

INFORMANT

SEPTEMBER, 1936

BROOKLYN, N.Y.

Prepare Now for "Battle Shout", Oct. 3-11 Jehovah's Servants to Engage in Vigorous Attack

Your August Report

Check It for Three-Book Combinations

The special offer of the three bound books on a contribution of fifty cents ends August 31. All books placed during the month, whether in this special combination or singly, are to be reported in the regular way on the report card as total bound books placed.

At the bottom of the report card each company servant and auxiliary must mark the number of three-book combinations placed during the month in order to get credit on account for these combinations. Pioneers already receive the books at the lowest rate, but the accounts of companies will be given credit of fifteen cents, and auxiliaries eighteen cents, for each three-book combination placed during August, only provided the number of combinations is shown at the bottom of the report card. If you do not give this information it is understood you do not want the credit. Each company servant should see that the publishers report this information to him. Each six-book combination placed on a dollar contribution is to be reported as two three-book combinations.

Premiums

A number of the brethren throughout the country have been getting excellent results by accepting labels and coupons of different kinds, which are exchangeable for cash, as contributions for the literature. A full list of these appeared in a former *Informant*. We are pleased to advise that labels from Lion Brand Evaporated and Condensed Milks can also be used. However, these are not to be forwarded to the same place as the Octagon soap and other coupons are, but are to be forwarded to Nestle's Milk Products, Inc., Premium Department, headquarters at 4705 Metropolitan Ave., Brooklyn, N.Y., Attention: Miss J. Condit, Manager. The following rates apply on these labels:

30c per 100 labels for the Full Size Evaporated Milk labels.

40c per 100 labels for the Condensed Milk labels.

These labels can be accepted for literature and forwarded as instructed above, instructing the Nestle's Milk Products, Inc., to forward to the Watch Tower, 117 Adams St., Brooklyn, N.Y., a check covering the amount of coupons you forward, to be applied to your account.

What Is Your Part in This War?

World-wide Quota 600,000 Hours for Nine Days

The time is drawing near for another concerted attack upon the Devil's organization. Jehovah has given the command, "Arise ye, and let us rise up against her in battle." This occasion is known as the "BATTLE SHOUT", October 3-11, 1936, and Jehovah's faithful servants in every part of the world will join in this battle cry. No doubt you have all read Brother Rutherford's "Personal Message" to Jehovah's faithful servants in the September 1 *Watchtower* and have been moved to put forth a more strenuous effort during the coming witness than ever before. Brother Rutherford's letter points out that we are in a real battle now, and "the time of preliminary war is here". All those who love Jehovah should study that letter carefully and then make preparations for the greatest campaign to date to the honor of Jehovah's name.

The book *Riches* will again be offered during this period, on a contribution of 25c. *Riches* has now been translated and published in thirteen languages, and for the first time will be offered on a contribution of 25c no matter what language people speak. Here at the factory the presses have been running to the limit to turn out enough of these books in various languages to supply the brethren for this special campaign. The demand for *Riches* continues to be exceedingly heavy, and to date over 1,700,000 copies have been printed and shipped out at Brooklyn alone. Hundreds of thousands of copies are on their way to the branches of the Society so that Jehovah's servants may move forward as one man with one book, *Riches*.

Many people will have had *Riches* by the time of the campaign, but that should not lessen our placements. On the contrary, it should help in placing more. Those who have read *Riches* will have mentioned it to their friends and neighbors, and many who turned it down the first time will now be anxious to get the book, and offering it again will increase the importance of the book in the minds of the people. Those who already have *Riches* should be invited to attend a study, using *Riches* as the text book. If in any language *Riches* is not available, then the latest book published should be offered. If one cannot contribute 25c and receive a bound book, then, on a contribution of 10c, offer three booklets, which should be the *Choosing* booklet, a self-

covered booklet, and any other colored-cover booklet.

The newly interested who have been attending *Riches* studies should be invited to participate in the witness work. These people should be aided in every possible way to get started as publishers of the Kingdom.

SOUND ACTIVITY

During this period as many transcription meetings as possible should be arranged, using the "Separating the Nations" lecture. In many places it will be possible to play this lecture for large outdoor gatherings as well as indoor meetings. In addition, the brethren should use the phonograph records wherever possible, both in door-to-door witnessing and in making back calls. Oftentimes the playing of only one record has resulted in the placing of a book which would otherwise have been impossible. No more than one or two records should be played at any one place while witnessing. If the party is interested, arrange for a back call in the evening.

QUOTA

It is always well to have a quota of hours in mind for these special periods. Last April we reached a peak in publishers, but not the peak in hours. There were 46,209 publishers in the field, throughout the world, and these put in a total of 489,011 hours witnessing. For the coming period it is suggested that we aim at a quota of 50,000 publishers putting in 600,000 hours. That would be a nice increase over the last period, wouldn't it? However, it is not difficult if each publisher takes the responsibility upon himself to do his share. There should be throughout the entire world 3,500 pioneers averaging 40 hours each for the nine days, 1,500 auxiliaries having an individual quota of 20 hours each, and 45,000 company publishers putting forth an earnest endeavor to average 10 hours each. If we do this we shall pass the 600,000 hours. Think what a witness can be given if each publisher puts in his share of the above quota! Remember, the individual goal is, pioneers 40 hours, auxiliaries 20 hours, and company publishers 10 hours. If each one does this, then in the United States we should expect 25,000 company publishers putting in a total of 250,000 hours, 1,000 auxiliaries with a total of 20,000 hours, and 2,000 pioneers with 80,000 hours, or a grand total for the United States of 350,000 hours. It is well to have in mind that the "BATTLE SHOUT" starts off our new fiscal year, too.

Important Notice

Send In Your September Report on the 27th

September is the last month of the fiscal year, and the year's report must be completed immediately thereafter. To get the report ready in time, it will be necessary to cut September's work short; so end your September work with Sunday the 27th. Your report for October will include September 28 to October 31.

Each company servant, pioneer and auxiliary is to mail his report for the twenty-seven days to this office Sunday evening, September 27, and those company servants west of the Mississippi river will add very much by sending their reports by air mail. This means that all company publishers are to get their reports to the company servant before Sunday evening, so that their work will be included in the company report mailed at that time. If it should be that there are some publishers who fail to do this, the company servant is not to hold up the report by waiting for these, but is to send the company report right on, and include such late ones the following month.

This is very important. Let everyone mail the report promptly on September 27.

Inventory

Each company, pioneer, and auxiliary is required to take an exact inventory of stock as of September 30. Additionally, each one is to send in the complete report of said inventory to the Society by October 10, on the special blank enclosed for this very purpose.

Care is to be taken to see that the inventory blank is properly filled out, particularly that the "totals" and "values" called for are figured out correctly.

The companies and auxiliaries that want credit for the change in costs on foreign bound books must make request for it by properly showing on the inventory, under the heading "Remarks", the amount needed to adjust the account. Companies are being allowed a credit of 6c on each foreign bound book; auxiliaries, 3c. Be sure that the credit you ask for checks with the total foreign bound books reported.

Our responsibility in this battle is great. The Lord has given each one of us a definite assignment in his army, and if we are good soldiers we will, as Brother Rutherford stated in his letter, "be ready to enter the field on the first day and continue therein until the last, and as you go be joyful in the Lord."

Petition Grows

Many Waiting to Sign "Be Strong, and Work"

WORK in the strength of Jehovah is now seen by His witnesses and their companions as needful to serve everyone who is worthy to sign the petition. Great numbers have signed. Others are eager to sign. Jehovah's publishers are privileged to see that such persons have opportunity to sign. So let us work on with redoubled determination.

Remember, for the entire month of September, carry on the petition work in conjunction with all regular witnessing and in special campaigns. (Pioneers continue to give first attention to their regular duties, introducing the petition when opportune.) Serve particularly all city territory, including business and residential sections. Aim to complete the petition work by September 30.

Remember, at each home and business place, first present the green card and petition.

That being disposed of, then introduce the booklets being offered during September.

Take the August *Informant* and carefully review the outline of co-operation there shown, for the petition work. Be certain that you are proceeding with every feature of this work in a fitting and thorough manner. Do not neglect to make this examination now.

USE OF TIME

Thoughtful use of time spent in the field will enable publishers to serve many during September with the opportunity to sign the petition. Pass as quickly as possible from home to home, always alert to find persons of good will. Serve them and pass on promptly to find and serve others of such.

Remember the suggested *average* per publisher, 350 petition signers served. Generally, this work began during the fourth week of July, thus allowing ten full weeks to the end of September. On that basis, each publisher's individual weekly quota of petition signers served is 35. Have you agreed with another publisher to serve, jointly, by the Lord's grace, a combined total of at least 700 signers?

AIDS

Here and there the Catholic press and the clergy presume to "warn" people concerning the petition. Such warnings serve, naturally, to advertise the coming of the publishers who bear the petition to the people. Have in mind, then, that fair-minded Catholics, as well as many non-Catholics, expect your call with the petition.

Page 31, *Choosing* booklet, may be shown to aid any questioner to understand that the Nazi aim and the Hierarchy's aim are one and the same. Others particularly relish the clearly stated issue: "If the message Jehovah's witnesses are bringing to the people is true, then it is of the greatest importance to mankind. If it is false, then it is the duty of the clergymen who thus claim to come boldly forward and plainly tell the people wherein that message is false. The radio is the best means to thus reach the people at large." (*Crisis* booklet, page 41) The time to 'call the bluff' of scornful men is here.

In some instances persons whose sympathies lie with the lords of the Hierarchy have been moved to act violently against those who present the petition. Such rare cases stand

out in bold contrast, however, to the large percentage of even the so-called "Catholic population" who are signing the petition because they long to hear the truth plainly spoken, so listeners may judge and choose intelligently. No longer can it be said that 'the bishop decides for his people what they shall or shall not hear'.

On the part of publishers, essentials for this work are "patient continuance in well doing", never-flagging zeal for Jehovah and his truth, and firmness and kindness in dealing with every situation as met. Jehovah's commission (Isaiah 61:1-3) to his anointed witnesses authorizes them to make known the good news to the meek. The meek willingly listen to learn, that they may go in the way of truth, to Jehovah's praise. Presentation of the petition to such persons of good will affords them opportunity to go on record as to their appreciation of righteousness, fair play. All such, whether Catholic or non-Catholic, must learn and obey God's requirements in order to live. Daily the issue is being more clearly seen and declared: It is TRUTH VERSUS FALSEHOOD; Jehovah's Word against the entrenched lies fathered by Satan and his Hierarchy's scornful leaders whose conspiracy against Jehovah's anointed has been inspired by Satan.

Companies having large quantities of filled petition sheets to send to Brooklyn at end of September may send them by express, insured.

Ten Months' Comparison

September is a booklet month this year. However, a year ago 803,829 booklets were placed in September; and the figures below show that we are 255,262 booklets behind last year in ten months. We shall have to put out 'way over a million booklets during September. Booklets with signers to petition should go fast. Let's put in time.

	Ten Months 1936	Ten Months 1935	INCREASE 1936 over 1935
Books	1,364,094	1,187,275	176,819
Book- lets	10,836,788	11,092,050	*255,262
Total Litera- ture	12,200,882	12,279,325	*78,443
Av. Pub- lishers	21,515	20,869	646
Field Hours	4,278,882	4,230,214	48,668
Obtain- ers	6,571,504	7,639,347	*1,067,843
Av. Sound Machines	2,427	2,030	397
Sound Hours	189,333		
Attend- ance	9,902,346	3,147,444	6,754,902
* Decrease			

Have You Considered Jehovah's Service Organization?

The August Special Issue of the *Informant* stated that its contents are to be studied carefully by the publishers. As this is done the organization and its operation will be clear in the minds of the brethren, and this will be greatly to their advantage and to the interests of the Kingdom service. Note that the new manner of counting time begins October 1, or, more specifically, September 28.

It will be readily seen that those brethren who used to be listed under the designation of "sharpshooter" are now to proceed as company organizations. Their local work is to be organized and carried out as outlined in the *Informant*, and thus more efficient and effective service can be rendered to the honor of Jehovah's name. If your company has not yet sent in its recommendation for company servant for the coming year, action should be taken on this at once in accordance with the previous instructions you have received,

September Ends the Year!

Plenty of Work Before the New One Begins

During September the Lord's people everywhere will be making a careful check on their year's activity. They are vitally concerned about the Kingdom interests committed into their care, and all will want to know how their individual and collective activity compares with former years and the quota for this year. Individuals and companies will want to make this the greatest witness year to date.

Have you checked your activity yet? As a company or as a publish-

er, what are you doing to gather up the slack and make 1936 the banner year to date?

These questions each one who has the interests of the Lord's work at heart will ask himself and answer as unto Jehovah.

Your equipment for September is *Choosing* and one other colored-cover booklet and a self-covered booklet, on a contribution of 10c, in conjunction with the petition campaign. Let each one, therefore, look well to his Kingdom interests and finish the year with a grand witness to the praise of Jehovah's name.

After October 1

Riches in All Languages on 25c Contribution

RICHES! All 'kindreds and tongues' need it. It is rapidly being translated into many tongues, and at present is available in Afrikaans, Bohemian, Danish, English, French, German, Greek, Hollandish, Hungarian, Italian, Portuguese, Spanish, and Swedish. All publishers who witness among foreign-speaking people should have literature in the various languages, and this can be readily placed.

You will be very glad to know that after October 1, 1936, you can place *Riches* in any language on a contribution of 25c. This change is being made to aid in a wider distribution of the Kingdom message, and the contribution of 25c applies not only to *Riches*, but, in addition, to all the bound books that Brother Rutherford has written, from *The Harp of God* to *Riches* inclusive, in any and all languages.

The publishers were previously sent the English testimony card for *Riches*. This is now translated into all languages in which *Riches* is available, and offers *Riches* on a 25c contribution. We shall be glad to supply these foreign testimony cards on your order. They are not to be used until October 1, of course, as the foreign books are placed on a 35c contribution until then. Be sure that the testimony card you use states the proper contribution at all times.

Be sure to order now all the *Riches* you need for October and November. Stockkeepers, company servants, check your *Riches*, and order. You'll need them in October.

Soiled Literature

From time to time complaints are received because of the careless manner in which some brethren handle the literature entrusted to them on credit, and of their habit of returning to the company stock soiled books and booklets.

The arrangement of allowing a publisher a limited supply of literature on credit is to aid him to have a full share in the witness. Each one who takes literature under this arrangement automatically obligates himself to remit to the treasurer for this stock as placed or, if he cannot place it, return it within a reasonable time in first-class condition.

The stockkeeper is not to take back soiled literature from anyone. Each one who soils literature is responsible for placing it and remitting in full therefor. In fairness to all, the company should see that this rule is strictly enforced.

Transfers

Whenever a transfer of stock is authorized by the Society, it is understood that the literature to be transferred is in first-class condition; otherwise the company, pioneer or auxiliary taking over the literature can and should properly refuse to accept such of it as is damaged or soiled.

Other New Publications

Other new publications which are in stock and which you may now order are: *Creation* in Portuguese, *Preparation* in Ukrainian, *What You Need* in Afrikaans, Croatian, and Spanish, *Cause of Death* in Bohemian, *Government-Hiding the Truth: Why?* in Chinese, Xosa, and Yoruba, *Home and Happiness* in Hungarian, *Hereafter* in Hungarian and Polish, *Health and Life* in Norwegian, Spanish, and Swedish, *Norwegian Ruler* in Portuguese and Zulu, *Keys of Heaven* in Spanish, *Choosing* in Hollandish and Spanish, and *Angels* in Yiddish.

Relative to Radio Service

It is well for the brethren to write to the radio stations that broadcast the lectures of Brother Rutherford, expressing from time to time how well the programs come over, and manifesting appreciation of the broadcasts. You may write, not only to the local radio station in your particular territory, but to more distant stations as well. Sometime check up the list of stations on the radio folder, tune in on a more distant one, and then, after hearing the lecture, write the station. All the brethren and all people of good will may do this from time to time, so that the stations themselves will know that the programs are appreciated. This should be done in a businesslike manner.

and the recommendation sent to this office. All these recommendations are to be in by the first of September, if possible.

It will be readily seen also that in the selection of brethren in the companies for the duties of study chairmen and other work the thing to be considered is the work to be done and who can do it well. There is no reason why a company or service committee should select one to be a study chairman, or to some other such duty, just because he has been in the truth for a long time and will feel slighted and hurt if he is not appointed, when there is someone else more capable who might be selected. The *Informant* calls attention to the proper manner of choosing workers in the company organization.

Let all the publishers work orderly, and harmoniously, and perform their part in Jehovah's service organization.