Advertising Feb. 23 Lecture

The King Testimony Period

Around-the-Globe Hookup Being Arranged

New Record, "Flag Saluting"

Use Along with Loyalty

Check Sound Equipment Before Using

Needle Changing Essential

Transcription leaders and all persons operating sound equipment, which includes sound cars, phonographs and P.T.T. Men, are urged to see to it that the tumblers revolves at the proper speed. A careful check of this should be made by actual count for three minutes. This cannot be overstressed. In three minutes the trans­cription machines which are used to run the 10-inch discs should revolve 100 times, which is 33 1/3 r.p.m. The phonographs should be set at a speed of 78 r.p.m. Please be careful in this regard and check your machines NOW and when used.

It is further very essential that the needles used on transcription machines and phonographs be changed after each use of each lecture. In other words, use a needle for only one side of a disc, whether the disc is 4 1/2 minutes or 33 1/3 r.p.m.

Please keep this in mind, as some of the brethren have been negligent in this, and it is possible to get wrong the truth and the Kingdom which we are advertising, to reproduce these lectures, which might be important.

Many are inclined to be negligent because they think it is the Lord's business and they will overlook these mistakes. Remember, efficiency is very essential in the Lord's work. It would be well for each individual listening to these lectures to remind themselves of the defects in production, so that the speed of the tumblers might be checked and that they may be delivered with the Kingdom interests!

Do You Get Subscriptions?

The publishers who are carrying to the people the message of Je­hovah's kingdom well know the necessity of continually receiving and circulating Jehovah's messages provision for their instruction and well-being through the Watchtower magazine. They cannot get along without the Watchtower themselves; why should they not give others to whom they witness the opportunity to obtain this most important periodical, the official publication of Je­hovah's people on earth.

The publishers should present the Watchtower magazine to the people, and, to the same extent, The Golden Age magazine and other materials available to them. This will establish The Watchtower and The Golden Age coming regularly to the homes of all interested.

The importance of making this message available to every person in your territory must be obvious to all. Therefore, Loyalty and two colored-cover booklets should be offered in every home. This campaign activity starts January 1 and continues for the three months of January, February and March, with an extraordinary effort put forth during "The King" Testimony Per­iod, February 1-16.

Brother Rutherford has just recorded a lecture, "Flag Saluting." This record can be used on transcription machines operating on a 12-inch 78 r.p.m. record, and if prepared as is, will be furnished to all those operating sound cars and phonographs. Let Jehovah's witnesses know where to tune in. The interest and potential of the disc is prepared to give the true message to the world.

Today, however, is the time to work on the "The King" Testimony Period, February 1-16.

Brother Rutherford has just recorded a lecture, "Flag Saluting." This record can be used on transcription machines operating on a 12-inch 78 r.p.m. record, and if prepared as is, will be furnished to all those operating sound cars and phonographs. Let Jehovah's witnesses know where to tune in. The interest and potential of the disc is prepared to give the true message to the world.

Today, however, is the time to work on the "The King" Testimony Period, February 1-16.
"Loyalty" Three-Month Witness Reports Are Very Necessary
Certain Booklets to Be Used With Them

Please Order Them Now
Sound Equipment Will Play Big Part

With the close of December the special offer of three bound books on a contribution of fifty cents each ends. This means that the brethren will quit placing bound books, the Kingdom message in this form, will be placed as usual, a book on a contribution of 25c. The activities of the three months of January, February and March will lay special stress on the placement of booklets, including the new and important publication Loyalty. What a three months to look forward to! With a lecture on "Flag Saluting" for sound equipment and the Loyalty booklet, we are well prepared.

Loyalty is to be included in every combination of literature placed during these three months. When you leave bound books, or booklets, or both, include the Loyalty booklet in your placement, together with any two colored-cover booklets, on a contribution of 20c. Alone, the Loyalty booklet may be left on any contribution of ten cents, or without contribution, at the discretion of the publishers.

As an aid to the brethren, a testimony card is enclosed with this Director, which can be used with the combination of three booklets, Loyalty, and any combination of colored-cover booklets. A combination of six booklets on a contribution of 20c is a suggested generous offer of the literature used during these three months if desired. In such a combination there should be included the Loyalty, and in addition four colored-cover booklets, and one of the booklets should be the Loyalty. The 20c of the World? Or, if you have any left, Truth: Shall It Be Suppressed? or New Radio Folders, to be included in this manner. In other words, on a contribution of 20c place two self-covered book, and four colored-cover booklets.

Shipments of booklets and other literature to companies, pioneers, auxiliaries and sharps, are as heavy at this time, and have been for the past month, a large quantity of the books, Loyalty, Righteous Ruler, Rescue to the Kingdom, The Crisis, The Kingdom the Harlot of the West, World Recovered, Intolerance, Angles and Dividing the People have been added to the regular shipment. Large orders of booklets sent only to those who sent in regular orders for other literature.

"Now, here is something you must remember, and do right away, and that is to order the Society for Loyalty booklets and any of the above-mentioned booklets you can use during the month. Get plenty, because reports are that the three on a contribution of 30c are going very well. Please do this. If you have a surplus Loyalty, place an order TODAY! and mark on the order what other booklets you desire for the order, for the order is to be for the three-booklet combination.

"The sluggard will not plow by reason of the cold."

That is the text on the January date of the Calendar for 1908. The point is, neither he nor his arrangements to have as large a personal share as possible in the service of the society and others of the local company and sharps, or both, for sound activities, and lead in the field. The first three months of 1908 should be a real discovery to the individual participation.

No. 20 Bibles

There are left a few small Bibles in hand, the size of which is from 3 x 1 1/4-3 x 1 3/4. If any of the brethren desire them they can be had at 25c each; by pioneers, 50c; by auxiliaries who desire them, and by all others of the public with the public at 25c in combination with other literature. Please order them along with other booklets.

The Director

All interested ones in sharps, or company and organization should be furnished with each issue of the Loyalty, and should order, if they do not already, the Resurrection, and in addition four colored-cover booklets, and one of the booklets should be the Loyalty. The 20c of the World? Or, if you have any left, Truth: Shall It Be Suppressed? or New Radio Folders, to be included in this manner. In other words, on a contribution of 20c place two self-covered book, and four colored-cover booklets.

Ships are now on their way, and reports are that the proper change can be made in our records, and the proper number sent.

New Radio Folders

Five-Minute Programs Should Be Advertised Extensively

There is enclosed with this Director a sample copy of the new radio folder, which is now ready for shipment. Please order your supply. These folders are numbered 70 different stations carrying this new series of three-five minute talks. You will be able to get the order to January 11; then you should start using the new ones.

Distri­ bution should begin in the early part of January, as the first program of this new series is January 15. Briefly speaking, the entire audience, including all who are associated with the Brooklyn territory, should be included in the first program of this new series. These are as follows: "Report the total number of different individual publishers taking part in the door-to-door service with the literature on... or more hours during the month."

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HERE IS A GRAND SURPRISE!

DIRECTOR FOR FIELD PUBLISHERS

EXTRA January 15, 1936 EXTRA January 15, 1936

You Can Attend Los Angeles Convention Without Traveling Far
Ten Cities Connected by Direct Wire
You Will Hear Brother Rutherford’s Two Lectures

15,000 Expected to Attend Joint Conventions

Of course we were all pleased to learn that there is to be a convention in southern California February 21 to 23 inclusive, the grand occasion. How were we going to get there—by plane, by train, by ship? How to get there for that convention? It is possible for at least 15,000 or more of those associated with Jehovah’s organization to attend this Los Angeles convention; and this is how it can be done:

Two-day conventions, Saturday and Sunday, February 22 and 23, are now being arranged in the following cities:

- Baltimore
- Kansas City
- Birmingham
- New York
- Boston
- Chicago
- Toronto
- Cleveland

The Lord’s people in these areas will be able to attend these conventions. In the United States, have in mind that Saturday, February 22, happens to be a holiday in honor of some man. You can take advantage of this day and perhaps from your secular work and be at the convention at Los Angeles, or else at the convention via New York, Chicago, or some other of these nine points. A direct telephone connection and public-address system is in each audience hall. In each hall will be installed between the above points and the Shrine Auditorium, and at 12 o’clock noon Pacific Standard time, the lecture “SEPARATING THE NATIONS,” by Brother Rutherford, will be brought direct to the auditoriums in these nine cities. With the advertisement of the public meeting, inviting the people of good will to attend, will be made in these cities and in Los Angeles. Again at 4 p.m., Pacific time, it is arranged that the Lord’s grace, Brother Rutherford will address the convention assembled at Los Angeles, and the proceeds will be the convention from four to six o’clock will be brought to these other convention places. You should make every effort to be present at the Shrine Auditorium. This message everyone will be anxious to hear. Isn’t this a marvelous arrangement? The Society is furnishing special wire from Brooklyn to serve these local assemblies on Saturday and Sunday, thus arranging at each city a convention identical to that of Los Angeles. You are going to attend, aren’t you?

What a grand surprise this is. In the midst of the great fight against the Devil’s organization, at a time when the Orthodox, the Catholics, the Hierarchy and the other instruments of Gog are bending every effort to stop the witness work and persecute the witnesses, Jehovah through his organization now arranges a short season in which aid and comfort will be brought to his people in convention assembled throughout the United States and Canada. The importance of these conventions cannot be overstated. Every large convention has had the manifest blessing of the Lord and, in every case, opened the way for his people as to the course of action they should take in the furthering of the Kingdom interests. To receive this firsthand, direct from the assembly of Jehovah’s witnesses in Los Angeles, will be a blessing never before experienced. Those who will be privileged to attend the Los Angeles convention will know that their brethren everywhere in the United States are assembled with them in one great occasion. The Lord Jehovah demonstrates how that unity of his people is brought about. The railroad trains should be at these ten points and participate in the privileges of service extended to them. Make your arrangements now, so that you will be in Chicago, Boston, Los Angeles, or other of these convention cities, arriving Saturday morning, ready for the work, or, if possible, be there Friday night. If you are going to Los Angeles, have in mind that the convention opens there on Friday, the 21st. The Lord’s people everywhere in the United States and Canada are invited to be present and to participate in the conventions. Announcements inviting people to the public meeting place will be made through the microphone. Special handbills will be printed and distributed throughout the city, and hundreds of thousands invited to attend. Most of the visible audience of Brother Rutherford assembled in these ten halls will probably be more than 20,000 persons. What a public meeting! Everyone of God’s organization will want to be there and will want to be instrumental in having other people be present at this public discourse. This really will be a season of rejoicing!

What beautiful blessings Jehovah has in store for us cannot be imagined, for here again comes a grand opportunity to get almost bewildering at first thought. Just imagine being at the Los Angeles convention, receiving all the blessings that the convention will afford, and traveling only a few hundred miles at the expense of the Lord’s organization, associated in the great witness for Jehovah. What a mighty shout will be made for Jehovah and for Godship during this united assembly of Jehovah’s publishers!

Advertise “Separating the Nations”

Brother Rutherford to Talk to the World

Arrangements Being Made for Them to Hear

They Must Make the Choice

So let’s advertise! Every means of advertising the public lecture, “SEPARATING THE NATIONS,” which Brother Rutherford will deliver, by the Lord’s grace, at noon, February 23, is being used. First of all, we have the unique means of advertising this lecture, the first time by any people, the use of a phonograph record to be amplified through the sound equipment with which most of the brethren are now supplied. These records are being shipped out now, and should be used constantly until noon, February 23, Pacific Standard time, and (according to location) later in other time zones.

Be sure to include the number of hours this advertising record is used, and in abundance, in your monthly report of sound machine activity.

Additionally, there will be millions of radio announcements consigned to the various companies and sharp shooters, as well as to pioneers and auxiliaries, these to be distributed advantageously, and, wherever possible, placed in the hands of the people, making special mention to them of this broadcast and leaving with them the reminder, the radio folder. In making the consignments to the large cities, the supply will be sent to the director, and the pioneers and auxiliaries will receive their supply through the director.

Numerous other means will be used to advertise this lecture, such as signs painted by the brethren, setting out the title of the lecture, the speaker, Judge Rutherford, the time and the radio station over which the broadcast will be heard, and the Shrine Auditorium at which they may attend. There are many bulletin boards in localities, including the larger communities, and on these boards should be tacked the radio announcement or other announcement that will advertise the February 23 chain broadcast. You might post on these boards the back cover of The Golden Age No. 425 or the back and front of the radio folder. The attractive cover of such posters can be enhanced by pasting a bright red paper border around the edge of the page after the page is pasted on. Everywhere bulletin boards of this nature can be found in various public places, such as ferry houses, bus stations, community centers, rural post offices, general stores in rural sections. All such boards are frequently consulted by local residents and travelers, and thus afford an excellent means of giving notice to persons while waiting at such places.

Remember, too, that during the broadcast the lecture each sound car should be equipped with a radio and connected with the sound car of the convention, thus assuring a grand witness for Jehovah. What a mighty shout will be made for Jehovah and for Godship during this united assembly of Jehovah’s publishers!

NOTIFY YOUR FRIENDS in England, Ireland, Scotland, Wales and Other Countries

Those in the United States who are relatives and friends in the British Isles will do well to write each one immediately, telling them to watch for local advertisement of the convention. The address where the speech by Brother Rutherford can be heard will be announced in the last issue of each local paper. Then on to the convention in your locality to begin anew a thorough advertising campaign and give the witness of the Kingdom to millions more people.

(Continued on page 4, column 4)
Convention Cities Are Busy Now

Many Things to Arrange for Your Convenience

Each company publisher associated with the organization in the city where the convention will be held should volunteer his services to the director, to be used in any capacity and for whichever arrangement for these conventions. In each of the cities it will be necessary to build up an organization particularly for these days. The following things are necessary to be done and will be cared for by the various conventions:

1. Hotel accommodations.
2. Territory assignments.
3. Use of sound equipment throughout the city.
4. Billboards or signs for cars.
5. Distribution of the booklets.
6. Cafeteria arrangements.
7. Rooming accommodations.
8. Book room.

In fact, for any other details that are required, one can be sure that the convention city will be provided to attend to each of these matters. Each company in these ten cities will be rushed. They will be busy with plenty of work, but isn’t it worth it? From now until the 23rd of February effort should be made.

New Book Ready February 1

Jehovah in his gracious provision has once more provided his people with a new publication. This time a book. The title of this new book is Riches. Every one of the anointed and Jona-than brothers should know its truths, make them his own, and then, when the time comes, have a personal copy of it. We should be prepared to give evidence to the people of good will.

On February 1 the book will be released, and the only copies that can be had for some time will be the autographed edition.

A letter appears on the first page, from the Lord and Brother Ruther- ford, to all the publishers of the Kingdom. Each one of the publishers will want the book in which this letter is reproduced, for it is a message to you personally.

As the publishers of Riches oblige the Society to ask a contribution of 50c a copy, this will be an opportunity for the brothers associated in groups in each of these cities to place their order with the stockists for as many copies as the total number at one time. However, the autographed edition of Riches will be mailed anywhere to individuals on a contribution of fifty cents. We know that since this announcement was made in The Watch Tower many have looked forward to its release and all are anxious to get it, read it, and enjoy its truths.

Order Your Autographed Copy of “Riches”

(Continued from page 1, column 4)
Thousands Expecting to Attend

Jehovah is a gracious giver of gifts. He constantly makes arrangements to feed his people, and now the uninitiated and the Jewadabas associated with him are looking forward with keen anticipation to the Los Angeles convention. Enthusiasm runs high throughout all the world now, first, because of the tremendous witness that will be given in “Separating the Nations” and the great effort being put forth by every individual to advertise this lecture. Additionally, Brother Rutherford not only will deliver the message of “Separating the Nations,” but later in the day, 4 p.m. Pacific Standard time, will speak to those who have definitely taken their stand on Jehovah’s side.

The convention has now assumed such great proportions that not only does it take in ten cities on the North American continent, but because of its importance, radio telephone will carry the convention proceedings at Los Angeles to the British Isles, where there are now being arranged, if possible, conventions in ten cities throughout Britain.

What a marvelous arrangement this is! Nothing like it has ever been accomplished before, even with the wealth and power of the Devil’s organization. Only the Lord’s people can demonstrate such unity and show such joy in association, with one another, preparing themselves to be better fitted for the onward march of the Kingdom. The instructions that we shall receive from the organization direct from Los Angeles will be a joy and make the heart of every one desirous to serve Jehovah’s kingdom. There will probably 20,000 to 30,000 brethren assembled in convention cities eager to receive the food which the Lord graciously hands his people at his conventions. Are you going to be there? Of course, there is only one answer. Conventions are so situated throughout the United States and England that all the brethren can share in this blessed occasion.

Many Avenues of Advertising in Use

February to Be Month of Real Publicity

The organization which Jehovah has formed in the earth is truly an advertising or publishing organization. That advertising is business is really stated by the Lord in the 68th Psalm: “The Lord gave the word; great was the company that published it.” The Lord’s people have seen fit to advertise by personally meeting the people. The personnel of Jehovah’s organization is one in which everyone works and has a share in whatever method of advertising is best. The newspapers, one of the chief agencies of the Devil, have always fallen down, and it is unwise to spend any money on newspapers. However, the Lord’s people have found means of more effective advertising than any other organization.

Let us consider that is available for use during February and let every one of us push forward energetically and zealously with every means at our command, to the glory and honor of Jehovah’s kingdom. First, we have the special record of 41 minutes of excellent advertising to be used on phonographs, sound cars, and radio stations that will broadcast them free. At the same time through the sound equipment announcements will be made of the radio station from which the people may tune in Brother Rutherford’s lecture or of the hall to which they may come and hear “Separating the Nations”. Then, we can paint signs and set them in our windows or tack them on our front fence, or anywhere where it is conspicuous. At all the conventions there will be placards furnished for the cars. These will drive through the city announcing the halls where the convention meetings will be held. Thousands will be in evidence a few days prior to the great assembly.

With an influx of automobiles to the ten convention points in the United States there will be more than 6,000 placards constantly displayed, and everybody in town will know that Jehovah’s witnesses are there. More than 6,000 announcements have been printed and consigned. These will be distributed all during February by personally calling on the people, drawing their attention to the radio station to which they can listen. In the big convention cities the announcements continue particularly the public meeting place, and all should be invited to be there and pack them out. Some of the brethren have found it advantageous to overprint their radio folders in brilliant red ink, particularly, as some other addition was added to the chain after the folders were printed. Some companies have had much success, even though their station is listed, as it gives prominence to the local station. We leave this for your determination. Companies that have their own printing press can do this at hardly any expense to themselves. This Director publishes a list of additional stations which do not appear on the radio folders, so that the above-mentioned can be done in localities where it is necessary.

The greatest business can be accomplished when a publisher personally meets the householder, gives him the book for the literature, and then impresses upon him the importance of the lecture “Separating the Nations,” and of their tuning in or attending the great assembly in the city in which they live. The month of February should undoubtedly be the greatest amount of advertising ever crowded into 22 days, for it is on the 23d that everything will be set for a message that the peoples of the nations must hear. What a gracious privilege Jehovah has extended to his people to be his publishers! There is much to do, and, by his grace, it will be done.

Additional Radio Stations

Here are listed stations which do not appear on the regular radio folders which have already been consigned.

Iowa

WATL 1190

WIBQ 920

WBBX 1570

KJBC 1200

WBYC 1570

WAVC 1520

KFKL 920

HDW 1330

KNT 1110

KAVW 650

KWWJ 1110

WKN 1210

KRAM 1210

KWL 1210

WDTH 1210

WYX 1210

WZTV 1210

KXW 1210

KSDO 1110

KSCO 680

KUTL 1400

KGSW 1200

KROS 1200
Are You Prepared to Attend the International Convention?

Better Make Arrangements Now

On February 22, at nine o’clock in the morning, there should be a mighty throng of witnesses in the Kingdom of God throughout the United States and ten in England, all ready to go forward in the field witnessing for the Kingdom. Such a meeting would be held everywhere, whether in the Kingdom with Loyalty and other booklets, at the same time advertising as never before the public meetings which are to be held throughout the world. It can be anticipated that the visible audience will be well over 50,000 people in the United States, Canada, and England. The unseen audience listening to it by radio will run into the millions.

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"His Strange Work" Prepare Now for World-wide Period

Will There Be More Publishers, More Time, than Last October?

"HIS STRANGE WORK" is the designation of the forthcoming INTERNATIONAL TESTIMONY PERIOD April 4-12. The Lord's people have long considered the Lord's "Strange Work" and have had a keen desire not only to understand it more thoroughly but to see it brought to pass in vindication of Jehovah's name.

This is the spring season of special thanksgiving and praise to the Most High; and in order that all the brethren may have the period in mind and begin now to make arrangements for it, announcement has been made of some of the features that will undoubtedly make this the greatest nine-day period of witnessing ever arranged for. In this Director you will find the report of the last INTERNATIONAL TESTIMONY PERIOD, showing the work of the Lord's people throughout the world during those three days.

First of all, during "His Strange Work" we have a new book Riches which will fit the first time be presented to the people on a contribution of 25c, and available in many languages and used throughout the entire English-speaking part of the world. Riches is a true encouragement to the Lord's people to use a bound book during an INTERNATIONAL PERIOD for the first time ever. With this in mind, the author of Riches, which you are studying diligently, and are now to place your order for the regular edition for the Testimony Period.

A new Testimony Card, strikingly different from anything that we have previously had, has been prepared by Brother Raphael and will greatly aid the publishers in presenting Riches to the people. The card will be inserted in The Watchtower, Memorial will be celebrated this year after 6 p.m. on April 6. Every company director as well as sharpshooters, and all groups, will make report of the attendance at the Memorial as heretofore.

Again this year your report will show, first of all, the total number attending the Memorial service, including all, whether they partake of the emblems or not, and, in addition, your report is to show the number partaking of the Memorial emblems of the unleavened bread and red wine. These figures are to be written on the regular monthly report cards for April.

There are many other provisions that have made for this particular occasion, and the details of the campaign will be gone into in the next Director. You can, however, at once begin your preparation for this period by planning in respect to literature, territory and time.

Remember, this is a world-wide period, and, by the Lord's grace, a great witness for the Kingdom will be given than ever before. There should be more PUBLISHERS, more time, more more people spoken to, more newspaper articles, and more sound meetings, and MORE TIME put in the Testimony campaign. In the spring season of works, be sure to have your order reach this office between March 1 and the 10th. If your ac-

Forty-six Publishers, Forty-six Time, than Last October

More Publishers, More Time, than Last October

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Electric Signs for Country-wide Advertisement

Word Circuit Changed at Small Cost

Very Attractive and Identify Publishers

You will be very glad to know of the new signs which the Society is manufacturing, and which will certainly want one to set in your front window, or on your porch, or other place where it can be seen by passers-by.

This is a beautiful white enamel metal sign 12 by 16 inches with a glass front, back of which glass the sign itself is inserted, through which an electric light shines. The metal cabinet is built in the form of a re­flector, the electric light being located in the cabinet behind the sign and equipped with a diffuser. The sign proper is made up in different colors, presenting a beautiful and striking appearance. It really has to be seen to be appreciated.

The Society will fill orders at once, shipped to any address, at $1.50 each, remittance to accompany order. You should always order these in lots of two, as they are packaged in two separate cartons, which makes it possible to ship them in one order.

All groups of the Lord's people should order these signs through their director or sharpshooter, sending in one order for all that are required in the unit. There is an unlimited use for these in the future, and everyone who can do so should be equipped with these signs.

The wording can be changed at small cost, and the Society will supply the changes, from time to time, to be inserted in these electric signs scattered all over the country. We hope 10,000 will soon be in use in the United States alone, to advertise the King and the Kingdom.

We Are Still Aiming at 5,000,000

Booklets Going Well! Four Weeks More!

The month of March brings to a close the very effective campaign with the booklets, during which time a combination of three booklets upon a contribution of ten cents is specially stressed.

During the few remaining weeks of this campaign clear your shelves as far as possible of these combinations, being sure to continue to include the Loyalty booklet in every combination and presenting these with two colored-cover booklets, as Righteous Ruler, Escape to the Kingdom, and, in any other way, the Kingdom of God, the World Crisis, Dictating the People, World Recovery, Angels, Intolerance. All the brethren should certainly take advantage of the time we have left in this campaign, more than four weeks, and put forth a real effort to make it as effective as possible. You recall that our quota for the three months of January, February and March is five million booklets for the United States; and we anticipate that this will be well reached if all continue their enthusiasm in this campaign. Already it has become necessary to print 44 million Loyalty for the English-speaking countries in all countries. Throughout the most severe portion of the harshest winter experienced for some time, the brethren have gone consistently and faithfully ahead with the work Jehovah has for them to do, and we are confident that the earnest effort they are making to this end has Jehovah's approval and blessing and will bring honor to his name.
At Montgomery a party of Indian publishers worked the city during a big convention of Indian Christian publishers and the American Mis­sionaries. The common people heard the message of truth gladly when they heard that Jesus was conducting mission meetings, but the mis­sionaries opposed them. The result is that the people of Montgomery received Jehovah’s witnesses to visit the surrounding villages from which the people had come to attend the convention.

GREECE

“The work done during this period was done under martial law, and we had some difficulties in going on. People are much influenced by the decree against church autonomy of the Office of Religions. In one place as soon as the books were taken from the car they were seized by the authorities and the brethren sent to the public prosecutor. Until today we have not been able to get those who were arrested. It is said that the younger brother was seized and sent to the martial court. His case is still pending. Two other pioneers were seized some days ago, and they also are sup­ported to the martial court as Communists and against the present government. They are at present in prison awaiting their trial.”

LITHUANIA

“The First Sunday of the period was election day in the Memel Terri­tory, and the Lithuanians feel quite impor­tance. The effect on the people was almost unbelievable. Even some of those who were supposed to be ‘in the truth’ were affected. We are hoping that the Nazi government, the persecutors, torturers and mur­derers, will be checked and they will take over the territory. It seems incredible that there can be such an united ‘fighting’ at such a time. We have not been overwhelmed by the Devil. This, of course, has its reaction on the loyal ones, in the face of which persecution comes from all sides, even from their erst­while ‘brethren’, show more than any other confirmation to be wholly on the side of Jehovah and the Greater Gideon.”

JAPAN

“The Lord blessed his own faithful ones in Japan and Korea with unusual fine weather almost every day during the period. And we are happy to send you this report which is always a bit belated. This is the latest here. A big public witnessing meeting was held at Hele, the second largest city in Korea, on October 4. The theme of the public lecture was ‘Kingdom of Heaven Is at Hand’. Hele is the center of the mission­ary activity and the men were present. The hall where the meeting was held had 1,200 seats and it was well filled. The meeting was a great success, and many were turned away. 3,200 pieces of literature, both in Japanese and English, were handed to the people’s hands at the meeting.”

HAWAIIAN ISLANDS

“Literature in eight different languages was placed, and at some of the sound meetings all eight groups of people were represented, from naked-skinned babies to elderly Chinese women in black alpaca hats. They are holding the great privilege and honor of carrying Jehovah’s message to the people here and think him for the opportunities given.”

BRAZIL

“By Jehovah’s grace the World­wide Praise Period this year was better than ever. For this reason all of us are endeavor­ing to do ever better in the future, by the Lord’s grace.”
His Strange Work—April 4 12

What Has the Lord Placed in Our Hand?

Brother Rutherford Writes to the Servants of Jehovah

Many More Thousands of Publishers Expected

Great Multitude Is Coming Forward!

Within a few weeks another world wide witness period will be in full swing, April 4-12, which is known as "His Strange Work". Jehovah's servants throughout the earth will move together in a most vigorous campaign to the honor of his name. "This strange work" testimony period promises to be an extraordinary blessing, and will undoubtedly be the most standard thrilling of all to this time. The Lord has entrusted much to his people, and, the more is demanded of them this time, the more to consider what is entrusted to his people for use during "His Strange Work" testimony period, April 4-12.

Riches, the new book, will be offered regularly for the first time on a contribution of 25c. There is provided for your testimony, one which sets out definitely your commission as well as informs the people how they may obtain Riches. A very pleasant surprise of this campaign is that we have not only a new book, but a new booklet, Choosing, which will be offered on a contribution of 10c if people decline Riches. You may offer Riches on a contribution of 25c and Choosing alone, 10c.

Of course, all the Watchtower readers have given first consideration to Brother Rutherford's letter, which sets out clearly the work that must be done, son of the people, whom it may concern, from Brother Rutherford, the president of the Watchtower Society. This is much preparation now in the world. The Catholic Hierarchy is using every means to bring opposition and persecution to Jehovah's Witnesses, and therefore we are prepared by setting out in detail the purpose of our work. This testimony is your identification card. On the first line (at the top) print your name; at the left column, your province; and also write in your address. It is not necessary for every individual who reads the testimony card to read through it, but if they wish to read it, let them do so. This is to be used particularly in cases of arrests or opposition on the part of policemen or other individuals. We are in a fight, and we are prepared for it.

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Special Testimony Card

The testimony is short, to the point, and opens like this: "At the present time only a few men on earth are rich." That will arouse great interest, and it further introduces the Riches book on a contribution of 25c.

On the reverse side of this testimony card there is a special message "Courage and Victory", which will be offered on a contribution of 10c if people decline Riches. You may offer Riches on a contribution of 25c and Choosing alone, 10c.

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Make Much Use of Sound Equipment

"Separating the Nations" Ready for Millions to Hear

At the same time that Brother Rutherford was giving the lecture from Los Angeles, on February 23, the lecture was recorded, and since then has been shipped to all parts of the world, to English-speaking countries. This is an hour lecture and should be used extensively during "His Strange Work" testimony period. In distant lands it may be necessary for people to hear it by their hearing it and in printed form. Immediately after hearing the lecture they will want to study it, and you will have it in booklet form in Choosing. The portable transcription machine is extensively being used in homes and meetings held throughout the week. Phonographs should be carried on field trips, and the lecture should be made on newly interested, particularly on those whose names are furnished by the Society. Begin the lecture the day you meet during the day in your regular witness work.

Time Is Very Essential During "His Strange Work"

We earnestly hope that every company, sharpshooter, pioneer and auxiliary, as well as all new publishers of the Kingdom, will give consideration to all the details set out in this Director and begin preparations, so that this may be the greatest witness yet given to the honor of Jehovah's name. Each company director and sharpshooter must have a copy of the Riches book, the use of the sound equipment, your back cards (with the phonograph) on newly interested; in fact, every branch of the service should be put into operation at the same time.

Make an accurate report of the Memorial, those attending and those who partake, and include this in your monthly report cards. If you contact any newly interested persons, supply them with a testimony card and a Riches book. You can associate with other publishers of the Kingdom. The winter has been a hard one. The number of publishers dropped during January and February. There has been a large amount of negative publicity, and the number of publishers also have dropped off considerably. Now, with good weather coming in, and extraordinary privileges of service extended us, all publishers should make this the most outstanding period in the history of the church.

"Courage and Victory" for the Memorial

Two Reports to Be Made of Memorial:
One of Attendance, One of Those Partaking

You will be cheered and greatly pleased with the words Brother Rutherford will bring to us all in "Courage and Victory". This was made specially for the Lord's people. This record has been shipped to every company, sharpshooter and isolated pioneer on earth operating a 331/2-r.p.m. machine. This special record is released, and can be used on the first day of the campaign, namely April 6. The record should be run at the very first assembly of the publishers during "His Strange Work" testimonial period, which begins April 4! Are you prepared for your arrangement? Are you prepared to run "Courage and Victory" at your own assembly? If not, you will be run on the evening of the 6th. The purpose of this was to make the public more interested; in fact, every branch of the service should be put into operation, through your sound equipment.

Report on your report card those who have not the "Separating the Nations" lecture, but do not include in your report card to the society the attendance of "Courage and Victory". This, of course, will be covered by the Memorial report. It should not be reported as sound equipment. Everyone, maiden and Jonadabs, should attend the Memorial assembly to report the attendance of the book Jehovah prior to the Memorial. On the monthly report card each one should give the total attendance and the number partaking of the unleavened bread and red wine.
Order "Riches" and "Choosing" Now

You Must Be Well Supplied for "His Strange Work"

This is the first time in several years that a clothbound book has been offered during an international period; and what a book it is! We know that a thousand honest-hearted persons throughout the world will be thrilled to have this book and now are more eager than ever to plan their Bible studies with the greatest zeal.

Work was begun on the Choosing booklet immediately after the broadcast, and consignments are being made to as many publishers as possible in the United States, but the time table is rather short. The order will be added to your Riches order if possible. If on offering

Richard's, on a contribution of a quarter, they do not accept it, then offer it on a contribution of 10c. Interested people will be glad to contribute 10c to aid in preaching the gospel. This will be in addition to what they might have already sent, and may emphasize the splendid combination of both Riches and Choosing on 3c. These two books, which all publishers are the same as on other colored-cover booklets. If you have not received a copy of Richard's, ask for the one and two (colored-cover) booklets, on a contribution of 10c.

This nine-day period should set a high mark of interest and quality in the United States in colored-cover bound books. Every publisher should introduce Riches to the people, and if they don't take Riches, leave with them some booklets on a small contribution.

Steady progress is being made in the English language is spoken, and many other languages. In calling at the home of the Temple, or to the brethren, the director should have a copy of the transcription lecture ready. Take with you the phonograph and several lamps, and keep your stand on the side of the Kingdom. All these should be made in the United States during the special period "His Strange Work." During the campaign in the evenings much work can be done with the phonographs, and such phonograph recording that the following period may be used to establish study groups at which the transcription lectures, both the phonograph and the transcription machine.

A New Advertising Means

At the convention throughout the United States there was introduced a new advertising means. The Watch Tower, 117 Adams St., Brooklyn, N.Y.

Response to

February 23 Broadcast

Excellent

Back-Calling with "Riches" and "Choosing"

The lecture "Separating the Nations" appears in No. 400 of The Watchtower of February 10. A copy was mailed to each of the one thousand people who requested it. It was made out in the office a back-call slip, showing the name and address of the party interested. These have all been mailed to the various companies, pioneers and shareshooters, so that a back-call might be sent and contact made with Riches and Choosing. Take with you the phonograph and several lamps, and keep after these people, because they may eventually take their stand on the side of the Kingdom. All these should be made in evenings during the special period "His Strange Work." During the campaign in the evenings much work can be done with the phonographs, and such phonograph recording that the following period may be used to establish study groups at which the transcription lectures, both the phonograph and the transcription machine.

Back Calls with the Phonograph

As is pointed out in Brother Rutherford's letter, at the end of this period the entire Kingdom will be supplied, including all the ones, including those with whom you have come in contact during the testimony period, and use the same means. The study of Riches, Choosing, and the transcription lecture should be made during this period to be the Kingdom. All these should be made in the evenings during the special period "His Strange Work." During the campaign in the evenings much work can be done with the phonographs, and such phonograph recording that the following period may be used to establish study groups at which the transcription lectures, both the phonograph and the transcription machine.

To this end, I am enclosing an order form, which you may use to notify your subscribers in every language. The Watch Tower is pleased to send you a copy of the transcription lecture in every language from the watchtower, 117 Adams St., Brooklyn, N.Y.

The Watch Tower, 117 Adams St., Brooklyn, N.Y.

1. I desire to have a share in spreading the knowledge of the Kingdom. I am enclosing a money order for the use of the sound equipment during this period. I will be happy to help you with this equipment.

2. I desire to have a share in spreading the knowledge of the Kingdom. I am enclosing a money order for the use of the sound equipment during this period. I will be happy to help you with this equipment.

3. My name is

4. I desire to have a share in spreading the knowledge of the Kingdom. I am enclosing a money order for the use of the sound equipment during this period. I will be happy to help you with this equipment.

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Books in Foreign Languages

Many of the territories have foreign-language booklets immediately after the convention, and to the attention of all those people good will the necessity of being a subscriber to the Watchtower magazine. The Watchtower and The Golden Age will bring much comfort and direct making spot announcements of the Kingdom. You will all see the Watchtower immediately after the convention, and to the attention of all those people good will the necessity of being a subscriber to the Watchtower magazine. The Watchtower and The Golden Age will bring much comfort and direct making spot announcements of the Kingdom. You will all see
“Zeal of His House”

Publishers, Service Directors, Get Started
Now on This and Plan Carefully

Zealously, the brethren throughout the city territory reached once with Zeal of His House testimony period. Zealously, the brethren through­out the city territory reached once with Zeal of His House testimony period. Zealously, the brethren through­out the city territory reached once with Zeal of His House testimony period. Zealously, the brethren through­out the city territory reached once with Zeal of His House testimony period. Zealously, the brethren through­out the city territory reached once with Zeal of His House testimony period. Zealously, the brethren through­out the city territory reached once with Zeal of His House testimony period. Zealously, the brethren through­out the city territory reached once with Zeal of His House testimony period. Zealously, the brethren through­out the city territory reached once with Zeal of His House testimony period. Zealously, the brethren through­out the city territory reached once with Zeal of His House testimony period. 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Are You One? A Pioneer or an Auxiliary?

The List Is Increasing

"Only a few months ago the Lord revealed that those 'other sheep', or 'gentile' publishers, would carry the great multitude coming from all these nations. . . . It is now the privilege of one hundred publications to aid in the remnant to energetically and joyfully carry the message of the King-dom to others. This is an obligation which Jehovah has placed on those who love the Lord and who love the remnant. We have the privilege of joyfully carrying the good news to others. . . ." — The Watchtower, April 15, 1890.

This foregone is but one of the many times Jehovah calls the attention of all who have taken their stand on his side to the privilege and obligation that rests upon them to carry the message of the Kingdom to others. This is an obligation which Jehovah has placed on those who love the Lord and who love the remnant. We have the privilege of joyfully carrying the good news to others.

In the Society's letter of March 11, several items are presented and stated: "We feel sure that there are many company publishers who could be persuaded to have the brethren put in full time in the Kingdom service. The Society grants pioneers literature at a very small contribution—in fact, at less than the cost of manufacture. Have you considered becoming one of the brethren who have availed themselves of this privilege? There are doubtless many more publishers who could be auxiliaries, which means that one does not have to get away from his regular business to get home early and have dinner ready for the family. So many, so often, and at any other time, all territory is new territory. Business districts offer a splendid field for pioneers.

Some of the back calls to be made during the month of May are presented in the item: "Making Back Calls—Sunday Afternoon."

Making Back Calls

To make sure that the quota of 15 hours a month per service person in the rural territory is still to be carried on, the Territory Service Director is authorized to give the rural publishers an additional week for making back calls. This is in addition to the regular work load for the month of May. Each and every one of us should do all that is possible to see that the splendid witness which started with "His Strange Work" testimony in April is going to continue by his perseverance, if necessary, and, as far as possible to the glory of Jehovah's name during the coming months. This is the month for the rural territory. Try to cover all your urban territory with Riches and Choosing. I believe that, by June 1, we will have a grand response and many of the remnant and those of the Jonah-class will have gone ahead with the Kingdom that it is time the Watchtower is here for. . . ." — The Watchtower, April 15, 1890.

Phonograph Work in Rural Areas

What to Do During May

Riches and Choosing

The report of the Lord's manifest blessing upon the activities of his people during His Strange Work period is to be hoped for. I hope that no one will feel that now we have done a good period's work and we can afford to relax. The advent results of this period cannot be accredited to any creature or creatures. It is the Lord who is accomplishing the work. We are to answer the message at this time and make it available when the people need it. May the Lord's time for this work to be done be here; and those who have not been appointed, the Jonahs, all who love righteousness, will joyfully participate in carrying out his requirements at this time.

Each and every one of us should do all that is possible to see that the splendid witness which started with "His Strange Work" testimony in April is going to continue by his perseverance, if necessary, and, as far as possible to the glory of Jehovah's name during the coming months. This is the month for the rural territory. Try to cover all your urban territory with Riches and Choosing. I believe that, by June 1, we will have a grand response and many of the remnant and those of the Jonah-class will have gone ahead with the Kingdom that it is time the Watchtower is here for. . . ." — The Watchtower, April 15, 1890.

Place Your Order Now for "Zeal of His House" Testimony Period

Air-mail letters, telegrams, cables, telephone calls, all means of communication, were used to contact these branches of service, then write to the Society for further information.

This calls the attention of the brethren to an opportunity for service which should be seriously considered by all. The time is here for the remnant to energetically and joyfully carry the message of the Kingdom to others. This is an obligation which Jehovah has placed on those who love the Lord and who love the remnant. We have the privilege of joyfully carrying the good news to others.

During the month of May we continue to offer Riches and Choosing, on a 30c contribution. Where this is not available by postal order, drop to a booklet offer, three on a sheet, one in each leaflet stock in good condition in place of these combinations.

Place Your Order Now for "Zeal of His House" Testimony Period

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“Zeal of His House” Testimony Almost Here

Here Is a Lot to Think About

Why the Drop in Hours and Publishers?

Six Months’ Comparison

<table>
<thead>
<tr>
<th>Year</th>
<th>Books</th>
<th>Booklets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1936</td>
<td>655,116</td>
<td>840,900</td>
</tr>
<tr>
<td>1935</td>
<td>7,017,910</td>
<td>6,171,482</td>
</tr>
</tbody>
</table>

- Total Literature: 8,359,152
- Ave. Sound Publishers: 6,171,482
- Ave. No. Auxiliaries: 488
- Ave. Company Pubs: 17,367

- Total Publishers: 18,857
- Field Hours: 2,210,544
- Avg. Publishers: 6,426
- Sound Publishers: 2,370
- Sound Hours: 114,916
- Attendance: 8,031,698

- Nothing much can now be gained by dwelling on these things which are past, beyond noting how far behind we really are and endeavoring, by the Lord’s grace, to make up for it as far as we can. The drop in publishers can be aided only by each and every one’s taking hold and doing his part, and the others having the details of the campaign well in hand, so that each service unit can move forward with zeal and determination. Being careful to avoid any misunderstanding of Jehovah’s organization. You can check up and refresh your memory with these questions regarding this most important campaign:


- What do we place with the people during “Zeal of His House” testimony, Riches, Choosing, another colored-cover booklet, and Loyalty (or some other self-covered book-let), in combination. Do you have a good stock on hand?


- What is the contribution on which this combination of Riches and three booklets is placed? Thirty-five cents. Testimony cards are enclosed with this Director. Have you ordered all the extra ones you will need to supply all the new publishers in the world? Can you remember that three booklets are not taken, do we offer Riches alone? Yes. If Riches is not taken, what then? Leave three booklets, on a ten-cent contribution. Do you have your supply of foreign literature for your foreign territory? Publishers. Even those who have not yet spent ten cents are realizing that hours in the service and hours spent in real witnessing to the people.


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- Let all the brethren know that they not only may, but should, do what they can to Jehovah’s praise. All are publishers of Jehovah’s kingdom. It would be very wrong for you, service director, or anyone else, to say that publishers who cannot get in the full quota of hours should not count any at all in the total number of publishers. All must do their part, but, as long as they are realizing that hours in the service and hours spent in real witnessing to the people.


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Order All the “Riches” and “Choosing” You Can Use
They Will Not Be Sent

Unless Ordered

The important book Riches, and the important booklet Choosing, will not be sent to anyone unless they are desired. If you do not desire Choosing beingTan, it is correct that when Choosing was first made, it was continued throughout the year it was published, and whenever desired. If you desire some books and would, for instance, find a book volume costly, then by sending a small number of Choosing to orders received from the same address, we may be able to pay for it in a part of the world,

Accepting Coupons as Contributions

This May Help Some to Place Riches

Many of the brethren throughout the countries have been interested in making splendid results because of the destruction of the Devil’s organization, and the increase which they are the increase which has been made. It is our happy lot to do the same in our work, to send the literature, run but one or two classes, and, if possible, make a knowledge of the truth. The fact is that the time is not in conflict with this work; in fact, the sale of the literature, run but one or two classes, is not in conflict with this work. The Golden Age and Watchtower Subscription List Increasing

A regular 15-hour monthly quota. If all the brethren seriously consider the various branches of the service, set their house in order, and enter into the spirit of the work, it won’t be a great while before this deficit in time will be made up. This is the first time we have, as far as we know, anything approaching the size of a subscription list. These calls on Riches opened to a large number of people who are interested in our work, and are now getting more than the Lord’s people want to see the Kingdom message this year. The reason is that the time is not in conflict with this work;

For Phonograph and Studies

Riches Opens the Way

Back Calls on “Riches” Obtainers

Interested Ones Being Assembled

Referring to the testimony period of April 4, at which time Riches was published, Brother Rutherford wrote: “At the end of this campaign, then assemble the workers and conduct the work of sound equipment and establishing study classes and encourage the people to work as much as possible to get a knowledge of the truth. The possibilities of this work first outlined here are working. Each service unit and each publisher has a definite responsibility in this regard, and all can have a share therein. Who have you done so far in this respect? The campaign of April was just the beginning of this important work. If we have not increased these interested must be increased and continued with our regular services. The only way to stop in accomplishing this follow:

First: Each person who is sufficiently interested and able should be enrolled, and those who are interested but for some reason or other cannot obtain a copy, should be carried on the list of the study in that neighborhood, and invited to attend. Also tell of the arrangement to bring the Kingdom message to the people by means of the recorded lectures. If the phonograph is used at this first call with the Riches, they will ask to see the speeches and lectures or so, and, if possible, make an appointment for a return call. Their name should be placed in the name and address in most cases.

Second: At the back call, take the phonograph into the field. It is in the period of time varying considerably with different people, will them selves be carrying on the same service as their brethren have carried on in their behalf.

For many years we have realized that service should also again be put to convert the world! The work in behalf of the great multitude, the “other sheep” of the society, to whom the time is more acceptable, is our happy lot to do. We can to good will to gain a knowledge of the truth. The numbers, the results, are not our only concern; they are the increase which Jehovah gives. Our concern is that we do our part as his witnesses, and clearly show the fact that these obtainable. They are desired by many. Many companies, shipsharders and pioneers are having in mind the possibility of carrying out the above program, and so report to the office. Reports on your activity are always appreciated.

Third: When a study is started, it should be turned over to the company of service, and handled by the company service committee, a leader being appointed. This study leader should, in turn, bring the information relative to the activities, and work to the advantage of other meetings and other studies. He is to take to the group each issue of the Direc tory for Study, and see that it is handled so as to become familiar with the workings of the Lord’s organization.

Fourth: The calls on Riches should be arranged to assemble at stated times at the meeting place. These calls should be made by the publishers, who are to assist the newly active ones to get started in the service. Of course, in the time they have manifested their sincere interest. The leader himself should, of course, always be one wherever part of the field they are house witnessing, having a clear appreciation of the issue and the necessity of a group to lead the group into the field.

Fifth: These new publishers, hav ing in mind the period of time varying considerably with different people, will themselves be carrying on the same service as their brethren have carried on in their behalf.

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The Golden Age has found a marked increase, particularly since the reorganization of the Watchtower. The keynote for the Age is for them the call to duty for the brothers throughout the world. This is the first time we have, as far as we know, anything approaching the size of a subscription list. These calls on Riches opened to a large number of people who are interested in our work, and are now getting more than the Lord’s people want to see the Kingdom message this year. The reason is that the time is not in conflict with this work;
Jehovah’s Praise

Let It Resound August 1 to 9

The Next Testimony Period

Check over your stock of Indication, 1, 2, and 3, and see that you have enough. The following suggestions, considering all you will need. Use from your stock, getting this ammunition in the hands of the publishers ahead of time, because these three volumes are the special campaign pieces for “Jehovah’s Praise” testimony period, August 1 to 9 inclusive. These three will be presented, a contribution of $10; and any of the brethren may use Light 1 and 2 and Prophecy along with the three Indication books, a contribution of a dollar, or place these others with those who already have the Indication. What an offer to the people! Special three-book wrappers will be sent with the next Informant, as well as any other cards presenting this special offer.

When the 30c combination cannot be met, the brethren can contribute a contribution of 50c; and if a smaller combination is desired, present three books, each costing 10c, or self-covered, on contribution of 10c.

This is the midsummer campaign, and, if the Lord be please, the men that are engaged in secular work, why not try to join the Bethel family during your vacation to embrace “Jehovah’s Praise” testimony period, and make this your big period of ministry? What a service! Good news in respect to this special offer of literature: It does not end with the 9th, but is to be continued throughout the entire month of August, only!

The watchtower will be covered with Riches by the end of July. Those who have received Riches should be specially called on during August, as they should certainly be anxious to have further Kingdom instruction. All everyone in the company and associated therewith to take part in the service at this time.

Jehu, his work; Jonahah, his antitype; the man with the inkhorn, his commission, and what he represents: this is all of great importance to those who take their stand on Jehovah’s side before Armageddon. In detail, these and other related truths are dealt with in the publications offered to the people during this period. Let everyone show his love for the Lord by his efforts in shaping Jehovah’s plans with these special provisions, and, additionally, in using the sound equipment during the August campaign.

The fight is on: the battle between truth and untruth, between Life and death. Make your share in the battle as effective as possible by getting in time in the field. All-day witnessing, lunch in the territory, weekday service: these will help build up your hours needed in the campaign. The ambassador of Jehovah speaks to His people saying, “Arise ye. and be not like unto this people.” Prepare now, lay out your territory, checking over your stock of Indication books. Arrange your vacation or what sounds good so as to make this a week to Jehovah’s praise.

With God’s children there should be nothing in a name to furnish an excuse for the exaltation of men. Some persons appear to gladly seize upon the meaning that may be placed upon a name as an excuse for self-exaltation or for unnecessary criticism of others.

The name “Director”, by which this paper has been known for some time, means in the English merely one who transmits information concerning the directing or instructions relative to field service work. In some languages, however, the word when translated appears to have a different meaning. For instance, the name “Director” translated in one language is given the meaning of “Commander, Big boss, or Important one”. All such names are displeasing to the Lord and should be avoided. For reasons assigned, this paper hereafter will be designated as Informant. That name means merely one who or that which gives information. The purpose of this paper is to give information to the field workers about the work and the manner in which it is to be done, so that all may work harmoniously. When you receive your copy you may expect to find therein up-to-date information given out by the Society organization for the benefit of those who do the publishing work concerning the Kingdom.

When a man desires to be approved of men, the Devil seizes upon that selfish desire to induce such a one to exalt himself and thus cause friction in the Lord’s organization. It seems best, therefore, that the following changes should be made in the names or titles of positions held in the organization, to wit: Instead of using the name or title “company director”, hereafter that position will be known as “company servant”; instead of using the name “regional service director”, hereafter that position will be known as “regional servant”; instead of “divisional leader”, hereafter that position will be known as “divisional servant.” Remember the words of the Lord Jesus: “For one is your Master, even Christ, and whoever shall exalt himself shall be ashamed.” (Matt. 23:9-12) All the true followers of Christ Jesus are servants. There is no excuse or justification to exalt one above another. To whatsoever position one in the Lord’s organization is assigned, he should serve obediently and joyfully and without murmuring, complaining, or faultfinding.

Where a number of companies are working together, for instance, such as the area of Greater New York or London, the person who takes the lead and transmits the instructions received, instead of being known as “service director”, will hereafter be known as “servant of companies”, and the servant of the separate companies in this organization will be known as “captain of service”. Hereafter none of the servants in the field will be known as “sharpshooters”. That is eliminated, and all such workers are considered as companies or integral parts of companies. If there is just one isolated person in the community, instead of being known as “sharpshooter”, he is merely a servant, meaning, of course, servant of the Lord.

Let us see to it that no excuse is furnished for self-exaltation of any creature. We are all brethren in Christ and delight to serve one Master and one God. All at unity in Christ will work exactly in harmony and will be willing and anxious to carry out the information received through the Informant, or other means that proceeds from the proper source.

Hereafter the Society’s representative at a branch office has been known as “manager” or “director”. Hereafter such representatives will be known as “branch servants”, meaning the representative of the Society at a branch office, acting with authority from the main office of the Society and, of course, as servant of the Lord. All branch offices, please be governed accordingly.

July, 1936

New Phonograph

Weighs Only 9% Pounds

The use of the phonograph is becoming widespread. Its use in the field is bringing splendid results and presenting clearly the truths which sweep away the refuge of lies. Do you have one? and are you using it?

The Society has just completed a newly designed phonograph, the size of which is 9 by 5½ by 13 inches, covered with brown cloth and having rounded corners. Its weight is 9 pounds 13 ounces, and one can carry three discs. With the three discs it weighs 32 pounds 6 ounces. This machine is made with compact, which could be accomplished only by use of a removable tone arm. It is a very simple matter to attach this in its proper position, and it is ready for use immediately. The volume is just as strong as of the previous model, and its tone is of the best quality. When the machines are sent out from the InstituteV, they are shipped properly, at 78 r.p.m. Do not change this.

The phonograph is being placed with the Bethel families and auxiliaries with three discs on a contribution of $10.00. If you already have a phonograph it can be had for $8.00. Special rates are made for pioneers.

Riches Studies

In addition to carefully reading Riches, the brethren of all company units are urged to study the records covering the same extension. There should be available in every unit a study of The Watchtower that has been given out for that unit for this year so that all may attend. It is recommended that those companies that have not made provision to read Riches studies even if this necessitates changing of some of the other book and branch studies which are now being held.

As soon as possible, therefore, all studies of newly interested, including the studies developed from transcription and phonograph meetings, should use Riches as the textbook. The information contained therein is of great importance and will prove most valuable as a study, not only for those recently coming to knowledge of Jehovah’s purposes, but to all the Lord’s people, the approach as well as those of the Jonahah class, and a careful study will prove most profitable.

Year Book—15c

There are a few left.

Six months of the year have elapsed and we find on elevating one of the pages of the year book of Jehovah’s witness for 1936 still on hand. The Society is pleased to dispose of as many of these books as possible. There are a few left. Please place your orders and you may order it at your local branch. 

July, 1936

NAME

Informant

July, 1936

President

Wath Tower Bible & Tract Society

by

G. Ridenhour

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<tr>
<td>Booklets</td>
<td>8,588,507</td>
<td>8,084,375</td>
</tr>
<tr>
<td>Total Literature</td>
<td>0,454,398,093</td>
<td>932,712</td>
</tr>
<tr>
<td>Av. Publishers</td>
<td>1,707</td>
<td>1,346</td>
</tr>
<tr>
<td>Av. Auxiliaries</td>
<td>755</td>
<td>880</td>
</tr>
<tr>
<td>Av. Company Publrs.</td>
<td>18,250</td>
<td>18,218</td>
</tr>
<tr>
<td>Total Publishers</td>
<td>20,012</td>
<td>20,016</td>
</tr>
<tr>
<td>Total Booklets</td>
<td>2,520,216</td>
<td>3,170,100</td>
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<tr>
<td>Available</td>
<td>5,015,654</td>
<td>5,820,107</td>
</tr>
<tr>
<td>Av. Sound Machines</td>
<td>2,163</td>
<td>2,561</td>
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<tr>
<td>Av. Sound Machine Attendance</td>
<td>7,035,903</td>
<td>1,960,094</td>
</tr>
</tbody>
</table>

Spanish  

Transcription Records  

Transcription records of “Separate Kingdom” books (which Spanish has been recently consigned to the companies and published in Spanish, have been published in Spanish territory. The Society has now on hand some other Spanish transcription records (332, 924) formerly used over the radio. This supply is made up of the following—"Way of Escape"—"Effect of Holy Year"—"Kingdom Blessings"—"Jehovah’s Organization"—"World Recovery"—"World Messengers"—"Free Inquiry." We request a supply of these records will be sent without charge to any company or publisher who would like to have them. This also applies to the brethren serving under the Brooklyn office but living in Cuba, Costa Rica, Panama, Canal Zone, and Colombia.

The “Informant”  

Company Servants to Order  

More if Needed  

It is noted that some of the companies are not receiving as many copies of the Informant as they are publishing them, and have lost the natural correspondence. The matter is discussed and are to consider what the matter at their respective meetings during the next two weeks. Many of the records are not written for now. Please do not try to fill these orders. If you do not have a copy of the Informant, you should advise us at once of the quantity needed.

Sound Cars and PTM Machines  

A worn out work being carried on in the field by means of the sound cars and the portable transcription machines. Many of the sound cars now made available transcription machines have the wrong idea that this can be used only indoors. If you do not sound cars and even if you do, put your transcription machine in another car, just as you would a sound car. The transcription machine which you have when you have a sound car and an auxiliary, will be heard for one or two blocks, and the machine can be used right along the main street. If you have a sound car, put your equipment to use. The service with these sound machines, sound cars and phonographs is as essential as your door-to-door witnessing.

Are You a Pioneer or an Auxiliary?  

Can You Be?  

Each company (which from now on, of course, includes all organizations, however, as “sharpshooters”) will receive from June 11 to 15 a special letter entitled “A Pioneering to the Kingdom.” And it has to do with the pioneer and auxiliary service. This letter is to be strung together in each case to the letter to the largest assembly of publishers at the first opportunity.

New Radio Folder  

A new radio folder is being prepared advertising the stations throughout the United States now carrying the regular全国各地. It will be issued shortly. It has been considered, and one point of importance that should be brought to the attention of the brethren is that a special service is carried on by Jehovah’s witnesses, namely, the use of the phonograph, by which these letters can be brought to the attention of the time and place to which they are desired. This notice is in the interest of the statement, “Address W. S. Carter (Brooklyn, N. Y., or Poughkeepsie).” The brethren can stamp on these radio folders the date, and when they come to the address and area they are delivering them in their territory, it might be for other than the above mentioned, that there is where usually someone at home. Pioneers in the locality of or near a town of residence might obtain permission from the landlord to stamp his phone number on this folder so that they can get the news and address of anyone you might phone. The truth should be told to the persons, whether they find us at home in our regular door-to-door witnessing or not, folders should always be left at homes when no one is there. Do not, however, leave them in the mail box. The Sienna Bible Society will provide the door in other convenient place where they will be found.
NATIONAL PETITION

Listeners Eager for More Broadcasts

Hierarchy Threatens
"More Draconic Action"

Humble persons of good will who have listened to Jehovah's Kingdom message as broadcast in speeches of Brother Rutherford frequently write the Society that they want to hear those broadcasts offered. Three years ago the Jewish Congress made world-wide announcement of the Hierarchy's decision to "drive Rutherford from the New York station," and they, they tried. They staggered in the attempt. "But the end is not yet." Rutherford misrepresents the Catholic church and therefore he must be stopped; or "electrocuted," says one of the Hierarchy's agents. Another of his co-soldiers, "Anonymous", a principal (but unprincipled) representative at New York, blandly promises final doom of Jehovah's witnesses! And now prayers of "the faithful" during the month of August, 1936, are being addressed to the Hierarchy, "to save us from the infamous Judge Rutherford of the Watch Tower Society," (to be continued).

Reasonable persons, including even many of the "Catholic population", are becoming aware of the infamy of the Hierarchy's position. Catholic leaders are being asked, Why?... Why not openly show their disapproval of Rutherford's lies? Why does Rutherford misrepresent the Catholic teachings?

At Philadelphia, in June, many of such fair-minded ones signed a petition to WJP, prominent radio station there that had been forced by the Hierarchy to discontinue broadcasting Brother Rutherford's answers to Catholic questions, after that station had refused to break its contract to broadcast "Separating the Sheep from the Goats". Thousands at places other than Philadelphia are joining in that petition, adding WIP to broadcast a public discussion of the disputed questions, 'one side to be taken by a high Catholic spokesman and the other side by Judge Rutherford.'

Honest Catholics, as well as others, are sailing the demand that the demand for such an open discussion is by no means limited to the people of Philadelphia and vicinity. We agree, and also believe that throughout this entire land there are millions who are eager not only to hear those disputed questions reasonably discussed but also to sign a petition asking that such a debate be arranged and widely broadcast.

ORDERLY CO-OPTION
Any isolated pioneer or other public speaker associated with a publication and who desires to assist persons that want to sign the petition will be furnished blank cards and requests on card.

Companies are being supplied a sufficient number of presentation cards, not for immediate use, when more are needed, let us know well in advance.

Let each publisher be provided with a separate container (celluloid or cardboard), in which to keep blank cards and requests, with a separate container (celluloid or cardboard) for the correspondence that must be handled. Each box should be labeled with the name of this publication and the card's address.

For every home or business place, FIRST, present the special green card and petition.

Petitions may be dispatched or, then introduce the literature, using at all times the current presentation. During this petition service, instead of using testimony card for literature, we recommend a verbal testimony, formed according to the principle, "whenever possible, the word of God."

NAMES FOR COMPANY'S FILE
As each petition sheet is filled, let name and address of each signer be copied with care on a separate slip or card, suitable for filing, using same size as petition blank and blanks for immediate use, when more are needed, let us know well in advance.

Pioneer with petition sheet in hand, will want 'to sign promptly to the company servant. (Continued on page 4, column 1)
Riches Invitation Slips

Preparation

The importance of the establishment of studies throughout the territory of the company cannot be over-emphasized. These are essential to the convenience of the interests of the brethren. Those who obtain literature should be invited to attend the nearest Riches study to the territory. In its work, the publisher is printing an invitation letter for each of the members in the church. The letter should be written with pen or typewriter, the address, the state, and the day and time of the Riches study. The publisher will work with the pioneer in this work.

At the meeting place there should always be one of the electric signs placed for the Riches study. An interested person will know where to attend. Even though they have the address, they will feel more confident about where the electric sign is displayed.

Publishers should always be on the lookout for locations for Riches studies. In many instances these are begun by the use of the Riches study at the meeting of the publishers. This is an important item, which each one should be doing in this manner that they have been conducted. These groups should be reported to the Society if you believe that they are working as they should be.

It is advisable that each company organization keep a file of all publishers, persons and persons of good will that have attended one or more meetings, and at various times throughout the year send them one of these invitation slips or post card asking them to come to these meetings. This should be done by all publishers to show the interest that the company has in the field work.

A Treeably Presentation of the Kingdom Message

The Kingdom message should be presented to the people in a respectable manner, which means, in a manner befitting the truth, and not to be decent in behavior. Let those who are bearing the message to the people determine themselves in a manner befitting the truth that they serve, if they do it, or not. This is not for Jehovah's messengers. Sincerity and earnestness in presenting the truth to the people is what accomplishes good results. In carrying Riches and other literature from house to house, the pioneer should exercise caution and skill, showing the people that you really believe what you tell them. Those who go will recognize that the publisher is sincere; and, because of real care to present the principles of the truth from courage and conviction, are impressed; and, more than anything else, that the publisher cares. The manner of presentation is of the utmost importance, and if it is from a bulldozing method, which is wrong. Why should one become angry with those to whom he witnesses, and in his endeavor to make any such remark, which is not respectable or decent behavior? The manner of presenting the truth should be in a manner of presentation. Let all carefully observe the rule and not disgrace Jehovah or disshonor him.

Riches in Foreign Languages

The Society now has on hand a good supply of Riches in Spanish, Italian and Greek. Additionally, we have slides in Polish, Ottoman, Bohemian, French, German, Hungarian, and Swedish, also Creation in Portuguese.

Do You Have the Year Book?
The Society is clearing out its entire stock of the 1938 Book of Jehovah's Witnesses. These are being offered on a 1½c contribution.

With This Informant

There is being sent along with this Informant petition blanks, testimonia cards, and five key cards for the three bound books, testimony card for the August card, and a number of Riches study slip.

Special Testimony Card

Any pioneers or other publishers desiring testimony cards which pre­

sent the facts for books in a contribu­

tion of one dollar, for general use, may order the number they need, as we now have a stock of these on hand, and a number having been prepared. These will be sent only on request.

Company Servants' Reports

Company servants formerly known as sharpshooters will continue to use their yellow report cards until new ones are supplied. Instead of hand­

ing the yellow report card by using your personal name, use the name of the company in which you are located. Sign your own name on the bottom of the report card. This makes it impossible for one to say that it is not for Jehovah's messengers. Sincerity and earnestness in presenting the truth to the people is what accomplishes good results. In carrying Riches and other literature from house to house, the pioneer should exercise caution and skill, showing the people that you really believe what you tell them. Those who go will recognize that the publisher is sincere; and, because of real care to present the principles of the truth from courage and conviction, are impressed; and, more than anything else, that the publisher cares. The manner of presentation is of the utmost importance, and if it is from a bulldozing method, which is wrong. Why should one become angry with those to whom he witnesses, and in his endeavor to make any such remark, which is not respectable or decent behavior? The manner of presenting the truth should be in a manner of presentation. Let all carefully observe the rule and not disgrace Jehovah or disshonor him.

The New Phonograph

Greatly Appreciated

A light-weight phonograph is now being manufactured by the Society and is being used by the field publishers in the Kingdom interests. Those who have seen it and used it are very much pleased with the phonograph and its lightness in weight. With the use of the phonograph the brethren are more free in their service. There is more time in sound work than before. The orders are extremely heavy. We are making them as fast as possible to fill these. We believe that very nearly all of the brethren will desire one to aid them in their witness work. These phonographs are being made possible by manufacturing in large quantities makes it possible now to use the same kind of material to get the phonograph and use it in the service. It is being offered in place of the three book cards, which are being removed. This year it is being offered for $15.00, with record cards and holder. We are taking orders from records of your choice, or if you have records now the phonograph can be changed to that phonograph.

There is now in course of preparation a phonograph which is designed to meet the Society hopes to print within the next month. These signs will be changed to the phonographs already purchased, a separate notice will be set out in the Informant, and they should be ordered by the company servants for all those who have phones. However, the main thing to do in the meantime is to get the phonograph and put it into use. These signs complete are only $15.00.
A Quarter Million
Bound Books in Nine Days

The report which is set out in detail below is most interesting, and one could very easily spend an hour examining the contents. The first column lists out a remarkable fact which is associated with Jehovah's organization. More than 70,000 persons attended the Memori-ral, whereas 53,895 partook. A total of 382,000 publishers engaged in the field work. Where were the over 25,000 who attended the Memorial services? These should be asked so that they might see more clearly their responsibility, and it is hoped that in the October campaign at least 50,000 workers will take part in "The Battle." All the brethren found that Riches goes so well with the people. Christ Jesus is gathering the "other sheep," and those of us who are proclaiming the Kingdom are specially privileged in bringing to the great multitude the message of salvation. "It is very encouraging to have these combined reports, for undoubtedly every one of us now not only will prepare for "Jehovah's Famine" Period but will look forward with interest to the next international period, "Battle Shout." Reports from far and near are set out hereunder.

AUSTRALIA

"The campaign from the book Riches resulted in the placing of more than 20,000 bound books in the territory of the next international period of the Australian branch, during "His Strange Work" testimony period. This has exceeded by far the total of books associated with the publishing, when 12,536 Jehovah were placed in nine days. From all quarters reports are coming in of the progress of the publishers, and it has been difficult to keep all supplied with books. At the time of this writing, most of the 50,000 Riches books already supplied to this branch are either placed with the people or in the hands of the publishers.

"During this campaign it was no-where the enemy the interest is growing and that deeds of personal violence were reported fairly common. On the other hand, many people of importance are said to have given themselves to the present time under the control of the Roman Catholic hierarchy, to make war against Jehovah, and by this grace the results have been most gratifying. A total of 12,536 Riches was placed in the hands of the people, the larger number of bound books placed in any nine-day period since 1930."

CANADA

"Jehovah's witnesses and Jonabas in Canada and Newfoundland engaged in their testimony period with a zeal and determination to make it the greatest period ever experienced in both countries, and by His grace the results have been most gratifying. A total of 12,536 "Riches" was placed in the hands of the people, the larger number of bound books placed in any nine-day period since 1930."

JAPAN

"Devout and long suffering Japanese sisters, who have been subjected to rest, sickness, extremely cold weather and very much snow and rain during the period, have seen to the fact that priests began their activity to use public press. The Osaka Asahi, the Osaka Mainichi, the Osaka Times, carried a bit article against Jehovah's witnesses. Several pioneers were thrown into prison during the period. All faithful pioneers are ever pleading to serve Most High and to prove their integrity under this trial condition."

SPAIN

"After several brethren from Madrid had worked a small, nearby territory, one of the brothers was given an inn to collect the reserve stock left there earlier in the day. A large crowd of Madrid workers had gathered, and supplies of books were being prepared for being Fascist propaganda under disguise. After they had handled and distributed the books, through the mayor himself, who happened to be a Communist like the men, inter­fering for the brothers. The Madrid police acted with an escort of two civil guards back to the station and ac­cused them of having been trying to persuade the people even there and received blows in the train itself."

Canada Total

The arrival of Riches in Spanish on the 1st of May for the period started was, of course, of greatest interest and importance to the publishers. And although we did not receive the complete edition in one shipment, we were nevertheless able to supply almost all publishers with this grand weapon. It was most well, too! Some had to wire for more already on the evening of the day itself, but the people have received this message more favorably than ever before.
“The balance of Riches edition arrived one week later and just in time to supply the service convention arranged for at Stockholm for the Easter holidays. During four days an average of 138 publishers placed a total of 2025 copies, of which 433 were Riches.”

DENMARK

“Our last record number of publishers was 804, in February; now we have 843, which is 205 more than April, 1933. We believe that both the Jonaadahs joining in and taking part in the work? The weather was cold and wet, but the ardor of the friends was red-hot. All were much encouraged.”

FINLAND

“The last testimony period has been the best we have ever had. The brethren, who are with Joy and enthusiasm, and more than ever before took part in the work (now 777 workers; the best before, 722), and not returned, their testimony cards torn, stones, sticks and sand thrown at them. Many aids were come up to arrest us, but when the constables arrived they told us that Jehovah protects his people for his name’s sake.”

NYASALAND

“The work continues to go forward in opposition in some parts. Just lately more than one of our fellows have been rather badly handled. They were lecturing in some parts and not returned, their testimony cards torn, stones, sticks and sand thrown at them. Many aids were come up to arrest us, but when the constables arrived they told us that Jehovah protects his people for his name’s sake.”

NORTHERN RHODESIA

“The misinformation and per­secution which has been going on in Northern Rhodesia has not dis­appeared. Although the greater number of the Society’s publications are at present not heard of, we believe that forth the best effort to date, counted the distribution during the corre­sponding period in the city and county. Just before the campaign began all the Europeans in Northern Rhodesia signed a petition in favor of Bill No. 425. This special issue has since been the subject of a question in the Legislative Council. There can be no doubt that the petition was a grossly distorted opinion; only a few very natives, in Northern Rhodesia who have not heard of Jehovah’s witnesses and the message which is the best report we have had.”

SOUTHERN RHODESIA

“The proposed sedition bill and native preacher bill which are now being discussed, and which, if become law, will bring conditions in this country into line with those of the Union of South Africa, give any of the Lord’s true witnesses cold feet in Southern Rhodesia. Many have turned over the bills they appear to be in a real quandary. They are hoping that the bother in Northern Rhodesia will remain in the air and the secretary of state for the colonies having just decided that the Northern Rhodesia bill may pass, in Northern Rhodesia should be granted, the legislators in Southern Rhodesia in discussing amendments to the bills were alined at us, do not appear to know now which way to turn, whether to yield and southern, or to stand and push on with the work.”

UNITED STATES

On the evening of April 6 throughout the land 35,172 of Jehovah’s people assembled to celebrate the memorial. Attendance was 50,000, a new record number, 25,483 partook. The heart­cheering words of the “Courage and Victory” lecture were heard by many of the brethren at this time, strengthening the confidence to have a share in Jehovah’s work. Memorial attendance this year is the largest on record.

In the United States 24,441 brethren were in the field during “His Strange Work” testimony period, which is the largest on record for any special period. It is interesting to note that this number is more than double the number of brethren in the field during a similar period in 1931 (12,141 publishers), and more than three times that of Jehovah’s Witnesses for a similar period in 1928 (7,601 publishers).

The release of Riches during “His Strange Work” testimony period in the United States exceeded that of any previous bound book.

“Separating the Nations” lecture, together with other lectures, was used to broadcast the Kingdom message to a large audience of 200,000 persons, over the report for last year. It has also been reported that quite a number of Riches study classes have been started to further aid the people in gaining a knowledge of the Kingdom.

“It’s Strange Work” testimony period was certainly a season of great encouragement and satisfaction with strenuous activity to the praise of Jehovah’s name. It was the greatest and most successful yet, with this time in this land to raise high the standard of the Kingdom. All the brethren have had the pleasure of sustaining his people and granting them the privilege of bearing his name before the nations.

Station EQM Madrid

Doing Splendid Work

Words of encouragement to the various broadcasting stations are given frequently. The report in the United States who have short­wave sets can pick up EQM Madrid, Sig, do not miss hearing it. If you tune in, listen to the program, and write a letter to the station expressing your appreciation and interest, your broadcast was received. The brethren in Canada, the United States and Mexico, are most encouraged, for it was their only chance. What should do this. The Roman Catholic Hierarchy would very much like to see all their enemies silenced, and to spread the truth. Your letters every now and then will show that it has a name. Your letters and interest to true of station EQM should also be carried out in this country among the large audience of broadcasts. Additionally, there is a Spanish broadcast on Sunday at 6:05 p.m.

An Ear to Hear in Britain

“Separating the Nations” should be broadcast in every number of the paper. All audiences can be assembled, it would be well to advertise these. Note this also from the report of the British branch:

“Further to our letter advising you that we have commenced the door reproduction of Brother Ruth­ford’s world lecture, Separating the Nations, we are pleased to send you a report of the result. You will note that the number of meetings and broadcasts has doubled. Thirty six times of the record was given, 1,282. The total attendance was 73, 361, and total application was 751 Choosing Booklets from the Listeners.

“The British friends are satisfied that the witness given justified the effort made. The following is a report of the special full day’s service with “Separating the Nations” lecture, May 10, 1934.”

“Machines in use 230

Reports received 120

Meetings held 1,382

Machine service hours 1,470

Folders distributed 15,500

Double Crown Booklets displayed 1,340

Attendance 73,361

Choosing Booklets applied for 784

(A continued from page 1, column 2)

At end of each month the company serves the public with its accumu­lation of filled sheets to the office at Brooklyn. Please send all such responses, to the office in London, promptly and at end of each month.

UNTIL END OF SEPTEMBER

Begin at once, carrying on the petition work in conjunction with the special deposition period and year, when the public is most interested in special campaigns. Plan definitely to pro­vide everyone in your assigned ter­ritory with the opportunity to sign this petition.

By the end of August, serve as nearly as possible all rural sections; the city, all city assignments, including business and residential. Aim to complete the petition work well in advance of the report in the usual manner the hours spent in such house-to-house service.

A separate subscrip­tion announce the opportunity to sign; and also in connection with the petition work, circulate a tire petition once at each location after reading the introductory card.

SEVEN MILLION

To aid each publisher to see a goal, we offer the reminder that in 1934 seven months of the present service year, more than five million people were added to Jehovah’s witnesses and their companions. Much of that work was done during a period of un­usual winters. Jehovah sustained his servants.—Psalm 147:17.

An Ear to Hear in Britain

For the work from now on it is suggested that an aver­age of 350 signatures taken by each congregation. This is the same as the full of SEVEN MILLION signers. That is the equivalent of about one-half of the English-speaking population,” noted one of the body’s children.

To increase the appreciation of the importance and value of working shoulder to shoulder, it is further suggested that each one offer his whole heart to the work, and not to seek the more than the proposed average of 350 persons with opportunity to sign this petition, but to work together for this special work with one who, by reason of physical in­capacity or unavoidable handicap, believes he can serve less than the average of 500 persons.

THOROUGHNESS

Let thoroughness be the keynote of each one who enters into this con­solidated service.”

Let each publisher and each com­pany servant prepare thoughtfully, that our service may be thor­oughly rendered.

Then, in union with all of Jehovah’s publishers of the entire country, with the assurance of our Lord’s determination pursue the task untrammelled. He is done, confidently believing that the true and living God, who gives birth to his people, will encourage, sustain His faithful servants and greatly prosper the work of their hands, for His own sake.

Pioneers should give first at­tention to the work of preparing the petition when it appears to be opportune.
Jehovah’s Service Organization

Wherein Can Your Witness Work be Improved?

The purpose here is to set out clearly the organization of those who love Jehovah, so that all who have given their names on the observable side may take part therein. All active persons are “publishers,” because they publish or make known to others the truths they have received from Jehovah.

Company Organization

A company consists of two or more publishers who are regularly devoting a combined total of eight or more hours (average) a month in carrying the Watch Tower publications to the people from house to house in accordance with the Watch Tower plan outlined in The Watchtower and the Informant, but who are not serving as pioneers or auxiliaries. If there is a true isolated publisher, he is merely a servant, meaning, of course, servant of the Lord. To be enrolled, he will spend eight or more hours in field service. Each company is identified by the post-office box in which it makes its headquarters. It has a company servant appointed by the Society. Also, when there are two or more publishers, a secretary, with whom the Society may communicate as necessary. The secretarial committee is necessary only in companies averaging eight or more publishers a month regular in field work and whose expenses are more than 100 hours a month for all the publishers exclusive of pioneers or auxiliaries. In companies smaller than this there is no need for a service committee, the company servant attending to this and keeping in touch with the business transacted by the company and the service committee.

Service Committee

This committee is composed of not less than three and not more than seven brethren elected by vote of the company. Sisters should not be selected if there are capable brethern available. All those selected for the service committee should be active and complete and manifest a spirit of Jehovah, being devoted to him and willing to obey organization instructions. This committee should be selected once each year, the term of office being October 1 to September 30.

Company Servant

He will receive the Society’s instructions regarding service, and, cooperating with the company and the service committee, is to apply these instructions as an organization. He is to keep the company field records, report monthly to the service committee, and abide by the instructions given by the Society for phonographing, sound cars and transcription mail. He will take part in all correspondence relative to the service.

Company Service

Every thing necessary for the service. He will mail to the Society the contributions and orders for literature and other supplies, and carry on all correspondence relative to the service.

What a company is not large enough to require a service committee, the company servant will perform the necessary service as secretary and sound machine activity in the company territory, issuing literature, advancing sound machine activity, reporting to the office by the last day of every month, keeping check on the company account and stock, and reporting on these to the company each month.

Beyond the above the company servant has no supervision, virtue of his appointment as company servant.

Secretary

Each company of two or more publishers has a secretary on the Society’s records for communication with the company, and this testimony is to be furnished to the company servant as the committee may request, other than service matters. Also, the company servant will keep these records of the business transacted by the company and the service committee.

Study Chairman

These are brethren of the company who are active in the study and capable of conducting the various studies of the company. As it is advisable for these to be retained, they should be scheduled by the service committee so one will conduct a study for not more than three months at a time before being changed to another study. These are to assist the study group in the study of the Bible and of the literature furnished by the company, the same as the study chairman for the company will be doing in the office meetings. They may be kept in the office meetings as so to be fully informed of the company activities.

Treasurer

In addition to the book money, every company will have some extra money. This money may result from voluntary contributions of the brethren in the company, the contributions being entered in the book money column in the meeting place. It is against the policy of the Society for any “collection” to be made in every meeting place. There is to be only one treasurer in a company, who handles all the company funds. The treasurer will collect all money from the brethren who obtain literature on credit, a statement of which will be supplied to him by the stover regularly. All remittances to the Society will be made by check, draft or money order.

Credit Arrangement

If necessary, a small supply of books has been made on credit with the understanding that they will be paid for as placed and be sent to this office as soon as possible after the purchase is made. As we strictly adhere to this practice, by the time you are in need of more books, we will have been notified of the same, and we will have been reduced to the making of another shipment on credit. This will show that we cannot extend credit to you. A company account is the responsibility of the entire company, and the service committee should look after the interest of the company in this regard.

Audit of Account

Every three months there should be a careful examination of the accounts so that every thing is correct, all the transactions accounted for. It will be the duty of the service committee to appoint this committee. Each month the treasurer will go over the record of all business transacted by the company, checking the various columns and stock, see that the record is correct, and, if not, wherein lies the error, and what the facts are necessary to correct the books.

Invoices and Statements

For every charge on your account an invoice will be sent. These should be checked over at once and see that they agree with the number of books you have received and that no error appeared on the charge. If any errors are found, notify us at once, referring to the invoice by the name appearing at the top. Do not return the invoice, but keep it for your records. We have a copy here.

A statement of your account will be mailed you regularly, being sent to the company servant and direct to pioneers and auxiliaries. The totals of the invoices will appear in the column headed “Charg- es,” the credit memos under “Credit-


INFORMANT

SPECIAL ISSUE AUGUST, 1936 BROOKLYN, N.Y.
fully with your invoices and credit memos to see that all entries are correct. Compare by date, number and total amount. A remittance or order not received at this office until the end of the month will not appear in reports for the full month, but will be on the statement for the month following. If your remittance or order is lost, do not return your statement, but keep it for your records. At explanation of what is wrong is sufficient, since we have no way of getting in touch with you about orders, refer to them by their date and number on the duplicate which you kept.

**Remittances**

Mail all remittances direct to the Watch Tower Bible & Tract Society, 117 Adams St., Brooklyn, N.Y. Do not send money orders or drafts on any banks, as we cannot return any remittances to any of the depots. Do not send currency through the post office, as it cannot be obtained, which you keep.

**Divisional Campaigns**

From time to time companies in an area participate in concentrated witnessing in divisional campaigns. The campaign is carried on by the Society, and its sole duty is to convey the publishers to the Society's instructions for work in these campaigns. The divisional servant's duties there end, and, as such, he has absolutely no jurisdiction in any matters aside from the specific divisional campaigns. Brethren participating in divisional campaign activities are to be considered as participating in the campaign and also include this activity in their regular monthly report to this office.

**General Instructions**

**Changing Addresses**

Be sure to notify us of all changes in address, even if it is only a change of letter or post card unless you are a pioneer or an auxiliary.

**Auxiliaries**

Six items of information are stressed. These are to be:

1. Name of Address
2. Address to which mail is to be shipped
3. Name and weight of package
4. Date of shipment
5. Place of delivery
6. Name of carrier

Informán is the monthly publication sent to all companies, pioneers and auxiliaries to inform them of orders to be shipped together, to make sure that all entries are correct. These are to be used in the door-to-door service. The company is to be used in the door-to-door service.

**Monthly Reports**

Every company servant, pioneer and auxiliary is required to submit a report to this office at the end of each month. These reports are used to include all company publishers and the results of their work, but the report is not sent to pioneers or auxiliaries.

Pink cards are for the use of pioneers and auxiliaries only, reporting details of all their activities.

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**Literature**

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Pioneers and Auxiliaries

Pioneers are those who are giving their full time in house-to-house witnessing, serving Jehovah 'with all their heart, mind and time'. They are special representatives of the Society in a close and confidential relationship to headquarters. These are appointed to the Society for the purpose of making proper application, and are responsible to the Society to fulfill the requirements of their position. The Pioneer Commission. The Society arranges for the special consideration of these faithful witnesses and establishes the requirements which are to be met so that their work is not a secondary job of less importance than some secular work. This place of dedication to Jehovah's kingdom is the greatest of privileges and responsibilities, and a pioneer does not have time for all the odd jobs that come along and that would interfere with his getting the necessary work done.

All pioneers are assigned territory by the Society. When assigned to your territory, you must make all reports to the Society only, and not to the local company, which is to the Society's office in New York. Your reports are to be made each month. These brethren, while not devoting all their time to the service, or unifying it to the territory, are enjoying great privileges and blessings. All who can do so should change from company service to territory service, and we would advise all to do so.

Auxiliaries also are special representatives appointed by the Society, and not to the local company. A territory auxiliary has the same responsibilities and duties as a pioneer, only he is not to be assigned territory by the Society. Auxiliaries are to be assigned territory by the local company, and they need not report to the Society. The local company is arranged to do this. That is why the territory auxiliary is a special representative of the company, to help the company to meet the requirements of the company. Each company can be organized, territory assigned, transportation and service activity to the company territory and the particular workers that the company arranges for. As the territory auxiliary is a special representative of the company, he must be responsible to the company for the service, and not just in your work, but in the work of the company. The territory auxiliary is a special representative of the company, and not just to the company, but to the territory. The company is the territory, and the territory is the company. The territory auxiliary should be responsible to the company for the work done in his territory, and not just to the company, but to the territory. The territory auxiliary is responsible to the company for the work done in his territory, and not just to the company, but to the territory.

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Sound Machine Activity

OBSERVATION

In the Kingdom interests, we must take every opportunity to be observed, to keep the peace on the proper basis, which is the messianic principles. We need not to be obnoxious. The brethren should come to your hearth and home, and carry the word of Jehovah in your heart, mind and time. They should not be obnoxious. The brethren are to be observed, and not just in your work, but in the work of the company. The territory auxiliary is a special representative of the company, and not just to the company, but to the territory. The territory auxiliary is responsible to the company for the work done in his territory, and not just to the company, but to the territory. The territory auxiliary is responsible to the company for the work done in his territory, and not just to the company, but to the territory. The territory auxiliary is responsible to the company for the work done in his territory, and not just to the company, but to the territory. The territory auxiliary is responsible to the company for the work done in his territory, and not just to the company, but to the territory.

Quotas

To aid the publishers in seeing the importance of the work, the Company has issued a quota which will result in a witness in proportion to the effort and time spent. The quota is 15 hours a month for all company publishers to strive to hold the quota to 15 hours a month. The publisher should, of course, do all he can; but let each company establish the average of 15 hours per month. Of course, no one should stop at 15 hours a month if more can be devoted to the service. Everyone taking part in the actual house-to-house witnessing during the month should be credited with the time spent, regardless of whether he reached the quota of 15 hours or not.
getting good results by going outside the city limits and blanketing the town from some near-by hill, or by using some mobile equipment near churches, theaters or any places where meetings are in progress. Be accommodating. Knocking on doors. When the volume or move machine on account of sickness, people sleeping, etc., comply therewith. Do as you would be done by.

PHONOGRAPHS

The phonograph is an important part of our service. Every publisher should certainly use it in his own home, running the lectures, and have at his disposal a phonograph to take the phonograph with him in the house-to-house work when this is possible. Several equipment may be used in the open for small crowds gathered around the car, attracted by a musical record.

A friend of mine is using the phone­

The phonograph, for every one in the company, like­

In covering a territory with the phono­

STUDIES

A study of the current issue of The Watchtower should be available for every one in the company, like­

In covering a territory with the phono­

SOUND CARS

The new (Number 5) sound car equipment which the Society is at

TERRITORIES

Company territory should be cov­

BUSINESS DISTRICTS

As a rule, the boundaries of business districts seem to avoid the business territory, these sections are included in the company territory. But special care should be taken to see that they are not included in the business territory. They should be cut out of the business territory and be included in the territory of the company. Business districts refer to retail stores, offices, factories, water fronts, in fact, all places of business. The business territory is the entire territory where the brethren are engaged in their regular business.
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 secretary must mark the number of three-book combinations placed during the month in order to get credit. An account for these combinations, Pioneers already receiving the books at the lowest rate, but the account of combinations will be given credit of fifteen cents, and auxiliaries eighteen cents, for each three-book combination placed during August, or the provided number of combinations is shown at the bottom of the report card. No one who does 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 in 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 soup and other coupons are, but are to be forwarded to Nestle’s Milk Products, Inc., Denver 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 if the conditions are met as constructed 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 Riches attack upon this Devil’s organization. Jehovah has given the command, “Arise, and be agitated in battle.” This occasion is known as the “Battle Shout”, October 3-11, 1936, and Jehovah’s faithful servants in all lands are encouraged to unite in this battle cry. Do you have all the booklets Riches, “In the Watchtower”, September 1-12, 1936, and the Watchtower, September 1-10, 1936, published in various languages and for the first time placed in the hands of Jehovah’s servants? The book Riches, “The Watchtower” and the Watchtower, September 1-10, 1936, have been moved off the newsstands in time for the coming witness than ever before. Brother Rutherford’s letter to the Watchtower, September 10, 1936, was given the title, “BATTLE SHOUT”, and the “time of preliminary war is here”. All those who love Jehovah should study that letter carefully, and prepare themselves for the greatest campaign to date to honor Jehovah’s name.

The book Riches will again be offered during this period, on a contribution of 25c. Extra Riches books have been printed and shipped out to the next of kin and neighbors of the Society throughout the world, and these in total a put of 489,011 hours witnessing. For the coming period it is suggested that you have the book Riches, “The Watchtower” and the Watchtower, September 10, 1936, ready for the nine days. 1,500 auxiliaries having the inventory, will be necessary to cut the work short; so end your September work. The requirement for the 27th is 350,000 hours. If you fail to do this, the company servant is not to hold up the report by writing for these, but is to send the company report right on, and include such late ones the following month.

Send In Your September Report on the 27th

Inventories

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.

It is to be taken for granted that the inventory blank is properly filled out, particularly the “totals” and “values” called for are figured out correctly.

The companies and auxiliaries that want credit for the change in stocks on foreign bound books must make request for it. Each one is to show on the inventory blank, 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. We ask that the inventory blank be sent in with your request for credit you ask for checks with the total foreign bound books reported.

Important Notice

September is the last month of the fiscal year, and the year’s report must be completed immediately. Get the report ready in time, it will be necessary to cut September’s work short; so end your September work. The requirement for the 27th is 350,000 hours. Your report for October will include September 25 to October 31. It is important for all company servants and auxiliaries to mail their report for the twenty-seven days to this address by October 10. Even if your company’s report is not full, if you have any extra work which you wish to report, the same should be done. It should be that there are no company servants west of the Mississippi river who will aid 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. It should be that there are no company 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.

Our responsibility in this battle is great. The Lord has given each one of us an assignment in his army, and if we are good soldiers we will, as Brother Rutherford stated in his letter of last Saturday, 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"

Wow in the strength of Jehovah is not the only important need for their companions as needful to serve everyone who is worthy to sign the petition. Great numbers have already signed. Others are waiting to sign. Jehovah’s publishers are privileged to see that such persons have opportunity to sign. So great is the response with redoubled determination.

Remember, for the entire month of September, publishers will continue their 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 expedient, but will call attention to their appointed witnesses authorizes them to make known the good news of Jehovah’s Kingdom.

The main thing to learn, that they may go in the way of truth, to Jehovah’s praise. It is best that the petition to such persons of good will afford 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 commands in order to live. The daily issue is very clearly seen and declared: It is TRUTH versus FALSEHOOD; Jehovah’s Witnesses are with the emphatic recitation of the earth’s fathered by Satan and his Hierarch’s scornful leaders whose conception of Jehovah’s Kingdom of interest has been inspired by Satan.

Companies having large quantities of books and booklets on 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 books and booklets were placed in September, and the figures below show that we are 255,302 booklets behind last year. We shall have to put out way over a million booklets during September. Booklets will come on a credit footing to expedite the work. Let’s put in time.

| Year | Booklet Issuance | Total Lit. | Field | Field T | Total B | Notes
|------|------------------|-----------|-------|---------|---------|-------
| 1935 | 12,290,882       | 11,276,252 | 78,413 | 255,202 |
| 1936 | 12,251,515       | 20,869,466 |
| 1937 | 12,276,292       | 20,869,466 |
| 1938 | 12,276,292       | 20,869,466 |
| 1939 | 12,276,292       | 20,869,466 |
| 1940 | 12,276,292       | 20,869,466 |
| 1941 | 12,276,292       | 20,869,466 |
| 1942 | 12,276,292       | 20,869,466 |
| 1943 | 12,276,292       | 20,869,466 |

**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, Greek, Hollandsch, Hungarian, Italian, Portuguese, Spanish, and Swedish. All publishers should advise those people who are seeking people who should have literature in the various languages, and the contribution of 25c applies.

You will be very glad to know that after October 1, 1939, you can place Riches in any language on a 25c Contribution. 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 books that Brother Rutherford has written, from The Harp of God to Riches inclusive, in any and all languages.

**What You Need to Order**

Before the New One Begins. The publishers were previously sent the English testimony card for Riches. This is now translated into all languages in which books and booklets are available, and offers Riches on a 25c Contribution. We shall be glad to supply these testimony cards free of charge, on a first-come, first-served basis, until October 1, of course, as the foreign books are placed on a contribution basis.

*Order now all the books and booklets, and have the quota for this stock as placed or, if he cannot be winsome, he may want to make this the greatest witness year to date. Be sure to order now all the foreign books and booklets. The new foreign books are available, and offers Riches on a 25c Contribution. We shall be glad to supply these foreign testimony cards free of charge, on a first-come, first-served basis, until October 1, of course, as the foreign books are placed on a contribution basis.

Tailors to those who witness among foreign peoples should have literature in the various languages, and this will be greatly to their advantage.

Have You Considered Jehovah’s Service Organization?

The August Special Issue of the Watch Tower has a wealth of material on this subject. If you wish to study it, you will be glad to get it.

**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 wonderful it is to come in on an unmanifesting appreciation of the broadcasts. You may write, not only to the stations in your own particular territory, but to more distant stations as well. Sometimes check the papers for an address and send them a folded, tune in on a more distant one, and then, after hearing the lecture, write again to the stations. Children and all people of good will may do this from time to time, so that they too will understand that the programs are appreciated. This should be done in a businesslike manner.

**Soilated Literature**

From time to time complaints are received because of the careless manner in which 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 is to aid him to have a full share in the witness. Each one who takes literature under this arrangement should endeavor to see himself to the treasurer for this stock as placed or, if he cannot be winsome, he may want to make this the greatest witness year to date. Be sure to order now all the foreign books and booklets. The new foreign books are available, and offers Riches on a 25c Contribution. We shall be glad to supply these foreign testimony cards free of charge, on a first-come, first-served basis, until October 1, of course, as the foreign books are placed on a contribution basis.

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A CONVENTION? WHERE? NEW JERSEY! October 16, 17 and 18

Get Ready for Concerted Action 5,000 to 8,000 Publishers Expected

Will You Be One of Them?

For many years past the publications of the Society have pointed out how Jehovah's witnesses have faithfully carried on in New Jersey in face of much opposition and persecution on the part of the Hierarchy. The common people, we dare say, are anxious to learn the truth concerning Jehovah's purposes but in many places have been hindered in learning this truth because of ministerial influence. It is indeed a joy to those who have taken their stand on the side of the Kingdom to come in convention assembled to hear the refreshing truths by which Jehovah assures His people that they are on the right side and that their course of action is the proper one.

Such a convention will be held at the Armory, Sussex Ave, Newark, N. J., on Friday, Saturday and Sunday, October 16, 17 and 18, 1936.

Regardless of threats, coercion and vicious opposition, the faithful have pressed on proclaiming the message of the Kingdom. Will you join them in that state during this convention? The witness work in New Jersey will afford ample opportunity for persons who desire to be a publisher, and it may be your privilege to come up against some of this opposition.

Brother Rutherford Speaks on “Armageddon” Soon To Return from European Trip

On the last day of the convention, Sunday, October 18, at 3 p.m., Eastern Standard Time, by the Lord's workman, Brother Rutherford will deliver his now famous lecture, “Armageddon.” Brother Rutherford has been able to take many privileges of service given him by the Lord on his trip through Europe. In many of the large cities abroad the public meetings were packed to capacity, the audiences intensely interested in “Armageddon.”

This important lecture will be advertised widely, so that the people of good will throughout New Jersey and New York city will have the opportunity of hearing it delivered by him in person. Armageddon, the greatest battle of all time, the battle for which something must be done of to-day. They ask, What is it? Why is it fought? and who is involved? The answer to these questions will undoubtedly be appreciated by the audience. The Armory, having a capacity of 10,000, we can feel confident will be packed out. Are you coming to the convention at Newark to help advertise this speech and co-operate in advertising the Kingdom interests generally in New Jersey?

If you are coming to the convention in a car, be sure of an attractive color. The paintings in attractive colors is on the ear, so that as long as you are in the New Jersey area people will be informed of the speech.

ARMAGEDDON

A LECTURE BY

JUDGE RUTHERFORD

In Person

Saturday, October 18, 1936

Sussex Ave. Armory, Newark, N. J.

FREE

This public meeting promises to be a history-making event. Tell everyone about it. Have them write their friends in the crowd. If they know, they will come miles to hear it. So advertise!

Advertising the King and Kingdom

Signs Placeards Handbills Sound

There is no greater organization in the world today than that formed by Jehovah. He has instructed His people to preach this gospel of the Kingdom in all the world for a witness, and that they should be ready to do so. Conventions such as this one at Newark require much advertising. Will you be there? Will you help? Why will you help? and who is involved? The answer to these questions will undoubtedly be appreciated by the audience.

How to Advertise

All cars coming to the convention at Newark who can arrange it, should prepare large banners which can be mounted on the top of their car, the printing to be painted on sign muscle. Attractive colors should be selected, and these should be drawn. Some might prefer to have tire covers, bumper streamers, anything to attract attention and advertise the lecture. In addition to signs on your car, there will be placards provided at the convention. Arrangements are being made for a “sandwich sign” parade through the business sections of Newark. Each one may bring along his phonograph, with several 45-minute records, to be used in the regular witness work. The sound-car equipment should be brought along, and on both sides of the horn and in the covers, both front and back, special signs can be made and attached. Spot announcements will be prepared for the sound cars, and these you get when applying for special sound territory. Handbills will be provided all publishers at the convention, for wide distribution.

Every person within an area of fifty miles of Newark ought to know of the public meeting and the convention of Jehovah's witnesses; and, by the Lord's grace, they will. Since 1916 the Lord's grace has been added. Some might prefer to have tire covers, bumper streamers, anything to attract attention and advertise the lecture. In addition to signs on your car, there will be placards provided at the convention. Arrangements are being made for a “sandwich sign” parade through the business sections of Newark. Each one may bring along his phonograph, with several 45-minute records, to be used in the regular witness work. The sound-car equipment should be brought along, and on both sides of the horn and in the covers, both front and back, special signs can be made and attached. Spot announcements will be prepared for the sound cars, and these you get when applying for special sound territory. Handbills will be provided all publishers at the convention, for wide distribution. Every person within an area of fifty miles of Newark ought to know of the public meeting and the convention of Jehovah's witnesses; and, by the Lord's grace, they will. Since 1916 the Lord's grace has been added. Some might prefer to have tire covers, bumper streamers, anything to attract attention and advertise the lecture. In addition to signs on your car, there will be placards provided at the convention. Arrangements are being made for a “sandwich sign” parade through the business sections of Newark. Each one may bring along his phonograph, with several 45-minute records, to be used in the regular witness work. The sound-car equipment should be brought along, and on both sides of the horn and in the covers, both front and back, special signs can be made and attached. Spot announcements will be prepared for the sound cars, and these you get when applying for special sound territory. Handbills will be provided all publishers at the convention, for wide distribution.
You Will Want to Be in the Fight

Car Drivers to Be Captains
Registration Slips Must Be Turned in on Your Arrival at Convention

In order to carry on a steady, efficient assault in New Jersey territory it will be necessary to be well organized.

The company servant should try to cover as soon as possible the number of cars that will be going to the convention. Arrange with the car drivers to have their cars filled, if available and convenient to the driver, so that the registration slips can be made out before leaving for the convention. Be sure the driver has with him his registration slip filled out before leaving.

Those car drivers going to the convention who do not have a full carload but desire more publishers can have their cars filled at the convention at the Service Department. Present your registration slip at the Service Department and get your territory. You will be given an envelope that will contain the maps of the territory you will work during your stay at the convention. The envelope will also contain daily report slips and the captain's report slips and convention programs. The captain, who is the driver of the car, will fill in the captain's report slip each day. This is to include the names of any company servant, publishers, auxiliaries or auxiliaries. The publishers will also keep their daily slips and turn them in to their home company servant on their return from the convention. Be sure the driver has with him his registration slip filled out before leaving.

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In Brotun, 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 November 7th confection. 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 public witness ever given in New Jersey. Letters coming in to the publishers in this glorious territory will want to have some share in publicizing the big meeting. Every effort will be made to ensure that the Lord’s message is being given; no matter what language is used, the same spirit of earnest zeal is seen. Brother Rutherford was greatly used by Je­hovah in witnessing and giving the Kingdom message to the people of this city and the surrounding districts. He proved himself to be a most effective public witness and warning yet given in the European conventions.

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 “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 full 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 public lecture is being given; no matter what language is used, the same spirit of earnest zeal is seen. Brother Rutherford was greatly used by Je­hovah in witnessing and giving the Kingdom message to the people of this city and the surrounding districts.

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, 1938. So great was the interest that required three audi­toria 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 auditorium, and many were unable to gain admission. Of course, the Hierarchy was busy trying its “symbolism” not to meet the needs, but this only served to make a large number of Catholics converters.

Jehovah’s witnesses attending the convention in Glasgow threw them­selves into advancing the big pub­lic witness. Over 1,000 participated in the “sandwich sign” parades, 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, 1938, London, England, was warned of the “Armageddon” that is to set the world on fire. Over 3,000 joined in publicizing the big witness. Over a thousand joined in the “sandwich sign” parade. Crowds came to the Alexandra Palace; some got in, many heard on the outside. Powerful loud-speakers were heard 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 this warning which has Great Britain had such a witness in two of its largest cities.

On September 4, 1938, there gathered in 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 by the Lord’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 “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 full 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 public lecture is being given; no matter what language is used, the same spirit of earnest zeal is seen. Brother Rutherford was greatly used by Je­hovah in witnessing and giving the Kingdom message to the people of this city and the surrounding districts.

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Use “Riches” Throughout October
“Battle Shout” Publishers, Keep in Field

Regularity Is the Thing

The “Battle Shout”, that great international testimony period of October 7-14, enables the new flock 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. This publication is filled with in­formation which the people must have now, and which is essential for the great multitude that the publishers thereof may manifest themselves. So our work for all of Octo­ber is, primarily, with Riches.

During the International testimony period many awaken to their privil­leges of service and take an active part in carrying to others the mes­sage of Jehovah’s Kingdom where­with their own hearts have been made glad. These brothers 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 King­dom 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 do more in advance, witness regularly, and not merely once in a while. Thus the greatest good can be accomplished, good in advancing the witness, good to those 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 a greater happiness and satisfaction. Jehovah has given his people much work to do that, 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 on regularly, and thus avoid 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 work; and for others, the step towards that war which is now on, the publishers increase, and the hours of witness­ing many must be spent with 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

“His Victory,” December 5-13

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 always a prime time for making remittances due to the probable increase in the number of remittances from the publications, and also due to the publication of the Kingdom Message and the Back-Call Meeting of the Watchtower. This year, however, the month of October will be a particularly busy time for the publishers, as they will be making remittances for the publication of the Kingdom Message and the Back-Call Meeting of the Watchtower. This year, however, the month of October will be a particularly busy time for the publishers, as they will be making remittances for the publication of the Kingdom Message and the Back-Call Meeting of the Watchtower.

How to Prepare Your Booklet Stock

To prepare your booklet stock, you should order enough booklets to meet the needs of your congregation. You should also keep a record of how many booklets you have on hand, and how many you have ordered. This will help you to keep track of your stock, and to ensure that you have enough booklets to meet the needs of your congregation.

Pertinent Information

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Reports

Mail Promptly

Have You Sent Yours for September?

By this time every company servant, auxiliary and pioneer should have already sent this report for September, or at least have it in the office for the month of October. If you have not sent your report for September, but this is just a reminder for any who may have not yet sent it. We earnestly hope that during this new year all will report promptly as they should, sending this report in immediately at the end of each month. It is not a hard matter to recall some of the instances of the past many reports have been late or missing altogether. Your cooperation in this will certainly be greatly appreciated.

Have You Sent Your Inventory?

Inventories are due from every company, auxiliary and pioneer, each month, showing the stock on hand September 30, 1933, as announced in the September issue of the Watchtower. If you have not sent your inventory in to this office on the inventory form every month, you will not get credit for them in the year 1936. If you have not sent your inventory in to this office on the inventory form every month, you will not get credit for them in the year 1936.

Pertinent Information

Inventories are due from every company, auxiliary and pioneer, each month, showing the stock on hand September 30, 1933, as announced in the September issue of the Watchtower. If you have not sent your inventory in to this office on the inventory form every month, you will not get credit for them in the year 1936.

Consult Your Cost List When Sending in Orders

The correspondence to the office indicates that many of the brethren are not carefully considering the Cost List when ordering their booklets. The Cost List is a valuable document, as it contains the prices of all the booklets and pamphlets that are available for your use. It is also a useful reference when ordering booklets, as it will help you to determine the correct order to place.

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Tremendous Witness

12,000 Hear Brother Rutherford

Declaration and Warning Unanimously Adopted

Persecutors Arrest Many Publishers

Jehovah Richly Blessed

His Organization

From every state of the Union cars rolled into the city of Newark. The brethren were tired on arrival, but everyone rejoiced with the expectation of serving Jehovah in the enemy's own back yard. The very first thing the publishers did was to register for service. They obtained their territory and prepared for the fight; and it was a fight. All the police departments of every day were duly informed of the convention by letter and were told what the conventioners were going to do. The letter also invited the officials to the public meeting. The higher-ups gave the police their instructions and said that it was their duty to protect Jehovah's publishers were put behind the bars.

Details of the convention, the arrests and persecution will all be set out in The Golden Age No. 448. During the Saturday and Sunday the publishers pressed on in the battle distributing the special Gold­en Age which contained Brother Rutherford's letter to the president of the United States as set out under the heading "Will Roosevelt Support the Hierarchy in the Hierarchy's own back yard as in the articles "Haters of God in Germany, Quebec and New Jersey." This Golden Age was given to the honor and glory of the Lord and the truth.

The people of New Jersey were being given the opportunity of learning the truth, and it is the truth that hurts the Devil's wicked crowd. Each day flew an increase in the number of publishers, beginning with 1,000 on Friday, 2,000 on Saturday and reaching a peak of 4,287 publishers on Sunday. In spite of the downpour of rain on Saturday, at times torrential, the brethren moved forward with the usual quietness, the intense interest shown and the orderliness, the argument presented was so convincing that at the close, when the "DECLARATION AND WARNING" was read to the people, 12,000 who packed out the auditorium stood up as one man. There was no hesitation on the part of anyone. As the people had been informed by the letter and the pamphlet of the "Declaration and Warning" was presented to every person, and, additionally, there were 3,011 books and booklets distributed at the public meeting. A wonderful witness was given to the honor and glory of Jehovah's name, WBBR, the Society's own station, carried the lecture, which covers splendidly all the New Jersey area, and was heard even as far north as Troy, N. Y.

Jehovah brought His people to His land in the form of a 3,000-ton battleship. This was a great comfort and aid, meat in due season, to everyone. There were well over 100,000 people in attendance at this meeting.

Pioneers Rejoice

The pioneers came from every nook and corner. Those registering showed that they came from their territory in forty different states and there were quite a few there from the various parts of Canada. The pioneers were the second words at the privilege of being there, and appreciated the arrangement the Society made for taking care of their expenses to and from the convention as well as providing them with the necessary letters. With a free meal ticket they got anything that was offered at the cafeteria. It was interesting to note that all these pioneers were on hand Friday morning ready for the ser­vice. They all registered, got needed literature, and went out in the field until the meeting Friday afternoon.

There were many other brethren who came Friday also and prepared for the field service. By Friday afternoon there were approximately 4,000 in attendance at the convention. Every provision was made to assist the brethren in obtaining rooms and directing them to their territory. Their territories were laid out plainly, so that they could understand. Free parking was provided. A trailer came with ample facilities was arranged for the pione­ers and others who came in housecars.

A splendid cafeteria operated by the Society served wholesome food. It was observed that very few of the brethren attending the convention went outside for meals, because of the splendid provision made at the cafeteria.

The electric signs were used to point out where the various depart­ments were located. It gave the brethren a good idea of how these signs can be used.

The Field Report

A most remarkable witness was given in New Jersey. Jehovah richly blessed his organization in carrying his message to the people. During the three days' convention nearly 100,000 pieces of literature were placed, in 45,890 homes. Not only were there a considerable amount of literature placed, which the people can study, but 157,301 people heard the message by means of the sound equipment. Many truly interested were found in the territory, and 522 men were sentenced for ten days each. Another 12,000 people were sentenced for thirty days. The brethren gave evidence of being well-dressed persons, not radicals nor strikers, walking through the streets unashamed with "sandwich signs" on. That's something that isn't often seen. All the automobiles and cars which numbered approximately 2,000, had large eight-foot signs on them, or placards, and this in itself was a real witness and directed the attention of the people to Armaged­don, the greatest battle of all time. The people came. They heard a most thrilling lecture which took Brother Rutherford nearly two hours to deliver. The audience paid rapt atten­tion; applause broke out again and again. The orderliness, the harmony, the singing, the preaching, all the proceedings were such that a word from him is law, and the people of New Jersey seemed as though they were on their territory, carried on their own station, carried on their territory.

The very next day, Monday, the brethren went all over New Jersey with the understanding that they were there to be in the number of Jehovah's witnesses.

The Newark convention is over, but the witness that commenced will continue. Of those in attendance we will carry the report of the convention. The war of Jehovah's witnesses to Almight­y God in New Jersey.

The following cities joined in the conspiracy to jail Jehovah's witnesses:

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<tr>
<td>Caldwell</td>
<td>North Arlington</td>
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<td>Harrison</td>
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<td>Hoboken</td>
<td>Prospect Park</td>
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<tr>
<td>Jersey City</td>
<td>Ridgefield Park</td>
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<td>Lyndhurst</td>
<td>Union City</td>
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<td>Montclair</td>
<td>Weehawken</td>
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At Hoboken 35 have been sentenced for ten days each, and one for sixty days. At Jersey City 17 have been sentenced for ten days each. At Weehawken 5 have received the same sentences. Trials are still pending in 24 cases. Others have been released without trial.

The trials of these brethren were a disgrace to any community that claims to be civilized. Judges acted in a dual capacity of court and prosecutor. Convictions were entered without evidence. A thirty-day sen­tence was given in one case for de­laying the arrest. Many were sen­tenced just for being in the city with Bible literature in their possession. The cruel and outrageous maladministration of justice is the conspiracy of the Roman Catholic Hierarchy to suppress truth, right­eousness and freedom of worship.

A prominent "child" of the Catholic church is Mayor Frank Hague, of Jersey City. Hague is the political boss of New Jersey, and his power is such that a word from him is law in most of the state. There is good reason to believe that Mayor Hague is co-operating with the Hierarchy in this Inquisition. These persecu­tors pose before the world as clean men. Fittingly applied to them are the words of Jesus at Matthew 23: 27, 28.

NOW is the time for every one of Jehovah's witnesses, every Jona­than, and every person who believes in freedom of worship to protest forcibly and vigorously against such shameful and infamous proceedings. Will you write a letter or offer to one of the following:

Mayor Frank Hague, Jersey City, N. J.

Governor Harold G. Hoffman, Trenton, N. J.

In your letters call attention to this abominable treatment of Christ­ian people, and strongly condemn such acts of religious persecution. Make demand that the governor in­stitute a thorough investigation of these facts.

(Please see page 5, column 1)

Note to reader: Don't forget to order The Golden Age No. 449. You can get copies of any issue for $1.00.
Order Now for December

A stock of Riches and booklets in foreign languages will enable you to place literature with many in your territory who cannot read English. Since the publication of the new Cost List, the following foreign-language literature has been put in stock, and you may now order them:

Hurecart, Choosing and Vindication--in French; Beyond the Grave, German; Jehovah, What You Need and Cause of Death in Hungarian; Loyalty and Choosing, in Polish; Choosing in Swedish.

There will be no further literature and booklet orders for November and December; so you will need to place your orders.

The Use of Sound Equipment in the Fall

Keep All Instruments Busy

From many standpoints the most effective time for the use of sound equipment is the fall season of the year. The air is balmy, many people are at leisure, and reception is much better than either in the summer or in the winter. The middle of October is a good time to begin. Those who have windows to open so that the people can easily hear in them; even when it is too cold to keep the windows open all the time, the average housewife airs the house or apartment after the children are sent to school, so that in residential sections between 8 o'clock in the morning and 9 o'clock is an ideal time for sound activity, and from about eleven in the morning to three or four in the afternoon is a splendid time for business sections, parks and places of that nature, whose own groups are particularly appealed to.

Get Something New Every Week

Everyone Needs It

"The light of Jehovah illuminates his prophecy, and through Christ Jesus gives a knowledge and appreciation of that prophecy to those who are devoted to him. The facts about Riches and dead" has been pleased to use the Watch Tower publications to publish and transmit the truth to and for the people whom he loves."—The Watchtower, October 15, 1956.

Being true, there is emphasized the importance that every one of the Lord's people, including those of the Judean class, receive and study The Watchtower continu-

Pansy Miller, Grant City, Stretton Island, N. Y.
Samuel Bentz, 682 W. King St., York, Pa.
Andre Conner, 1735 Ottawa Dr., Erie, Pa.
Elmer McClung, 138 W. 17th St., Erie, Pa.
Harry F. Crumholtz, Box 183, Kingston, Mass.
Andrew Wrotkowski, 202 N. 23 St., Harrison, N. J.
Andrew Sykes, Philadelphia, Pa.
James Dietkewicz, Newark, N. J.
Eunice Crossman, 40 Wheeler Ave., York, Pa.
Mabel Dwyer, 289 W. Genesee St., Syracuse, N. Y.

Testimony Cards

During "His Victory" testimony period the publishers may use test cards previously supplied, presenting Riches and the booklets, on a contribution of thirty-five cents. For foreign-speaking people, this contribution may be increased. This card may be used, and this is available in all languages in which Riches is published. Let the company server order any of these testimony cards that the publishers may require, and pioneers order any they may need. Such orders for testimony cards should be included in the regular orders for books and booklets.

Some New Publications in Stock

Send in your orders for the literature you will need for the rest of the year, including the books and booklets for "His Victory" testimony period, December 5-13. Not only will you want your stock of Riches, but there are many others. Riches is the bound booklet pushed at that time, but you will want booklets such as, especially Riches, Universal War Near and Loyalty or Government booklets, to offer in conjunction with Riches, a help to all interested in the truth.

"His Victory" Period—Dec. 5-13

Riches" and Three Booklets on 35c Contribution

Work the Cities

The October Informant carried the following statement: "What a fitting climax to the year 1936, "His Victory" time and the 5-13!" Since that article was written, several events have been happening that strongly suggest that the climax of the campaign is reaching realization. The opposition of the Hierarchy, the arrests and imprisonment of a large number of our brethren, their trial and the coming court decisions, are strong evidence by both word and act, clearly testifying that they were for the Lord, and much more as possible. Of course, for now is the time to press Riches, Choosing, Universal War Near and a self-covered booklet, on a campaign of three-five cents. The heraldy was brought to fore at the Newark convention in Brother Rutherford's speech and his testimony period, December 5-13. Not only will you want your stock of Riches, but there are many others. Riches is the bound booklet pushed at that time, but you will want booklets such as, especially Riches, Universal War Near and Loyalty or Government booklets, to offer in conjunction with Riches, a help to all interested in the truth.

Melvin F. Charters, 1982 Coventry Dr., Detroit, Mich.
Geraldine L. Church, 1260 W. Genesee St., Syracuse, N. Y.
Earl M. Hall, 2420 6th St., Louisville, Ky.
Mabel Cook, 645 S. 27th St., Louisville, Ky.
Josephine D. Bennett, 444 E. 147th St., Bronx, N. Y.
Reuben Eicher, 1411 Griggs Ave., Detroit, Mich.
M. Helen Grosozec, 15 Louisiana, Detroit, Mich.
Gladys Hall, 2205 E. 95th St., Cleveland, Ohio
Ida E. Hutzelman, 1645 E. 5th St., Dayton, Ohio
Eleanor Jackson, 47 Chestnut St., Hazel Park, Mich.
Walter Jackson, 2204 E. 87th St., Cleveland, Ohio
Kathryn Keene, 2208 E. 87th St., Cleveland, Ohio
Lily Jennings, 415 W. Va., Miami Ludovici, 2420 Seymour Ave., Bronx, N. Y.
Jesus Ludovici, 2420 Seymour Ave., Bronx, N. Y.
Ernest Ludovici, 2420 Seymour Ave., Bronx, N. Y.
De Los Ludovici, 11833 Osage St., Detroit, Mich.
Magdalene McClung, 313 Leland St., Dayton, Ohio
Thelma McClung, Mt. Lookout, W. Va.
Paul Payne, 2822 W. Walnut St., Louisville, Ky.
Mary Potter, 313 Cedar Ave., Cleveland, Ohio
Walter Redmond, 2229 Woodhill Ave., Cleveland, Ohio
W. G. Shaffer, Mt. Lookout, W. Va.
Roseo Stone, 1620 N. Broad St., Columbus, Ohio
Harold Vanden Griff, 1620 N. Broad St., Philadelphia, Pa.
Susie Vitting, 2024 Seymour Ave., Cleveland, Ohio
Ressie Wise, 46 Hallwood Ave., Dayton, Ohio
Flora Stewart, 385 E. Stewart Ave., Cleveland, Ohio
Farrell Zimmerman, 835 Mcilvain Rd., Columbus, Ohio
Robert Hansen, 5714 112th St., Columbus, Ohio
Paul Nelson, R.F.D. 1, Harrisburg, Pa.
Mike Konstler, Ambridge, Pa.
Dorothy Pettigrew, 1607 17th St., Columbus, Ohio
Richard Davies, 175 Tompkins St., Stretton, Staten Island, N. Y.
Mrs. R. Davies, 175 Tompkins St., Stapleton, Staten Island, N. Y.
Olivia L. Henke, 52 Beachen Ave., New York, N. Y.
Henrietta Huth, Pleasant Plains, Staten Island, N. Y.
All Ready for "His Victory"?
Special Period Begins December 5

Cold Weather Does Not Stop Publishers

Riches and Three Booklets

Jehovah gives to those who love him a vision of his purpose to complete his work in due time. He has given this experience in part to the people now engaged in the preliminary warfare in their work for his kingdom. In this war now on, their victory of the Lord: "His Victory,"" is the only true God and that his kingdom is the only hope of man.

Who Will Take Part?

How can one share in the victory of the present war period? Let us make use of the most effective instrument against the modern Philistines to date: Riches. Who will have a part in that witness work? Jehovah's remnant, being of the bride class, will engage in this work. The Jea-

Order Your 1937 Year Book and Calendar NOW

What to Do After "His Victory" Period
Special Offer of Booklets
Seven on 25c Contribution

Get All Your Booklet Stock Out on the Counter

Devote the Remainder of December and All of January to Witnessing with Booklets

The inventory of the company's stock shows that they have approxi-

mately 213,000 booklets. With a few more booklets, the company can spread the booklets out on the shelves of the company stockroom and into the hands of the people.

It is easier to display seven booklets than one. The Lord has provided us with the complete assortment of seven booklets in the winter months, when it is cold. You can display them well, even as the Israelites of old could display the ark of the covenant in their tents.

In another article in this Informant you will find what the brethren should do during the winter months to earn a good contribution. This month is the best for giving a contribution, to the greatest benefit of those who love and also join in the witness work.

Do not overstate the importance of carrying off all the booklets; so stockkeepers should inquire of each publisher if he has Riches with him. This comes under the category of salesmanship.

If you will find what the brethren have done in October, please note the tremendous drop in booklet distribution. October has always been about the best month in the year, but for some reason it has taken a terrible drop this year. Everyone interested in the Kingdom should now be a publisher and bookkeeper; get the booklets off the shelves of the company stockroom and into the hands of the people.

If you are not satisfied with the order of stock you have been able to dispose of, you will find what the brethren have done in October, please note the tremendous drop in booklet distribution. October has always been about the best month in the year, but for some reason it has taken a terrible drop this year. Everyone interested in the Kingdom should now be a publisher and bookkeeper; get the booklets off the shelves of the company stockroom and into the hands of the people.

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For some time now we have been offering booklets, three on 10c contribution. What we desire everyone to do during the winter months is to offer seven booklets on a contribution of 25c, or fourteen on a contribution of 50c, which many have reported is very attractive. Always carry Riches and other bound books with you, and if you can place them, do so, but your main and first offer should be seven booklets on 25c contribution. Do not carry seven booklets or ten booklets, but have the complete assortment, so that you can offer fourteen. That combination of fourteen booklets should include your own self-covered booklets and ten colored-cover booklets.

On your back calls with the phonograph, you have a full array of booklets to go with: Riches, Golden Rule, Come, or Other Sides, and Booklet. You can spread the booklets out on the table and let them have their choice of seven or more, thus giving them a good supply of reading material. Reportes have been received from many different parts of the country that the brethren fail to carry with them more literature than that used in the particular campaign in order to let the people have the booklets. Jehovah allows us to scatter as many publications, and everyone should always have a good assortment, so that when we meet persons who have the books we are offering, or the booklets, we can always give them to them.

It is rather easy to handle booklets in the winter months, when it is so cold, you can display them well in your hand, and you can carry a lot of booklets in your bag. It is much easier to display seven booklets than three bound books, so let's place booklets this winter.

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Here It Is: the Same Month for Three Years!

What Happened?
Why the Slowdown?

Fewer Hours—Fewer Publishers

FIELD SERVICE REPORT
FOR OCTOBER
1933 1935 1934
Total 563 558 550
Total Booklets 765 719 429
Let's 363 348 308
Total literature
994,918 $2,121,584 1,760,569
Pubs. 203,761 24,773 24,560
Hours 489,811 507,835 597,835
Out's $326,000 1,082,267 1,153,622
Sound a 451 451 451
Letters 767,120 1,006,205 775,160

The foregoing table tells an eloquent though unexplainable story that is anything but encouraging. It was a quiet month for the witnesses in this country for the month of October—1,153,622 pieces of literature less than for October last year. It was quite likely that this deficit was due entirely to the fact that it was the one month of the year when the Lord's witnesses everywhere should be storing a surplus of time which they could draw on during the severe winter months that follow. It is always interesting that can be done about what has taken place in the past. Nothing can be accomplished by bemoaning the condition. We are going to face the fact that we have a very decided deficit in every branch of the work. It is up to each and every one to accept his responsibility in overcoming that deficit and bringing the 1930-1937 activity to the fore as it had been in the past.

While that is true and accounts for some of the difference in the amounts published, it does not account for the fact that we had over one thousand fewer publishers in the field this October, or account for the fact that any one publisher worked only 489 hours in the work during October this year. Nor does it explain why the publishers averaged less than for the same period in 1935. All these facts are really unexplainable. For some reason Jehovah's witnesses have not taken any of the witness work in October this year in the manner they should.

In the latter part of the year, generally. It is the one month of the year when the Lord's witnesses everywhere should be storing a surplus of time which they could draw on during the severe winter months that follow.

The cost for building up your equipment is $90 where a microphone is required, or $80 if you have your own microphone. Write to the office for full information regarding this matter and the Society's arrangement for time payments on this work. Do not send your equipment to the factory, however, until you are definitely instructed to do so by the Society's office. Present orders will require our entire output of No. 3 equipment for December, January, February and March, we believe, that we can take care of all rebuilt jobs.

Field Servicemen are self-explanatory. There is very little else to be said about the proposition. There is much to be said, however, about a big handicap and have a very definite job before us to overcome the deficit that exists.

Let's keep the report for October and compare it with 1936! Again we find a drop. Fewer publishers! Fewer hours! And more ordered stock in the field! What is it all to be? We shall soon know. December Let's miko "His Victory" month the best.

Phonograph Activity

Are You Using One?
Back Calls Real Aid to Jonadabs

Those who have really taken advantage of the phonograph provision in the Kingdom message will recognize that it is a most effective and practical means of proclaiming the Kingdom message. Similar to all other instruments which we possess, the phonograph has its limitations. It is a most valuable instrument which will enable us to do much which would otherwise be impossible. It is especially valuable for use in the witnessing work.

The frequent repetition of an important matter which is part of our preachment of the Kingdom is one of the best means of proclaiming the Kingdom message. It enables one to make a clear and definite presentation of the truth without interruption, which is something that can rarely be done by the witnesses if they try to do it themselves. No one should become discouraged because there are limitations to the phonograph. It is awkward at first. The same is true of our use of the testimony card and other written material. It takes practice to become proficient in the art of using these cards and folders. We have to place a book or booklets instrumentation on the phonograph. It is a most effective means of reaching the people. Address this important matter which is part of our services to the witnesses.

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order Your 1937 Year Book and Calendar Now

If you have not sent in your letter of protest to Governor Hoffman, please do so without delay. We must maintain a united front against this offensive proposition. We have a Committee which is investigating the subject of infringements on civil liberties by the people. Address this letter to:

Hos. Robert M. La Follette, Jr. Chairman
Committee on Civil Liberties
Senate Office Building
Washington, D.C.

A general outline for your letter as given in the November Letter and ask that this committee investigate this matter before final action by the legislature. We must be prepared to do battle against this insidious effort to subvert the civil liberties of the people. This effort is not a new thing. It has been a long-time effort to undermine the rights of citizens to operate their own businesses. It is not a new thing, for it has been going on for a long time. It is not a new thing, for it has been going on for a long time. It is not a new thing, for it has been going on for a long time. It is not a new thing, for it has been going on for a long time.

The cost of the phonograph with the microphone (preparation of the King's Witnesses' phonograph) is $10.00. The phonograph alone, for those who already have the records, is $8.00.

Care of Phonographs

Quite a few of the brethren have lost the set screw which holds the reproducer head to the phonograph. In order to prevent this, so that we shall not have to order a new set screw and lose time, we suggest that you save the set screw for the reproducer head to the phonograph. Please write us before you close up your phonograph after using it you turn the needle screw of the reproducer all the way in. Don't turn it too tight, because if it is turned too tight it is difficult to know it can't be turned any more. If you do this the screw will not be turned tight enough to know it can't be turned any more.