

INFORMANT

MARCH, 1942

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

BROOKLYN, N. Y.

"Watchtower" Campaign Now in Full Swing

Careful Study Should Be Made of Instructions

Check Your Progress

Have You Done Your Share Toward the Quota?

We are now in the midst of the great *Watchtower* Campaign of 1942. There is every reason to believe that this will be the greatest of all *Watchtower* Campaigns, but, of course, that depends upon the efforts contributed by each individual Theocratic publisher. That this is not the first *Watchtower* Campaign is no cause for any publisher to think it is unimportant, but the very fact that the Lord has arranged a *Watchtower* Campaign every year for the past four years emphasizes it, and, further, that Jehovah has kept the way open for *The Watchtower* to get into many countries where it is impossible to ship any quantities of books and booklets is conclusive evidence that this campaign is very important, and should be carefully participated in by every servant of the Most High God, and that *The Watchtower* contains the necessary message that He wants His people to have.

QUOTAS

As an individual publisher, what have you accomplished during the first month of this *Watchtower* Campaign? During February did you, as a company publisher, place one subscription, seven books and eighty booklets? Or, as a pioneer, did you obtain four subscriptions and place forty books and four hundred booklets? Right now is the time to check this carefully. If you find that you have fallen behind this quota, there is still time to make it up during the remaining two months of March and April. There does not seem to be any good reason why each publisher can't make his personal quota, whether as a company publisher or a pioneer publisher. If you didn't place your quota, don't be discouraged, but put forth a little more effort, and you will undoubtedly have the Lord's blessing.

Many of the company publishers fail to keep a record or close check on their individual activities; but during a campaign of such importance as a *Watchtower* Campaign every publisher should do this. It is the only way you will know whether you have reached your quota or not. Those brethren who have not done it can check with the company secretary and obtain the information. Then during March and April keep up a record of your report and compare it alongside the quota, and don't lag behind. If you see you are not keeping up, step up your activities until you catch up. Watch the books and booklets closely.

Portions of the service meetings should be regularly devoted to the progress of the company as a whole.

Do your best to keep pace with the quota. If every publisher and every company faithfully compare activity or results alongside of quotas, and then work accordingly, we are certain to surpass our three-month quota of 100,000 subscriptions, 1,000,000 books, and 12,000,000 booklets.

At the time of going to press we have already received 13,840 new subscriptions obtained during the first few days of the campaign. The mail at the office is very heavy, and we rejoice in the large number of subscriptions sent in.

HAVE YOU DONE IT?

Have you visited with the special offer all of the people whose names are in your back-call file? Are your *Children* study groups 100 percent subscribers? Have you explained the offer to your local merchants—the grocer, the butcher, the laundryman, the tailor, the milkman, the cobbler, the baker, the service station attendants? Did you forget your doctor, your dentist, the postman, or someone else to whom you speak frequently? Does every publisher in your family subscribe? (There is a good reason why each should.) While most of the subscriptions will undoubtedly be obtained in the door-to-door and back-call work, before this campaign has come to a conclusion make sure you have offered *The Watchtower* to all of these persons and whomsoever else you might have occasion to meet in your daily routine. Make it a point to carry a copy of *The Watchtower* and some subscription blanks with you wherever you go, and be prepared to tell everyone. Don't forget *Consolation*.

Every person subscribing for *The Watchtower* is a good prospect for starting a *Children* study. When you visit these new subscribers encourage them to read by bringing out some point you have just read in the latest issue. Try to have them accompany you to the *Watchtower* study at your local Kingdom Hall. Although this is the *Watchtower* Campaign, keep constantly in mind the organizing of *Children* studies as of first importance, and push this work with all diligence and never miss an opportunity to start a study.

The final gathering is on. People of good-will must become educated along Theocratic lines now. *The Watchtower* and the book *Children* are instruments the Lord has given us to so use. Just how long the Lord will permit the "strange work" to go on we do not know, but it seems that it will not be for very long. Nevertheless, we do know that *right now* it is the Lord's will that we take the message in *The Watchtower* to the people of good-will, and that we endeavor to do.

It appears that now the Lord is educating His servants and the

people of good-will who will make up the "great multitude", feeding them and preparing them for the strenuous times just ahead. Only those who have full faith in Jehovah and have come to know Him and His purposes will be able to survive Armageddon. While we still receive *The Watchtower*, by the Lord's grace, let us carefully study it and take it to the "other sheep", that they may be made strong and be able to bear their own burden before the Lord, regardless of the darts of the enemy. Whether this be the last *Watchtower* Campaign is not known to us now, but, by the Lord's grace, let us share to the full in our wonderful privileges while the way is open. Remember that your fearlessness and faithfulness in the performance of duty is to the enemies of the Lord an evidence of their certain destruction, but to you a sure token of your salvation.

Marching Forward Excellent Witness Given Special Publishers Conducting 2,604 Studies

During the month of January the special publishers were greatly blessed of Jehovah, 990 of them participating in the field work and reporting to this office, averaging 174.3 hours each. These brethren conducted 2,604 *Children* studies, with an attendance of more than 8,700 people. They made 63,777 back-calls, or an average of 64.4 back-calls for each publisher during the month. This is a splendid report and indicates that the Lord's willing volunteers are lending themselves wholeheartedly and with everything they have to the Theocratic service and that the Lord's rich blessing is upon their efforts.

This is brought out in greater contrast when the activity of this little band is compared with the activity of the general pioneer publishers who are also expected to devote their entire time to the service.

	Special Publishers	General Pioneer Publishers
Publishers	990	4,161
Hours	172,574	482,839
Average hours	174.3	103.0
Back-calls	126,591	209,101
Average back-calls	64.4	30.4
Average books per publisher	37	17
" books per hour	.21	.15
" booklets per pub'r	100	55
" booklets per hour	.57	.47

This clearly indicates what can be done if the effort is put forth. General pioneer publishers who agree to meet a requirement of 150 hours a month and who average only 103 hours a month, which is a bare two-thirds of their agreement, cannot be said to be lending themselves wholeheartedly to the Kingdom re-

Consignment to Companies of New Booklet "Hope"

Pioneers Should Order

The new 64-page, self-covered booklet *Hope* is being consigned to each company in the country whose account is in good condition. The importance of the message contained in this booklet makes it imperative that it receive a wide and intense distribution as soon as possible. We hope to have this booklet in the hands of all the companies before "CHILDREN OF THE KING" Testimony Period begins, April 1. The campaign with the booklet begins on that date.

Because of the fact that companies are receiving consignments, it will not be necessary for them to order. Pioneers, however, are not getting a consignment, and they should send in their orders immediately. These orders, as far as possible, should be combined with company and other pioneer orders to make up hundred-pound shipments. However, if a pioneer is isolated and cannot arrange for a hundred-pound shipment, his order for this booklet should not be held up, but should be sent in immediately.

quirements, and as a consequence their efforts are not being blessed with the results that the special publishers are obtaining. There is much food for serious thought in this, when each is to bear his own burden and stand blameless before the Lord in this day.

INCREASING SPECIAL PUBLISHER RANKS

The Society is arranging to put on 400 or 500 more special publishers in order to push the Kingdom activity with energy and zeal while we have an opportunity. A careful check has been made of the general pioneer records for qualified brethren to serve as special publishers. Only those brethren are chosen who have been on the pioneer list for some time and whose field activity of hours, back-calls and general use of sound equipment shows them to be qualified for this type of work.

General Activity

PREVIOUS ALL-TIME PEAKS

Comp'y Pubs.		Pioneers	
Pubs.	60,094	Sept. '41	5,057
Av. Hrs.	20.3	June '40	125.9
Av. B-C	4.6	Oct. '40	29.9
		Jan. 1942	Jan. 1941
Pubs.	Av.	Av.	Av.
	Hrs.	B-C	Hrs.
Comp'y	55,571	13.8	3.8
Pio.	5,151	127.2	36.9
		103.4	22.1

The field activity for all branches of the service for the month of January this year shows an increase of 10,578 publishers in the field service and almost 400,000 more hours devoted to the work. There were 16,500 more back-calls made. All of this is a source of comfort and joy to those who love the Lord; for it indicates that the Kingdom interests committed to our care are being used to bring glory and praise to the Lord.

Helping the Office with Your Correspondence

Please Read Carefully

The Society has furnished several forms for company servants and pioneers to use, and we would appreciate very much if you would use the forms just as they are instead of making alterations.

REMITTANCE FORM: This form, SC-52, should be sent in with all remittances that are not sent in with orders. No changes or additions should be made on the printed form SC-52. Please do not use the remittance form as an order blank. When a remittance accompanies an order, you should combine the total for cash items and the amount to be applied on the company account as "Company stock account" on the remittance form SC-52. All items ordered, whether you send in cash or wish the items to be charged to your account, should be listed on a regular order blank S-5.

Magazine distributor account remittances should be divided according to the number of copies of each magazine you are paying for. Do not show in a lump sum the remittance for magazines. Separate *Watchtower* and *Consolation* monies.

The total of the amounts shown on the form should equal the total of the remittance you enclose.

You will aid the correspondence clerks to give better attention to your mail if you do not mix remittances with correspondence pertaining to service activities or other matters.

Use the regular remittance form for remittances. Use order blanks for orders. Write other matters on separate sheets of paper, giving each paper a heading, such as Service, Pioneer Desk, Legal Desk. This will insure prompt distribution of the various subjects to be treated and each will go to the proper desk for handling. If many items are included in one continuous letter they will be handled one at a time and be passed on from desk to desk, which often takes much time.

We appreciate your letters, but if you will make them brief and to the point it will save considerable reading. If everything in the envelope pertains exclusively to legal matters, or service, or reports, or territory, we suggest that such designation be written on the envelope, and it will go to the proper desk immediately. All other correspondence goes to one desk for sorting and handling.

Many companies and pioneers have been negligent in handling subscriptions according to the instructions in the January *Informant*. These instructions should be studied and the Subscription Record Sheet (S-10) provided by the Society be used for entering subscriptions. It will save time. The ones responsible for sending in subscriptions to the Brooklyn office should check these instructions carefully. Be sure your return address is on each letter written.

Organizing New Companies

Many brethren, particularly special publishers and general pioneer publishers, are organizing new companies, and when the time comes to start the company they simply write the Society that they are starting a new company and give the names of some individuals who might serve. This information is not sufficient for our records. When you are ready to organize a company, please write the Society for a company organization application form. This will be forwarded and when properly filled out will supply the required information for our files. Therefore, kindly follow this procedure in the future when organizing new companies.

"Children of The King" Testimony Period

Hope Is Feature Added to April Work

The "CHILDREN OF THE KING" Testimony Period, during the month of April, is the final month of the *Watchtower* Campaign and Jehovah has graciously provided us with another instrument to add impetus to this closing month of the campaign and to bring additional hope and comfort to all people of good-will who have taken their stand on the side of THE THEOCRACY. This is contained in the new, attractive 64-page booklet entitled *Hope*. We could not do justice to the contents of this booklet by trying to tell you about it here, but we do urge everyone to read it carefully as soon as your supplies are received. Not only

will it give you a great thrill, but it will also give you an added incentive to place it in the hands of every person in your community as soon as possible.

The offer during April will be a year's subscription for *The Watchtower* on a dollar contribution, with the book *Children* and the booklet *Hope* as a premium. Where the year's subscription cannot be obtained, drop from that to the book *Children* and booklet *Hope* on a 25c contribution; and where the people are too poor to take either of the foregoing combinations, offer *Hope* on any contribution they are able to present, and you may leave it free if the person is interested and agrees to read it but is too poor to contribute.

Flashes from the Special Publishers

Try It in Your Territory

"Continued joys in Theocratic service prompt me to send in this note with my January report. The Lord's 'other sheep' are showing up in ever-increasing numbers and need feeding badly. While there have been no Kingdom publishers living in . . . , it appears that next month's report will show its increase. Two of these 'other sheep' have asked for a share in the field work as our companions, and we rejoice with them. Many others are showing signs of arousing themselves to the significance of the hour. On one street with just fourteen houses, just fourteen *Children* books were placed. To save our time, five families have met in one home for *Children* study, three families in another home, and so forth. This enables us to cover much ground. We are more than a week behind in the playing of series because of the unusual number taking the new book. There are 188 homes on the waiting list right now, with three publishers to care for it. We are confident that the new interest will bring forth the help we need. We have had a room offered us in one section if we pay \$1 each time we use it, to cover heat and light. We use this, and average attendance at our meetings recently held was 23.

"As to be expected, the Devil's beserked agents are busy. The old lady has become so alarmed at the turning of the Portuguese here to the truth that two so-called 'Sisters' have been sent in here with an automobile in an endeavor to start Catechism studies to counteract the Kingdom efforts. They gather all the children possible together after school in various homes and try to stir up hatred and violence against the servants of the Lord. They charge us with aiding Hitler, etc. The people are greatly puzzled and are like the Israelites standing before the two altars in Elijah's day. What a day to live in! Praise Jehovah! His day draws on apace in final vindication."

Another writes: "Due to a Government ordnance plant here running twenty-four hours in three shifts, which employs the vast majority of the people, women included, we find a large number of people not home when we work the territory. Repeated calls during the day fail to reach many of these, so we start out in the evening, about one hour before our meeting, and call on those that were not home during the day. This has been very successful. We can tell when they are home by their lights' being on, and in every case they have come to the door, even those who would not answer during the day when they were at home. They are always courteous and us-

ually invite us in. The placements in the evening in comparison to the number of calls are better than those during the day, as the people see that we have made a special effort to reach them."

WARNING

The effort of the demons is to scatter the Lord's sheep and to wear and lure them away from the Lord's Theocratic organization and thereby cause them to fail of performance in the Lord's "strange work". "He that gathereth not with me scattereth," and the Lord is using His organization in the gathering work. Instances are now reported that since the death of Brother Rutherford agents of the "evil servant" class, which regarded Brother Rutherford as a barrier and as an object of personal offense, are now calling at the homes of the Theocratic publishers and making inquiries as to the locations of meetings being conducted in the homes. The intent is plainly a demonic effort to infiltrate into the ranks of the newly interested and busily-occupied "sheep" and then to try to cause doubts, misgivings, suspicions, divisions, controversies, and other schemes of the chief of demons to break up the unity and to distract their attention from the Lord's table and from the work which it is the life-or-death obligation of God's covenant people to perform. The faithful will safeguard the Kingdom interests and will resist these efforts of the demons by refusing to give out any information to the crafty agents of the "evil servant" or other religionists.

The Field Is Large Pioneers Needed

While the greatest number of pioneers ever enrolled are now proclaiming the Kingdom message as general and special publishers, there is still plenty of territory. The way the work is being carried on today, of concentrating their efforts in a given district or small town, there is much work to do and it takes much time, with each publisher covering less territory. The special publishers, according to their reports in this *Informant*, show what wonderful results can be accomplished by concentrating efforts at one spot. The field is large. There are millions of people yet to be visited and helped in getting a knowledge of the Kingdom. What privilege could be greater? If you wish to spend 150 hours in the field service and devote all your time to the affairs of THE THEOCRACY, write the office for an application blank and details regarding the pioneer work.

"Aiding Refugees"

Name of Campaign for May Is Descriptive of Work

Will you aid those of every nation, kindred, people, and tongue?

During the entire month of May the Society is putting on a special campaign to aid all people of goodwill. Hundreds of thousands of copies of books and booklets have been printed in various languages in years past, not only for this country but for foreign countries. Because of conditions as they now exist in the earth, shipping has ceased to many foreign countries and this literature containing the Kingdom message is on hand. It is fitting at this time that the Kingdom publishers place it in the hands of the people.

Jehovah, through his Word, says that the people will come from every nation, kindred, and tongue, and he has seen to it that the literature is placed in various languages. It is our great privilege and honor to have a share in this distribution. In the United States, at Brooklyn and the depots, there are approximately 3,300,000 books and booklets on hand, in 25 languages, which we should like to distribute free to those persons who will read them. The details of this campaign have been set out in a special order blank entitled "Aiding Refugees", sent to your company servant, which he should explain to you at the next service meeting. You can then prepare for the May campaign, as far as ascertaining where the people speaking the various languages live. The company servant should in turn see to it that sufficient literature is on hand prior to May 1, so that when you begin calling on these people you will have the literature to give them. It is hoped that by the end of May more than three million pieces of literature will thus be distributed.

Any persons obtaining this literature, whether you give them two, three, or four copies of various books in their language, can contribute what they desire to advance the work, and these contributions can be turned in to the company servant for later turning in to the Society; but if persons are too poor to contribute and are anxious to learn, let them have some literature free.

In working the foreign-language territory week by week you might make quite a number of back-calls. On the first call leave one or two booklets, and call back there, and if they have read them, leave them a book. It might be that you can interest the parents in the foreign literature and the children in the English publications.

Back-calls should be made on these persons. The Society has phonograph records available in many of the languages, and these should be used. Where publishers can speak the language, book studies therein should be arranged. The Lord says, "Cast thy bread upon the waters: for thou shalt find it after many days." (Eccl. 11:1) No doubt many of these people will thus learn the truth and become publishers.

Kingdom News No. 10

LIFE is what everyone wants. Only those who are righteous and obedient to the Lord's commandments will receive everlasting life. *Kingdom News* No. 10, now off the press, brings this point forcibly to the people. You will want them to get a copy. Distribute them freely throughout your territory. The regular contribution of 50 cents a thousand is asked of companies. Pioneers may have them free.