

INFORMANT

JUNE, 1939

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

BROOKLYN, N. Y.

World-wide Convention Expanding Brother Rutherford to Speak Twice

21 Cities Already Tied In

Advertise "Government and Peace"

As this *Informant* goes to press arrangements have been made to tie in 21 cities to the network convention: 10 in the United States, 10 in the British Isles, and Honolulu, Hawaii. In the South, at Mobile, Ala., a special assembly is being arranged for the Colored brethren. In New York City, the key convention city, as well as in every other convention city, the publishers are zealously preparing every detail for the comfort and convenience of the conventioners and for a mighty, united witness to be given to the honor of Jehovah's name.

Our big job is to advertise "GOVERNMENT AND PEACE". This lecture, which Brother Rutherford will deliver at Madison Square Garden, June 25, at 4 p.m., will be heard simultaneously in all the convention cities and over a coast-to-coast radio chain. Our aim is to pick out not only the Madison Square Garden, but also the auditorium engaged in each convention city. To do this will require strenuous effort by all those coming to the convention. Therefore, come prepared to witness for the Kingdom, to join in information marches and to advertise the public meeting by every means offered.

On Saturday, at 3 p.m., Brother Rutherford will deliver another address to the publishers in all the convention cities, and we are eagerly looking forward to both of these sessions as well as all the other blessings in store for those who attend.

The conventions in the United States will be held at the following places:

- NEW YORK, N. Y.**
Friday and Saturday—
Manhattan Center
34th St. and 8th Ave.
Sunday—Madison Square Garden
50th St. and 8th Ave.
 - CHICAGO, ILL.**
Chicago Arena
East Erie and McClurg Sts
 - COLUMBIA, S. C.**
Columbia Township Auditorium
1703 Taylor St.
 - DENVER, COLO.**
Rainbow Ballroom
Fifth Ave. at Broadway
 - HOUSTON, TEXAS**
Scottish Rite Cathedral
1229 Polk St.
 - KANSAS CITY, MO.**
Ivanhoe Masonic Temple
Linwood and Park
 - LOS ANGELES, CALIF.**
Embassy Auditorium
9th and Grand Ave.
 - MOBILE, ALA.**
Casino Mobile
208 Conti St.
- Arrangements also being made for Colored brethren
- OKLAHOMA CITY, OKLA.**
Municipal Auditorium
1st and Walker Aves.

PORTLAND, OREG.
Sunday—
Portland City Auditorium
SAN DIEGO, CALIF.
(Public Meeting Sunday only)
Savoy Theatre
236 "C" St.

LAST MINUTE NEWS
Four cities in Canada tie in with world-wide convention:
Toronto, Winnipeg, Lethbridge, Montreal. For details write Watchtower, 40 Irwin Ave., Toronto 5, Ont., Canada.

Rooming Accommodations

To aid the brethren at the convention cities, make reservations for rooms in advance. You may write for accommodations to the following places:

- NEW YORK, N. Y.**
Watchtower Convention
Room Committee
117 Adams St.
Brooklyn, N. Y.
- CHICAGO, ILL.**
Watchtower Convention
Room Committee
5595 S. Richmond St.
- COLUMBIA, S. C.**
Watchtower Convention
Room Committee
1641 Main St.
- DENVER, COLO.**
Ted H. Siebenlist
4349 Quivas St.
- HOUSTON, TEXAS**
R. O. Conoley
401 E. 5th St.
- KANSAS CITY, MO.**
F. T. Hoeck
3114 Paseo
- LOS ANGELES, CALIF.**
Watchtower Convention
Room Committee
c/o Embassy Auditorium
9th and Grand Ave.
- MOBILE, ALA.**
H. R. Conrow
600½ South Broad St.
- OKLAHOMA CITY, OKLA.**
Clarence Sanders
220 N.E. 10th St.
- PORTLAND, OREG.**
G. J. Janssen
908 S.E. Hawthorne Blvd.

"The Messenger"

32-Page Report of Convention Order Now—5c a Copy

The June 23-25 convention, being world-wide in scope, will be of interest to every Kingdom publisher. Those unable to attend this convention, as well as those who do, will probably desire a permanent record of it. The last *Messenger* contained 64 pages. This one will have 32 pages, and only half the amount will be asked to cover the cost, namely, 5c a copy. Your orders can be sent in any time. We suggest that you place your order with the company serv-

It Can Be Done

3½ Million Pieces of Literature Placed in June

The Watchtower Campaign is over. The results of the Lord's blessing upon the campaign from beginning to end has thrilled the hearts of the Lord's consecrated people everywhere.

Well over 100,000 new subscribers for *The Watchtower*. Millions who have read the *Face the Facts* and *Fascism or Freedom* booklets are excellent prospects for the special seven-booklet offer in June.

June promises to be a month of great blessings from the Lord and, as we should expect, the month of greatest activity to date.

The job before us is to advertise and attend the greatest convention of all times and place three and a half million pieces of literature in the hands of the people. Let us not throw up our hands and conclude it can't be done. *IT CAN BE DONE*. Last June we placed three and a half million pieces of literature. This year we have more than eight thousand additional publishers. The Lord expects his people to increase their time in the field by placing before each company publisher a 60-hour quota; therefore we are to have more hours. We have over 100,000 more good prospects besides the millions who have read *Fascism or Freedom* and *Face the Facts*. *IT CAN BE DONE*. BUT we must plan and work; we can't drift along and expect to attain it. Here is what each company publisher will have to do: place 3 combinations of seven booklets a week (or 12 a month) and 4 individual booklets a week (or 16 a month)—making a total of 100 booklets a month. It can be done; we did it last June, and can repeat it this June.

Time is important. If we put in the time and present the combination properly the rest will take care of itself. Our time quota is two hours a day. What we lose of this for any reason should be made up Saturday and Sunday, so that at the end of the week we have our 14 hours, or 60 at the end of the month.

Brethren who have consistently participated in evening house-to-house witnessing are enthusiastic about it; more people are at home, and they receive a better reception

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ant for the quantity you need. Remittance should accompany all orders, as no charges will be made on account. *The Messenger* will be a good publication to leave with the people of good will. Order accordingly.

At each of the convention cities photographs will be taken of interesting scenes, as well as news items. Any publisher having an outstanding item of interest or a good photograph taken at the convention may turn it over to the chairman. Each convention chairman will forward a report, with pictures, to the Society, which will compile all material to be published in this 32-page magazine, of the same size as *Consolation*.

June 25 Radio Chain

Many Can Tune in Shortwave

The lecture "GOVERNMENT AND PEACE", which originates at Madison Square Garden, will be carried world-wide by a radio chain and shortwave telephone service. Radio folders will be consigned to the cities where radio stations are engaged to carry this lecture, and near-by places served by these same stations. When you receive your consignment of folders, be sure to distribute them all before Saturday night, June 24. Many of the brethren in foreign lands, we feel sure, will be able to pick up the shortwave beams between 16 and 50 meters. They should tune in their shortwave sets on Saturday between the hours of 3 p.m. and 4 p.m., Eastern Daylight Saving Time, and on Sunday between the hours of 4 p.m. and 5 p.m., Eastern Daylight Saving Time.

Those hearing the lecture over their local radio station or by shortwave and desiring to send a message relative to reception or appreciation can do so by addressing "Watchtower Rutherford Brooklyn, New York". Radio stations to which you listen will undoubtedly appreciate a letter from you.

Do Not Deposit Printed Matter in Mail Boxes

Occasionally we receive a letter from a postmaster somewhere in the country to pay postage on handbills that have been left in mail boxes. Of course, it is not the Society that puts these folders in mail boxes, but it may have been done by publishers who are not acquainted with the postal law on this matter. The Post Office Department has a law to the effect that "whoever shall knowingly or willingly deposit any mailable matter such as statements of account, circulars, or other like matter, on which no postage has been paid, in any letter box established for the delivery of mail on any mail route, shall for every such offense be punishable by a fine of not more than \$300.00".

We hope that the pioneers and company publishers will please take note of this and not leave handbills, booklets or any other printed matter in mail boxes. Place them in the hands of the people and, in the case of circulars, if no one is at home, put them between the door and the door-jamb or under the door or partly under the door mat. Do not use the mail boxes in cities or on rural routes.

Bohemian and Hungarian Consolation Discontinued

The publication of the *Bohemian Consolation* and the *Hungarian Consolation* is being discontinued with the month of May. All companies and pioneers, please take note and do not take subscriptions for *Consolation* in these languages. *The Watchtower* will be published in Hungarian and Bohemian, and anyone speaking those languages should be encouraged to subscribe for *The Watchtower*.

The Four-Month Campaign in United States

A Mighty Witness Was Given

We are submitting in this *Informant* a summary of the activity in the United States alone for the four-month campaign, for your careful consideration. There are some points that show up very favorably; others that do not show up as well as we had anticipated.

Books	435,759
Booklets	5,228,013
Total literature	5,663,772
Peak of publishers	38,835
Hours	2,931,031
New subscriptions	93,111
Attendance	4,303,848
Back-calls	519,373

The response for additional publishers was excellent, reaching a peak of 38,835 in April, well over the fifteen percent that we set as our quota. In fact, this proves that our new quota of 40,000 publishers will be attained ere long.

The *Watchtower* subscriptions showed up excellently, too. The total of subscriptions in the office for the United States and foreign countries is now over 120,000. Splendid!

It was in the bound books and booklets that we fell below our quota, though the results reached were unquestionably good. Yet, with the United States enjoying by far the most favorable conditions for freely spreading the Kingdom message, it was hoped that we could place 75 percent of the world-wide quota. Instead, we were able to place but 43½ percent of the booklet quota and 43½ percent of the bound book quota.

The splendid work that was done during April indicates we might have reached our quota of books and

booklets if we had shown the same zeal and enthusiasm throughout the four months as we did in April. The 'expectancy' of being able to make up the three months' deficit in April did not materialize. This should be a lesson which all of the brethren should learn: that the Lord is directing his organization from his temple and when he calls upon his people to enter into or participate in a campaign the work should be taken very seriously and each one from the *very beginning* should push the campaign with all his strength and time instead of merely doing so near its close.

Taken as a whole, however, the *Watchtower* Campaign resulted in a mighty witness throughout the earth to the glory of the Lord, and one that all of the Lord's people are truly grateful to him for having some part in.

The month of May was an extension of the *Watchtower* Campaign, but not included in the above totals. June and July will be booklet months and will enable the brethren to put out all of their remaining copies of *Face the Facts* and *Fascism or Freedom*. Plan your work now, and have in mind that last June over 3½ million pieces of literature were distributed. There is much work to be done that by the Lord's grace can be accomplished, especially now that we are nearing 40,000 publishers in the field. Have in mind the 60-hour quota for publishers and strive to attain that. Try to put out 100 booklets during June. Always have in mind seeking first the Kingdom and its righteousness. We have been richly blessed in the *Watchtower* Campaign and look forward now to the fight ahead and the work to be done.

(Continued from page 1, column 3) and place more literature. Let us all utilize this manner of service more and really go after our 60 hours.

Work in your "folder" distribution and "information marches" on definite schedule arranged by company servants. Each company servant and his assistants should plan every feature of the work very carefully. Plan; put in the time; work according to instructions—and the results are assured.

Three and a half million pieces of literature in addition to attending and advertising the greatest convention of all time. *IT CAN BE DONE.*

Pioneers should do their share in this campaign. Those who feel they should present a combination on a dollar contribution should include seven booklets in each one. In fact, seven booklets should be included in all combinations, or even fourteen booklets with two bound books. Let us all pull together for the greatest witness to date. Surely, it means more work, but we must work more to get those 60 hours in the field. We don't read of any murmuring on the part of typical Israel when Joshua told them they had to go around Jericho seven times on the seventh day. That meant more work, greater privileges, and more joy. The true Israel of God will never murmur at that.

New Watchtower Subscriptions to date, world-wide

Reported May 29 by	
Brooklyn Office	113,864
Berne Office	2,490
No. European Office	3,663
Total to date	120,017

—Don't Forget Subscriptions—

Our Kingdom Service During July

Keep Pushing Booklets 40,000 Publishers?

All during June ("NEW EARTH" Testimony Period) the special combination of four colored-cover and three self-covered booklets are being placed on a contribution of 25c, as previously outlined in May *EXTRA Informant*, which see for detailed instructions. As most of the publishers will be attending one of the conventions, using time traveling to and from such that would ordinarily be spent in placing this combination, this offer will be continued throughout July, so as to allow adequate time in which to cover as much of our territory as possible.

Many companies have written us that they had large quantities of certain booklets in stock, and so advantage should be taken of this two-month period to clean out this old stock of booklets, as well as to see that all *Face the Facts*, and any *Cure* still on hand, are disposed of. The company servant and the stock-keeper should make up 7-booklet combinations with this in mind, and

all publishers should co-operate in getting these out. The same should be true with respect to the foreign-language booklets. Throughout July the pioneers may continue, as during June, to draw on company stock, the company servant sending in Transfer of Stock (signed by himself and the pioneer) at the end of this booklet campaign.

All eyes are focused on JUNE 23-25; and the convention will, no doubt, be the occasion for many to participate for the first time in the service of our Master. The convention will likewise be a stimulus to all to be out in the field as Kingdom publishers during July, taking the message of God's kingdom to others of good will.

The marvelous new high peak of publishers, noted elsewhere in this *Informant*, will spur all on to a special effort to encourage all who are associated with the local organizations, or being called on in isolated territory by pioneers, to engage in the field work, with our eye on our goal of FORTY THOUSAND PUBLISHERS this fiscal year!

Information Marches

Dispense with Old Title

Many inquiries come from publishers throughout the country relative to what have been designated as "sandwich-sign parades". They ask, Shall we secure a permit for such work? Shall we march without a permit? Is it necessary to secure a permit to carry placards and signs?

In the first place, it would seem advisable to correct the phraseology of this line of Kingdom activity. The term "sandwich-sign parade" is a misnomer. It does not accurately identify the particular witnessing work thus carried on. In fact, this language cheapens and makes the work appear degrading. When the publishers go forth carrying a message upon a placard they are not engaged in a parade. A group of publishers walking in single file, fifteen to twenty feet apart from one another, carrying signs or placards, and thus moving upon the sidewalk in such manner as not to interfere with other traffic, does not constitute a "parade".

The signs they carry convey information to any and every one, just as the Israelites' march around Jericho conveyed by action or sign a communication or message, to wit, (1) that the forces of Jehovah God were at hand ready to take action in the interest of the people of good

will within the city; and (2) that destruction was impending for the hostile-minded ones within the city.

"March" relates to a dignified forward movement. Why not always use the term "march" instead of the undesirable term "parade", which undesirable term is embodied in prohibitive ordinances? This marching is done with a message on record, that is, in printed or permanent form—for the EYE, as distinguished from the spoken message, for the EAR. The message thus "on record" conveys information to passers-by that is of value to them. Therefore it seems that the term "information sign" is much more in harmony with the dignified nature of this activity than the term "sandwich sign". Dispense with the term "sandwich-sign parade" and in place thereof use the term "information march".

Shall we secure permits or licenses to engage in such a march? The United States Supreme Court decision of *Lovell v. City of Griffin* upholds the right to disseminate information and opinion, unhampered by license restrictions. Jehovah's Kingdom publishers are disseminating information concerning meetings and other matters when they go forth in such a march; and no municipality has the right or authority to hamper such march by means of a license restriction. Therefore it is unnecessary to apply for a permit. If arrests occur, the issues should be contested in court along lines stated in the "Order of Trial".

Bookmarks

Place One in Every Bound Book

The Society is inaugurating another feature to aid in finding the people of good will and directing them to your company studies. This feature is a bookmark, attractively printed in two colors on material of good quality. One side of the bookmark reads thus: "Dear Reader, Have you a QUESTION? Get it answered at your neighborhood study meeting. Or write WATCHTOWER and a visitor will explain. Our only purpose is to aid people of good will to come to better understand God's purposes." On the other side there is room in which to print the name of your local hall, its address, and the time of your various meetings. The Society will do the printing of these bookmarks on your order. When ordering, use Special Order Blank enclosed.

The publishers will readily appreciate the value of this new feature. The obtainer of a bound book with one of these bookmarks inserted will always have in a convenient place the name and address of your local hall and know where he can find the answers to various questions that arise in his mind as he reads.

Orders for these bookmarks can be placed immediately. The Society will furnish them at the following rates:

In lots of 1,000 or more,	\$2.00 per thousand;
500 bookmarks,	\$1.25;
250 bookmarks,	\$.75.

No orders smaller than 250 will be accepted. Remittance must accompany orders. The above rates merely cover the cost of material, printing and shipping. To have similar bookmarks printed locally would cost the company \$3.00 or \$4.00 a thousand.

Leave a bookmark with every bound book you place.

General Information

Pioneers should always remit for *Watchtower* and *Consolation* new and renewal subscriptions, whether the subscriptions are for six months or for a longer period.

1939 Calendar is out of stock; do not order.

Fascism or Freedom booklets are now available in Finnish, French, German, Norwegian, Portuguese, and Swedish.

Face the Facts booklets are now available in Polish.

With this *Informant* there is being mailed the new Cost List. As soon as received make the following corrections: *Model Study* booklets, English and foreign, should be shown as FIVE CENTS per copy, instead of 3½c as indicated in Cost List. Under *Japanese*, page 17, bound books should be the same as for any other foreign language.

Electric Flasher Signs

The electric flasher signs may be used to advertise your local headquarters. Many times those invited to attend *Watchtower* or service meetings have difficulty in locating the hall or home. Have the sign in a conspicuous place, where all can see it.

Additionally, these may be used at zone assemblies to assist the out-of-town publishers to locate the meeting place.

While they last—two for 50c. Order through company servant.

Placards Used in Information Marches

The Society has been furnishing a packet of 20 large placards and 6 small placards for 50c. The shipping of these is more expensive than anticipated, and therefore it is necessary, in order to cover the cost, to raise the charge on each packet. Henceforth a packet of Placards for Information Marches will be 65c.