that they do not have back-calls or studies to look after.