

INFORMANT

OCTOBER, 1936

BROOKLYN, N. Y.

Time Drawing Near for Newark Convention Thrilling Reports of European Witness Brother Rutherford to Speak at 3 p.m. Saturday

"Armageddon" Very Widely Advertised for Sunday

Are You Coming?

The Lord's people throughout the eastern part of the United States are eagerly looking forward to the Newark convention. The opening day, Friday, October 16, is rapidly approaching, and soon a great throng of Jehovah's witnesses and their companions, the Jonadabs, will be on their way to take part in what we hope will be the most effective witness ever given in New Jersey. Letters coming in to the office indicate that the brethren are overjoyed with the prospects. It will be a season of rich blessing from the hands of the Lord, and they are making every effort to get to the convention. Much enthusiasm is being manifest, and everyone who truly loves the Lord will be glad to have this opportunity to engage in battle with the enemy, that the "refuge of lies" of the Hierarchy may be further exposed and the name of Jehovah magnified. It seems quite evident that more than 5,000 persons will be in attendance, and everyone within any reasonable distance of Newark will make an earnest effort to get there.

We are pleased to announce that Brother Rutherford will address the convention Saturday afternoon at three o'clock, and again on Sunday, when he will deliver the public lecture on "ARMAGEDDON, THE GREATEST BATTLE OF ALL TIME". All attending the convention will want to have some share in advertising this lecture. Every effort that can be made in advance to publicize it has been arranged for. It is hoped, by the Lord's grace, that the crowd turning out to hear the public lecture will be so great that there will not be sufficient room in the Armory to hold the multitude.

During the three days there is a territory to be covered that has a population of more than two million people. That means a lot of work, and it will take real determination and complete devotion to the Lord to cover this territory thoroughly. Are you going to be one of the publishers in this glorious campaign? It promises to be a most happy occasion.

Be sure to have your name on a registration slip. The car driver will turn it in to the field service department as soon as he arrives. Get your territory and have a share in proclaiming the Kingdom message in a section of the country dominated by the Roman Catholic Hierarchy. Those with sound cars, when applying for territory, should mention that they have a sound car, and special work will be assigned to

these. Remember your banners advertising the public meeting. Have these mounted and in order before coming to the convention. If you are one of the newly interested and want to symbolize your consecration, be sure to bring your own swimming suit and towel. Come prepared to enjoy all the blessings that the Lord has in store for you.

European Conventions

By Jehovah's grace, Brother Rutherford has safely returned from overseas, after a survey of European conditions and a season of intense activity in behalf of the Kingdom interests there. Every Kingdom publisher will want to read the forthcoming issue of *The Golden Age*, containing extensive reports of the European conventions and of the great popular demonstrations at the public addresses by Brother Rutherford, which serve as an index of what you may expect at Newark.

Referring you to the fuller reports to appear in *The Golden Age*, we here set out some of the noteworthy items. You'll see the Lord's blessing. No matter in what country the witness is being given; no matter what language is used, the same spirit of earnest zeal is seen. Brother Rutherford was greatly used by Jehovah to give what is probably the most effective public witness and warning yet given in the European countries visited. Great opposition was manifested by the Roman Catholic Hierarchy.

Within the last decade, the city of Glasgow has increased its "Catholic population" until now there are as many Catholics as Protestants. Brother Rutherford delivered the message of warning in that city on August 2, 1936. So great was the interest that it required three auditoriums to hold the people that came. "Armageddon" was the subject used, and the message was received with greater enthusiasm than at any other time in Scotland. Over 7,000 people crowded into the auditoriums, and many were unable to gain admission. Of course, the Hierarchy was busy warning its "population" not to attend the meetings, but this only served to make a large number of honest Catholics come.

Jehovah's witnesses attending the convention in Glasgow threw themselves into advertising the big public witness. Over 1,000 participated in the "sandwich sign" parades, 35 up to 100 in a group, walking up and down the busy streets of Glasgow announcing the public meeting in this very effective way. Over one hundred autos covered the city and outlying districts with banners and placards.

On Sunday, September 13, 1936, London, England, was warned of the near approach of Armageddon. About 3,000 joined in publicizing the big witness. Over a thousand joined in the "sandwich sign" parades. Crowds came to the Alexandra Palace; some got in, many heard on the outside. Powerful loud-speakers served from the roof of the building. The speaker's voice was thus carried a great distance from the Palace into the densely populated area. It would be impossible to estimate how many people heard in this way. Never has Great Britain had such a witness in two of its largest cities.

On September 4, 1936, there gathered in the beautiful and historic city of Lucerne, Switzerland, a convention of Jehovah's witnesses. On Monday, September 7, there was to be a large public witness. Over 3,500 publishers of the Kingdom message attended, from twenty-one different countries. One motive, one thought, dominated all: the honoring of the name of Jehovah. Some had traveled far on foot; others had come a jour-

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Reporting Time in the Field New Method Now Effective

Riches, other books, booklets, sound cars, phonographs, transcription machines, all of these are included in the war equipment in the hands of the remnant and their associates, for field service. All of these are used in the field, carrying the message of the Kingdom to the people at their homes, and the time of the publishers thus engaged is all reported as hours of field witnessing.

If you have not yet carefully studied the special *Informant* issued in August, "Jehovah's Service Organization," you should do so at once; and if you have not carefully studied the subheading "Monthly Reports", especially paragraph "(4)" thereof, and therefore do not have clearly in mind this new method of reporting time, by all means get out your *Informant* now and give the matter the careful consideration it must necessarily have.

Number of hours in actual field witnessing, bringing the message to the people at their homes with literature and with sound equipment, this is the time to be reported, and includes time spent in phonograph and transcription machine back calls in the people's homes when delivering orders, as well as in carrying the publications from house to house.

Use "Riches" Throughout October "Battle Shout" Publishers, Keep in Field

Regularity Is the Thing

The "BATTLE SHOUT", that great international testimony period of October 3-11, enables the new fiscal year to get off to a flying start, and sets the pace for the Lord's people for their continued vigorous work with *Riches*. During the remainder of October, let *Riches* be stressed. That publication is filled with information which the people must have now, and which is essential for the great multitude that the members thereof may manifest themselves. So our work for all of October is, primarily, with *Riches*.

During the international testimony periods many awakened to their privileges of service and take an active part in carrying to others the message of Jehovah's kingdom where-with their own hearts have been made glad. These brethren make it a point to put forth an extra effort on such occasions, so that they may join with the Lord's people throughout the world in the concerted attack on Satan's organization of falsehoods. It is very good that such an occasion as offered by the testimony periods be taken advantage of, and this benefits the publishers greatly. These publishers should now continue in the field regularly.

This matter of being regular King-

dom publishers should have the attention and consideration of all the brethren. By each one planning his time, setting aside certain days each week for the most important work under the sun, the Kingdom service, he can doubtless arrange to witness regularly, and not merely once in a while. Thus the greatest good can be accomplished, good in advancing the witness, good to those to whom the message is carried, and good to those who are privileged to thus have a larger share in the service.

Time in the field means publishers in the field; and this results in an increased witness. Jehovah has given his people much work to do that they, in performance thereof, may prove their loving devotion to Him. It is necessary that all who love the Lord do what they can to carry the Kingdom message to others in obedience to his commandments. Therefore, for many of the brethren, may the special testimony period of October be the beginning of regular, systematic, weekly field service, that all may share in the war which is now on, the publishers increase, and the hours of witnessing manifest the zeal of those on the side of the Most High coupled with the effective use of such time as is available to each one.

November to Be a Booklet Month

How Is Your Booklet Stock?

Order What You Need

Everybody a Publisher

Autumn is a busy time for those in Jehovah's service. The fall season is in many respects the most favorable time of the year for the service, and this November promises to be no exception. Every one of Jehovah's people is to have a personal part in the field service. November gives us an opportunity to finish the fall campaign by stressing booklets, inasmuch as along with the continued placing of *Riches*, and any other books when opportunity is had, booklets are to be stressed.

In this work with booklets during all of the month of November, the chief placement will, of course, be the ten-cent combination: *Choosing*, another colored-cover booklet, and *Loyalty or Government*, on a contribution of ten cents. The publishers, however, should not confine the booklets they carry with them to just three, but should have a good assortment of booklets with them (there are more than thirty different ones), as well as *Riches*, so as to be able to take advantage of the many opportunities for placing more. Also, as you have found in your service, often those people whom you

may happen to meet and who have *Choosing*, or one of the other booklets, will take something else if you have it; and so an assortment is necessary.

It is entirely in order, and is advisable when it can be done, for larger combinations of booklets to be placed, such as six, on a contribution of twenty-five cents, or thirteen, on a contribution of fifty cents. The point to have in mind is that November is a booklet month. The more booklets placed, the greater the witness; so, in addition to the placements of *Riches*, carry booklets, a good assortment of them, talk booklets, present booklets, place booklets. The brethren have on hand testimony cards presenting three-booklet combinations, which they may use.

Order the booklets and other literature you will need for November's work now, including *Riches*, remembering that *Riches* will be pushed again during December. You will wish to have a good stock of *Riches* in the foreign languages necessary for your particular territory, and these may be included in your orders. As advantage has been taken of previous booklet campaigns to dispose of old stocks of booklets, the stocks of the companies and others will need to be well replenished for the November and December work; so check up and order.

Reports

Mail Promptly

Have You Sent Yours for September?

By this time every company servant, auxiliary and pioneer should have already sent to this office the report for September, but this is just a reminder for any who may have forgotten to make the report.

We earnestly hope that during this new year all will report promptly as they should, sending the reports in immediately at the end of each month. It is not a hard matter to do this, but each month in the past many reports have been late or missing altogether. Your co-operation in this will certainly be greatly appreciated.

Have You Sent Your Inventory?

Inventories are due from every company, auxiliary, and pioneer, showing the stock on hand September 30, 1936, as announced in the September *Informant*. If you have not sent your inventory in to this office on the inventory form enclosed with the September *Informant*, it will be appreciated if you will do this at once. In this case it will be well for you to read again the suggestions for making out this inventory, contained in the *Informant* mentioned. Regardless of the balance on your account at this office, the inventory is necessary, even if you have paid for all the stock you have on hand.

Petitions

Send All In Immediately

All petition forms bearing signatures, whether entirely or partly filled, are to be sent in at once. Will every company servant, and the isolated pioneers and auxiliaries, check on this, and send in all names, so that we can have them all by October 15 at the latest. Copy off the names and addresses, and send the petition sheets to 117 Adams St., Brooklyn, N. Y., immediately.

Magazines

Do not forget the importance of calling the attention of the people to *The Watchtower* and *The Golden Age*. All who manifest interest in the Kingdom message should be subscribers for these magazines. These should be particularly stressed in the back-call work. Each publisher making a back call should have a copy of *The Watchtower* and of *The Golden Age* to demonstrate to the people. Show them the importance of the message they contain and how absolutely necessary it is to have them coming to their home every two weeks with the Kingdom message.

More About Reports

October's Card

In making out your report to this office for the month of October, include all work from Sept. 27 to Oct. 31, including the "Battle Shout" testimony period, October 3-11. Also, in the spaces provided on the bottom of the same card, report your work for the testimony period only. Thus for October, and other months when there is a testimony period, your one report card will show the work of the entire month and the report for the testimony period only.

The progress of the witness throughout the field is indicated by the reports which you send to this office. If all will study the simple instructions carefully, make the reports accurately, and mail them promptly, the work of compiling and publishing the reports for the information of all the Lord's people will be greatly assisted.

Consult Your Cost List When Sending In Orders

The correspondence to the office indicates that many of the brethren do not carefully consult their Cost List. Many of the remittances they make for subscriptions for *The Golden Age* and *The Watchtower* in foreign languages are not the same as those quoted in the Cost List.

The Cost List also calls attention to the fact that the Society has

"His Victory," December 5-13

Riches Again Used in December Testimony Period

A fitting climax to the year 1936: "His Victory" testimony period, December 5-13 inclusive! Throughout the year, the testimony periods have, in their titles, emphasized the warfare in which Jehovah's witnesses are now engaged. We have had the privilege of participating in "The King," "His Strange Work," "Zeal of His House," "Jehovah's Praise," "Battle Shout," and, now, "His Victory."

All will wish to have part in "His Victory", the testimony period itself, and the victory of Jehovah's

vindication in which the courageous share. You can begin to arrange now for the December campaign. For one thing, get your stock of literature in shape, ordering.

The campaign pieces for "His Victory": *Riches*, plus *Choosing*, *Universal War Near*, and *Loyalty or Government* booklets. Where these three, or some of them, are had, others may be substituted, but the offer is the combination on a contribution of thirty-five cents. There is so much work to be done with *Riches* that we are certainly very happy for this opportunity which December promises to bring.

Are You Making Back Calls on Interested People?

Use Phonographs Companies to Have File of Names

During the "Battle Shout" and the work with *Riches* generally, many persons have been found who have shown their real interest in the Kingdom message. In line with the regular policy of taking the names and addresses of all in the company and of all in the territory who are really interested, as set out in the *Informant*, "Jehovah's Service Organization," the names and addresses of many *Riches* obtainers, as well as others, should be in the companies' files.

When territory is assigned to the various publishers the names and addresses of interested ones in the territory may be furnished with the assignment, and the publisher is to contact these persons, making back calls on them with the phonograph, presenting additional literature, obtaining *Watchtower* and *Golden Age* subscriptions, answering their Bible questions with the records, advising them of the company meetings, and assisting them to learn further of Jehovah and his purposes and to associate themselves with the local

organization if they so desire. Organize this work thoroughly in accordance with the *Informant* referred to, so as to make effective use of the names and addresses you obtain, and so as to make ample provision to assist any who may become of the Jonadab class.

A number of brethren, especially pioneer brethren, write to the office and inform us of remarkable results they are obtaining in the use of the phonograph in their rural territory, particularly in the late part of the fall season of the year, into which we shall soon be entering.

The farmers are through harvesting their crops and have considerable time on their hands and many of them who will not read are very glad to listen to a 4½-minute talk on the phonograph on some subject that is of particular interest to them.

The phonograph should be used regularly in urban territory also; take it with you from house to house. In territory in which you are working regularly, say two or three times a week, the phonograph can be loaned to interested persons until the next time you work in the territory. Thus you avoid having to carry it home and back.

(Continued from page 1, column 3) ney of many days on bicycles. Many endured great hardships to get there. One, a cripple, hardly able to walk, and poor in this world's goods, propelled himself in his wheel chair over the country roads a distance of nearly 200 miles; but he got there. And was he happy! He was from Germany. Nearly 300 courageously journeyed across the German border into Switzerland in the face of the possibility of arrest and imprisonment in a concentration camp on their return.

A large municipal building housed the convention. Here was to be the public witness. The "harlot" got busy. She began to allure and seduce the police officials. Lucerne is mostly Catholic. Catholics have votes; police officials need votes to keep them in office. And so "the whore" insisted. Brother Rutherford was served with a notice from the city president that arrest would follow any attempt to hold the meeting. Brother Rutherford in turn served notice personally upon the president that he would be at the auditorium at eight o'clock that evening and that the meeting would be held. He placed the responsibility of any trouble squarely upon the shoulders of this city official. Two hours before the meeting the hall was packed. A large crowd gathered outside. The police came and surrounded the building with the purpose of keep-

ing the people out, but the auditorium was filled long before the police got there.

Brother Rutherford stepped upon the platform on time and a tremendous applause rang out. As the message was carried to the outside through loud-speakers placed in the lobby of the auditorium, the crowds there cheered and shouted. Needless to say, it was clearly pointed out who was behind this attempted stopping of the witness; and from the comments heard throughout the entire audience it was seen that an even greater witness had been effected. Satan always overreaches himself. Jehovah always prevails. Some few disgruntled ones demanded that the police officer in charge have the loud-speakers shut off that were serving the people on the outside. The officer said: "I have no authority to do any such thing. I am only here to carry out the orders I have. That speaker can stay on just as long as it likes; I'm not going to touch it"; and he said this with a smile. Copies of the Resolution were handed out to the police who were forming a cordon around the building, and many read it with much interest.

The spirit of Jehovah came mightily upon Brother Rutherford, and never was he heard to greater advantage. This was undoubtedly the grandest witness ever given in this day.

made special arrangements for distributors' copies of *The Golden Age*.

Please consult your Cost List when making remittances in the future. It will facilitate the handling of

your orders in this office and will eliminate the need of writing you regarding the matter when the remittance is less than the subscription rate.