

# INFORMANT

MARCH, 1939

"But they shall not prevail against thee."—Jer. 1: 19.

BROOKLYN, N. Y.

## New Booklet by Brother Rutherford Released April 1

### Consignments to Be Made to All Companies

Jehovah continuously provides his people with new instruments of war, which they use in their fight against the Devil and his organization. These instruments are very powerful and effective in exposing the racket of religion, and also aid Jehovah's witnesses in magnifying the name of the Almighty and in proving their integrity under adverse conditions. This time the new instrument is a 64-page booklet entitled "Fascism or Freedom".

Many have been wondering when the lecture by Brother Rutherford, delivered October 2, 1938, over a nation-wide chain, would be put in print for world-wide distribution. It is here! This booklet contains that stirring talk and also another timely message by Brother Rutherford under the heading "Theocracy", which is important for the people of good will to have and study. We know this new booklet will be received with much joy by all of the Lord's people. It is full of fight, and its distribution will cause much added pain to the religionists and their allies. The facts are presented so that the people may choose which they will serve: the monstrosity which is championing the Devil's cause in the earth, or the Kingdom of God under Christ. Upon that choice depends their eternal destiny; hence this message must be put in the hands of millions of people. Are you ready to do your part?

### 10,000,000 First Printing

The presses at the WATCH TOWER plant at Brooklyn are already printing this booklet. They are working day and night to get ready the millions of copies that will be required. Initial shipments are already on the way to Australia, South Africa, India, and other distant points, and more will follow to every English-speaking country on the globe. Ten million copies of *Fascism or Freedom* are being printed, and we hope that many more will be needed. We expect that this booklet will go like wildfire among the public. The title alone will arouse interest and a desire to read, because it is an issue that confronts every person in the world. The picture on the cover will further aid in placing the booklet. On one side is a prisoner, held in restraint by representatives of the totalitarian powers, chief among which is the Roman Catholic Hierarchy. On the other side, in striking contrast, is one of Jehovah's witnesses, unrestrained, joyfully exhibiting the message of the Kingdom for the consideration of all who desire freedom. A glance at this picture should create an immediate desire to read the contents of the booklet.

### "New Heavens" Testimony Period

*Fascism or Freedom* is to be released to the public on April 1, the beginning of the "NEW HEAVENS" Testimony Period. That does not

## 'Fascism or Freedom' Added Feature to "Watchtower" Campaign

mean that the *Watchtower* Campaign is to cease at that time, but the booklet *Fascism or Freedom* is to be included with the offer of *Face the Facts*, a bound book and the *Watchtower* magazine. The *Watchtower* Campaign started in dead earnest on January 1, and it has been gathering momentum ever since. The enthusiasm of the publishers has increased from week to week, and now thousands of new subscriptions for *The Watchtower* are pouring into the office. With this new, timely booklet to add to the special offer, the zeal and joy of the Kingdom publishers should know no bounds, and the "NEW HEAVENS"

Testimony Period should be the greatest we have had to date. It is during that time that the anointed will celebrate the Memorial, and

their joy can be complete only by sharing in the Kingdom witness. They, as well as the Jonadabs, fully appreciate the fact that the "new heavens" are in operation, and they eagerly serve under Jehovah's Theocratic Government. It is also during the month of April that we expect a new peak in publishers, at least 35,000, and, we hope, many more.

### Special Offer

Beginning April 1, the following will be the offer: (1) A year's subscription for *The Watchtower* at the regular rate, with a bound book and two booklets, *Face the Facts* and *Fascism or Freedom*, free as a special premium. This will be an added inducement for persons to subscribe for *The Watchtower*. Never before has the WATCH TOWER made such a remarkable offer. (2) Those who cannot subscribe for *The Watchtower* will be offered a bound book and the two booklets, *Face the Facts* and *Fascism or Freedom*, on a contribution of 25c. (3) Persons failing to take either of the above will be offered the two booklets *Face the Facts* and *Fascism or Freedom* on a contribution of 5c or whatever contribution they wish to make.

Those people who are really interested but too poor to obtain any literature should be left one booklet, *Face the Facts*, free. Take the names and addresses of such persons for back calls, and when you call back leave the booklet *Fascism or Freedom* and, if the interest warrants it, a copy of *The Watchtower*. This should greatly increase back-call activity and result in many new subscriptions. On these back calls point out to the people the need of their hearing all of the recorded lectures and make regular appointments. Invite them to your Kingdom hall to hear the weekly series, which should be running there regularly.

Point out the need of their studying *The Watchtower*. If they cannot subscribe for a year or six months, they can obtain at the hall each

new copy as it comes out twice a month at 5c a copy. Always have in mind the importance of these people's learning the truth, studying it, and sooner or later having a share in saying "Come". Do not take 3-month subscriptions for *The Watchtower*. They must be for 6 months or a year.

### Consignments

To each company in the United States there will be consigned approximately 150 booklets for each publisher. All pioneers should immediately order the quantities they desire to distribute within the next several months. This booklet will be distributed not only during the "NEW HEAVENS" Testimony Period, but for several months thereafter. The importance of its message along with *Face the Facts* makes it imperative that this booklet be included in the last month of the *Watchtower* Campaign. The cost to companies and pioneers of *Fascism or Freedom* is the same as that of the *Face the Facts* booklet. This low rate, we hope, will aid the publishers in distributing millions of copies more than they ordinarily would.

### More Publishers Needed for "New Heavens" Testimony Period

In another place in this *Informant*, you will see that, on the average, 30,887 publishers have been active in the field for three months of this year. That is remarkable. Only the Lord could accomplish this through his own Theocratic Government. What will January bring? February? March? April? These are questions in which we are all interested. In this respect very serious consideration should be given to Brother Rutherford's letter of January 1. Our quota of 35,000 publishers should be met within a few months and be well surpassed with the "NEW HEAVENS" Testimony Period in April. There are thousands of newly interested now attending the model study meetings, and these should soon be proclaiming the Kingdom message and sharing particularly in the distribution of this new booklet *Fascism or Freedom*. Their protection and preservation depend upon their faithfulness to the Lord. Point out to these newly interested people the great privilege that is theirs of taking part in the Kingdom service. Suggest to them taking 25 or 50 copies of this booklet, distributing them and making report of the same to the company as a publisher. Help them to become publishers of the Kingdom. Remember the 15-percent increase. Every company in the country should look well to its organization, and to assisting its new publishers in the distribution of *The Watchtower*, the bound books, and *Face the Facts* and *Fascism or Freedom*.

Jehovah's organization is carrying on a great onslaught against the Devil and his crowd; and while we meet intense opposition in the field, we know that 'they shall not prevail against us', for 'the battle is God's'. Let's keep on with this mighty work, grateful for this added feature to the *Watchtower* Campaign.

lyn, and many felt that they could never be placed. However, with the announcement that the *Vindication* books would be stressed during December, all the publishers for the Kingdom made ready to put these out. As soon as the campaign started, many companies and pioneers began to realize that they had far underestimated the number of *Vindication* they would place, and telegrams and air-mail and special delivery letters began to pour into Brooklyn for more *Vindication* books. By the middle of December many companies were completely out of stock, and there were no more to be had. Then special efforts were made with *Preparation* and other bound books.

Now that all the reports for December are in and compiled, the total result is beyond our greatest expectation. In that one month 290,516 bound books were placed, which was a new high for bound

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## December Hits a New High for Books

### Vindication Goes Well

The reports of the pioneers and companies for the month of December are very gratifying. These reports indicate that the publishers are putting forth real effort in the field, and show what can be accomplished when everyone works in

unity. December, the "Faithful and True" Testimony Period, was devoted to the distribution of the *Vindication* books. Prior to the December campaign the *Vindication* books had been moving rather slowly; there were thousands of them in stock of the companies and at Brook-

## 'Come, and Say "Come"'

A person of good will writes that for twenty years he had been reading the *WATCH TOWER* literature, and, although he had spoken numerous times to Jehovah's witnesses calling at his door, "no one," he says, "ever asked me to attend a meeting. You may be surprised, but still that is a true statement. I wondered if one would be welcome to go to their meeting places." This Jonadab finally got to a meeting under his own power and forwardness, but even after attending a meeting he was still doubtful whether he was welcome, because of the absence of a cordial welcome and of a seeming lack of interest by the brethren in his association with the company.

Attention is called to this letter to emphasize the point that not only should all people of good will be invited to attend our meetings, but when they do come they should be made welcome. Talk to them and make them feel at home, and show that you are glad they came. Advertise your Kingdom Hall meetings. We should say "Come" to the people of good will, so that they may drink of the life-giving waters of truth, and so that those who hear may also say "Come". Let the people of good will know where you meet, and make them welcome when they do come.

## Unexcelled! Wonderful Start for New Year

### 30,887 Publishers, Monthly Average

#### Back Calls Yielding Fruit

The three-month report, October, November and December, 1938, set out herewith and compared with the same period of last year, brings much joy to our hearts. The outstanding feature is that almost 7,000 more publishers engaged in the service this year than last. With this wonderful start, our quota of 35,000 publishers should easily be made by April if everyone directs his efforts toward that end.

Other gratifying figures: 218,583 back calls were made this year, to compare with 20,929 last year. The splendid increase in publishers this year is undoubtedly due in part to the great increase in back calls. But there is still a lot of room for improvement. Remember, our quota is one back call a week per publisher.

The publishers, all together, put in nearly 300,000 more hours in the field service in this period, compared with last year. That is a fine increase, but, with the 60-hour a month goal set in Brother Rutherford's letter of January 1, the work done in the field during the next three months will probably surpass these figures, even though it is in the

dead of winter.

Books and booklets are coming along fine. New subscriptions were not so high, but this will be made up for in the *Watchtower* Campaign. The sound attendance reported shows that the people are listening.

#### THREE-MONTH REPORT

	October, 1938	November, 1938	December, 1938	Compared with October, November, December, 1937
	1938	1937	Increase	*Decrease
Books	509,312	517,165	7,853	
Booklets	2,458,025	2,350,188	107,837	
Total	2,967,337	2,867,353	99,984	
Av. No. Pubs.	30,887	23,896	6,991	
Field Hours	1,779,286	1,481,338	297,948	
New Subs.	9,735	No record kept		
Sound Att.	3,236,004	3,145,057	90,947	
Back Calls	218,583	20,929	197,654	

It is a wonderful start for the new year, isn't it? In the field every month, 30,887 publishers! A tremendous witness has been given. We rejoice that we have had a share in the proclamation of the Kingdom and that the Lord's rich blessing has been upon us.

## Follow Up Expired Subscriptions Sent You

Splendid results have been obtained in following up *Watchtower* and *Consolation* names sent out by the Society. One zone servant reports:

"We had a three-day campaign with the *Watchtower* and *Consolation* names sent from Brooklyn. The workers reported 120 back calls, 6 new model studies and 35 new subscriptions. The friends are greatly enthused."

Another effective means of developing the Kingdom interests is reported in the following experience:

"An advertising campaign to set *Face the Facts* before the public was suggested. Among other things, "sandwich parades" were inaugurated to advertise the public meeting, and 65 participated in the parade. It was a great success. Each parader carried 25 or more booklets. One thousand were placed with shoppers, many of whom gladly contributed. The time was from 2:30 to 4:00 p.m., and the route was through the busy downtown section. Two sound cars accompanied the parade, giving a musical background and verbal announcements as well as picking up the tired paraders. The cars could have supplied more booklets if required. The youngest in the parade was 8, and the oldest was 79. Both went all the way."

## "Miracles" Record and Its Use

### In Door-to-Door Work, Back Calls and Public Meetings

The "Miracles" record has been greatly appreciated by the publishers in their activity with the phonograph, both in door-to-door work and in back-call service. It should also be used at public meetings to introduce the London lectures "Face the Facts" and "Fill the Earth". In the Society's letter of October 20, entitled "Turn on the Heat", the statement was made that before running the London speeches the people should have pointed out to them the conditions under which those recordings were made and some of the details relative to the big meeting at London and the shortwave transmission. Now that the "Miracles" record has been made, however, the chairman of the meeting need no longer make this explanation. "Miracles" sets out these details clearly and forcefully, and it should be run at the meeting as an introduction to the lecture. Use "Miracles" to introduce the London lectures at all public meetings that the companies and pioneers are now arranging, in schoolhouses, clubhouses, private homes, auditoriums, or any other place where people assemble to hear these lectures.

To introduce the lecture "Fascism or Freedom" at public meetings, it is suggested that the chairman read the following announcement (or state it in his own words):

"The lecture which you are about to hear by electrical transcription is an exact reproduction of Judge Rutherford's speech "Fascism or Freedom" delivered at the Mecca Temple, New York city, on October 2, 1938, before an audience of 7,000 people that packed out the auditorium. The lecture was broadcast simultaneously over a nationwide radio chain and carried by direct wire to audiences assembled in halls throughout the United States and Canada. The message contained in that lecture is so important that it is being reproduced in meetings such as this one for the people throughout America, Australia, Great Britain, Africa, in fact,

in every country where the English language is spoken.

"Today a foreign power threatens all democracies of the earth. In this country determined efforts are now being made to set up a dictator who will rule the people by force. When that time comes the people will be regimented, their liberties taken away, and all freedom of thought and action destroyed. The newspapers are well aware of the efforts now being made by that foreign power to grab control of this country, but because of fear they withhold the facts and fail to warn the people. Listen now to an authoritative speech by Judge Rutherford as to whether the world shall be ruled by Fascists or by Jehovah through His King, Christ Jesus."

#### Instruction

Record P-154, "Instruction," contains a splendid introduction to the *Watchtower* magazine. Reports from the publishers on the use of this record are very encouraging, showing that this short talk by Brother Rutherford is a great aid in obtaining subscriptions for *The Watchtower*. Publishers with phonographs who do not already have the record P-153, 154 ("Miracles", "Instruction") should obtain it immediately

## The Doorstep Setup with the Phonograph

### Avoids Difficulty of Getting Inside

Many people refuse to allow publishers to come inside to run the phonograph, because of prejudice, fear of strangers, a feeling that they are going to be asked to buy something, or because it is just inconvenient at the time to allow publishers to come in. To get around these difficulties we recommend the doorstep method, which is being used quite successfully in England, Scotland and other countries. This same method has recently been inaugurated in some places in the United States and is going well.

In the doorstep method the publisher, before knocking at the door, has the phonograph wound up ready for operation, the record in place and the needle ready to set on the disc. All preparation is made in advance, and when the party comes to the door the publisher does not waste time by asking if he may come

to use throughout the *Watchtower* Campaign. It is essential that it be used at every opportunity in door-to-door witnessing as well as on back calls. "Instruction" will help you obtain *Watchtower* subscriptions, and "Miracles" will arrange your back calls for you.

inside, but states in a very few words what he is doing and starts the machine in operation.

In this way many people will listen to the records who would not allow the publishers to come in. It often happens that people who show prejudice change their attitude completely after hearing one of the records; so we want to do everything we can to get the message to them. A hostile attitude is usually caused by lies spread by the religionists; and when the people hear for themselves the message of truth it is entirely different from what has been said about it and they are willing to look into the matter further with an open mind. The message we have is the most important one in the world. Let's not be turned aside by an idle excuse.

#### Pioneers Will Please Note

During the *Watchtower* Campaign the Society is furnishing all pioneers five free copies of each issue of *The Watchtower* to use as samples, in addition to their personal copy, all in one wrapper. If additional copies are desired they must be paid for, and a regular Distributors' subscription entered. Pioneers who order extra copies, other than the five copies which are sent free, should make out a separate Change of Address slip each time they move from one place to another. One Change of Address slip is used for the regular pioneer files, and the other one in the circulation files where Distributors' subscriptions are kept. One slip should be marked "For *Watchtower* Distributors' Copies". Those who do not order extra copies, continue to send in only one Change of Address slip, as heretofore.

(Continued from page 1, column 4) books. The next best month in recent years was April 1936, when the new book *Riches*, then just released, reached the total of 261,685. The 31,215 publishers who got behind the "Faithful and True" Testimony Period certainly received the rich blessing of the Lord. The three-month report set out in this *Informant* includes the work of December,

## Memorial Celebration April 4

### Send in Attendance on Monthly Card

Each year it is the pleasure of the anointed remnant to celebrate the Memorial. As announced in *The Watchtower*, it will be held April 4, after 6 p.m. On that evening all the anointed throughout the world will partake of the unleavened bread and drink real red wine, which are the emblems used at the Memorial Supper. In companies where the servants are Jonadabs, they should see to it that proper provisions are made for this service by providing for and announcing the place of assembly and providing the bread and wine. Their service ceases there, however. One of the anointed should

conduct the service and serve the emblems. The Jonadabs are welcome and should attend this service. The company servant is to report the total attendance, and the number who partake of the emblems, on his regular April report card to the Society and to the zone servant. Pioneers attending the Memorial with companies should make no report on their cards, but isolated pioneers should make this notation. Where two or more isolated brethren celebrate the Memorial together, only one pioneer need report this on his card. Use the following method in reporting:

"Memorial attendance .....  
Partakers of emblems ....."