30,000 Publishers for "His Work"

Will You Be One of Them?

February 5-13, 1938

Enemies and Riches
To Be Offered on a Contribution of 50c

Ever since the Columbus convention we have been telling 30,000 publishers how bad it is for them to attempt attendance at any one of the Lord’s service meetings, or for them to plan attendance in the Lord’s service meetings, because of the privilege and responsibility that rests upon the one who knows the Lord well enough to be a fellow publisher, and who knows his responsibilities. This responsibility is a matter in their service meetings. These who have attended our conventions recently, must now be engaged in that warfare. This is the warfare of learning to appreciate the kingdom, because it is the warfare of, as the Epistle to the Corinthians says, "preparing the way in time for the wedding of the Lamb." The procession of the Lord’s people will be then. So many are now talking about the wedding of the Lord’s people. There will be in that day a great emphasis on the need for each one to prove his faith by his works, that is, by his works in the Lord’s service, so that he may be able to do the work of his Lord, and thereby, be a part of the wedding procession of the Lord’s people.

The next thing to consider is time in the field. This testimony period will be severe weather. We can expect severe weather. Therefore, we cannot go on our convention work in an indifferent way and show no real faith in God and in his promises. We must be willing to serve the Lord at any time. We have to be willing to show that we will be engaged in this warfare, not only in the good weather, but also, in the stormy weather; we must expect these difficulties like good soldiers of Christ. We should look around for some section of your territory that can be more easily worked this year, and if possible, there are no apartments in your territory, don’t give up. Clothe yourself as the soldier of Christ, and keep the call, look for the opportunity for each one to prove his faith, and let each one do that much anyway, so that we can have as many publishers as possible during "His Work" testimony period.

Spanish Convention
Date Changed

The Society is arranging for a convention in Deep Ellum, Texas, particularly for the Spanish-speaking brethren, to be held at San Antonio, Texas, April 15-17. All Spanish-speaking brethren who can reasonably attend should make it a point to do so. The local company at San Antonio will have charge of the arrangements of the convention, under the direction of the Brethren there. The local company at San Antonio will have charge of the arrangements of the convention, under the direction of the Brethren there. Brethren desiring to attend the convention, are to contact the one introducing with J. D. Carter, 517 Stonewall St., San Antonio, Texas.

English-speaking brethren should notify all the Spanish brethren in their companies relative to this convention. Correct date is April 15-17.

Our January Service

Since December 12 we have been offering Enemies and seven booklets (four colored-cover and three self-covered), on a 50c contribution. This same combination will be continued throughout January and during the first four days of February. We select a pair of colored-cover booklets with you in the field, taking advantage of this period to reduce your surplus stock. As many as of the companies have on hand quite a number of the Protection booklets, and these are the selected colored booklets in your combination.

"Use your phograph extensively during this period and let Brother Rutherford introduce the literature for you. The new record "Enemies" (El 12, 1937) is being used with great profit.

Fulthiness of Flesh

In view of correspondence coming into this office, that entire article appearing in said Watchtower be taken up and discussed at the next service meeting of all companies:

"Is the use of tobacco, then, clean or defiling? Is it a commandment of the assembly of God’s people? Will you be one of them who desires to use tobacco? Tobacco is exceedingly filthy, regardless of the reason for which it is used. It bores the body and dulls the mental faculties. It makes the user offensive to those with whom he comes in contact, and works great injury to the user and is a dissembler to God and Christ. The use of tobacco has greatly demoralized the human race. It creates an appetite for other impure and filthy things. The poison river flows with other poisonous things, creating an appetite for such. Under no condition is the use of tobacco approved of God’s Word. It is entirely inconsistent for any one of God’s temple company to use tobacco. The Lord, under the direct rule of God’s Son, no one using tobacco is permitted to remain at the Bethel home. For the Lord’s interest the question is set forth for anyone who represents the Watchtower Bible & Tract Society, and for anyone who desires to use tobacco cannot do so, but the Society can properly say it is all right with those who do insist upon using tobacco, and therefore will not willingly make such persons the representatives of the Watchtower Society, but will require those who do insist upon using tobacco to return all that they have been talking about tobacco, and to cease using tobacco and cease using tobacco and cease using tobacco. The Lord’s work is under the direct supervision of the Society, and all liberty to choose which course they wish to take. Those who conclude that they must use tobacco, and who are-model representatives of the Society, may not notify the Service Department at Brooklyn, and their names will be withdrawn from the list. If to such persons the use of tobacco is more important than serving God’s kingdom as one of his witnesses, then let such persons go ahead and satisfy their selfish appetites, but do not expect the Society to authorize such a person to represent it in the proclamation of the Kingdom message, in a time of such great importance, when every one of the (Continued on page 2, column 4)

We Are Shipping
Year Books and Calendars

Those who have placed their order for Year Books and Calendars should remember that all book orders should be accompanied with a remittance. You may order those with other literature, but it may be necessary to pay the charges by putting them in a freight shipment.
The Field, and How to Cover It
Sound Equipment Very Necessary

Back Calls and Setups

More Publishers

Jehovah’s provision for the people now includes, as one of its most important features, the sound equipment. The effect of the continual and increasing use of the phonograph equipment is manifesting itself in a great many companies by a decided increase in the number of publishers. Where this has been permitted to slacken and is used indirectly, the results have been almost the reverse. The following table shows a few of many companies that are consistently increasing their number of active publishers.

<table>
<thead>
<tr>
<th>Company</th>
<th>1935</th>
<th>1936</th>
<th>1937</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland, Calif.</td>
<td>88</td>
<td>130</td>
<td>141</td>
</tr>
<tr>
<td>Miami, Fl.</td>
<td>30</td>
<td>59</td>
<td>54</td>
</tr>
<tr>
<td>Wilmington, N.C.</td>
<td>108</td>
<td>165</td>
<td>191</td>
</tr>
<tr>
<td>Detroit, Mich.</td>
<td>100</td>
<td>248</td>
<td>261</td>
</tr>
<tr>
<td>Harlem, N.Y.</td>
<td>107</td>
<td>135</td>
<td>150</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>54</td>
<td>61</td>
<td>73</td>
</tr>
<tr>
<td>Tulsa, Okla.</td>
<td>57</td>
<td>80</td>
<td>83</td>
</tr>
</tbody>
</table>

You will note that the sum total of these figures shows that in two years there has been an increase of over 40 percent in the number of publishing companies. These figures do not represent attendants at meetings, but those who actually go from house to house.

In some companies the brethren today are doing a daily back-call routine, and, every publisher who is physically able to handle a machine should make back calls. Back calls are making back calls. It is on back calls that we have a real opportunity to actually ‘see’ that the Kingdom message is going forth. If we are not giving the sound equipment sufficient attention, if we are not using it properly, there is little chance that people are going to be interested in it. We must continue to improve our methods in the use of the sound equipment.

Back calls are a very important part of the Kingdom service now. Every publisher should try to arrange his time so that he can devote at least one evening a week to making back calls. It is on back calls that we have a real opportunity to actually ‘see’ that the Kingdom message is going forth. If we are not giving the sound equipment sufficient attention, if we are not using it properly, there is little chance that people are going to be interested in it. We must continue to improve our methods in the use of the sound equipment.

More Publishers

Another feature that deserves the careful and prayerful consideration of all publishers is the showing of increase in the number of publishers participating in the service work. The tendency on the part of some publishers to do nothing but make a few back calls is nearly as great as the tendency to conduct their other business during the winter as well as during the summer months. These are obstacles to overcome, but if they can be overcome, we can do so and conduct our back calls in a manner that will be of use to the general publishers.

Let each one, then, look carefully to his Kingdom interests and to the Lord for wisdom as to the best way of overcoming these difficulties and go ahead in the Kingdom service. Let each one be his own publisher in order to help others to be publishers. If each one follows the Lord’s lead, it will be found that the people are more interested in the sound equipment than ever before.

More publishers are in the field year after year. Let each one budget his time: set aside a certain portion of time for the back calls. Let each one be a publisher and not permit anything to interfere with that arrangement.

More publishers are in the field today than ever before, but the Lord is handling it. Many of the companies are trying new methods of making back calls and thus are finding the use of the Model SR-2 very helpful. The publishers who are following the lead of the Lord and the Society are finding success wherever they try it. It is not a matter of keeping two or three people busy, but it is a matter of making back calls in a way that will be of help to the people, and let us remember, the call and look for others who are more interested. Those who are ‘weary’ of back calling on the ground that ‘the truth is so evident that the call and look for others who are more interested.’ Those who are ‘weary’ of back calling on the ground that ‘the call and look for others who are more interested’.

It is not necessary to set out a definite procedure to be followed on every back call, because each one is different, and the publisher must use his discretion and the spirit of Jehovah’s purposes.

Order 100 Pounds, Please

Fill Out
Order Blanks Carefully

Company servants and pioneers should keep in mind that the Society must pay for 100 pounds of any order, no matter how many pounds are included. Of late the Society has been paying freight on many shipments of 40 to 60 pounds, and these shipments could just as well have been 100 pounds.

Stockkeepers in large companies should look after their orders care­fully at least once a month and then place an order for not less than 100 pounds of blanks. Company servants should check and see that the stockkeeper does this. Remember that orders are wasted in stock.

Many of the brethren have been very careless in filling out their order blanks. Orders come in without the full address, or the order is not completely filled out. When the literature in foreign languages, please state the language. If you want someone else notified of the shipment, please state it plainly in the proper place. Please note on your order blank whether you are a pioneer or a regular publisher.

Some companies have not been using the phonograph equipment, and some have used it only sporadically. There have been many cases of complaints about the phonograph equipment being used indifferently, and this has been permitted to slacken and is used indirectly, the results have been almost the reverse. The following table shows a few of many companies that are consistently increasing their number of active publishers.

<table>
<thead>
<tr>
<th>Company</th>
<th>1935</th>
<th>1936</th>
<th>1937</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland, Calif.</td>
<td>88</td>
<td>130</td>
<td>141</td>
</tr>
<tr>
<td>Miami, Fl.</td>
<td>30</td>
<td>59</td>
<td>54</td>
</tr>
<tr>
<td>Wilmington, N.C.</td>
<td>108</td>
<td>165</td>
<td>191</td>
</tr>
<tr>
<td>Detroit, Mich.</td>
<td>100</td>
<td>248</td>
<td>261</td>
</tr>
<tr>
<td>Harlem, N.Y.</td>
<td>107</td>
<td>135</td>
<td>150</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>54</td>
<td>61</td>
<td>73</td>
</tr>
<tr>
<td>Tulsa, Okla.</td>
<td>57</td>
<td>80</td>
<td>83</td>
</tr>
</tbody>
</table>

You will note that the sum total of these figures shows that in two years there has been an increase of over 40 percent in the number of publishing companies. These figures do not represent attendants at meetings, but those who actually go from house to house.

In some companies the brethren today are doing a daily back-call routine, and, every publisher who is physically able to handle a machine should make back calls. Back calls are making back calls. It is on back calls that we have a real opportunity to actually ‘see’ that the Kingdom message is going forth. If we are not giving the sound equipment sufficient attention, if we are not using it properly, there is little chance that people are going to be interested in it. We must continue to improve our methods in the use of the sound equipment.

Back calls are a very important part of the Kingdom service now. Every publisher should try to arrange his time so that he can devote at least one evening a week to making back calls. It is on back calls that we have a real opportunity to actually ‘see’ that the Kingdom message is going forth. If we are not giving the sound equipment sufficient attention, if we are not using it properly, there is little chance that people are going to be interested in it. We must continue to improve our methods in the use of the sound equipment.

More Publishers

Another feature that deserves the careful and prayerful consideration of all publishers is the showing of increase in the number of publishers participating in the service work. The tendency on the part of some publishers to do nothing but make a few back calls is nearly as great as the tendency to conduct their other business during the winter as well as during the summer months. These are obstacles to overcome, but if they can be overcome, we can do so and conduct our back calls in a manner that will be of use to the general publishers.

Let each one, then, look carefully to his Kingdom interests and to the Lord for wisdom as to the best way of overcoming these difficulties and go ahead in the Kingdom service. Let each one be his own publisher in order to help others to be publishers. If each one follows the Lord’s lead, it will be found that the people are more interested in the sound equipment than ever before.

More publishers are in the field year after year. Let each one budget his time: set aside a certain portion of time for the back calls. Let each one be a publisher and not permit anything to interfere with that arrangement.

More publishers are in the field today than ever before, but the Lord is handling it. Many of the companies are trying new methods of making back calls and thus are finding the use of the Model SR-2 very helpful. The publishers who are following the lead of the Lord and the Society are finding success wherever they try it. It is not a matter of keeping two or three people busy, but it is a matter of making back calls in a way that will be of help to the people, and let us remember, the call and look for others who are more interested. Those who are ‘weary’ of back calling on the ground that ‘the truth is so evident that the call and look for others who are more interested.’ Those who are ‘weary’ of back calling on the ground that ‘the truth is so evident that the call and look for others who are more interested’.

It is not necessary to set out a definite procedure to be followed on every back call, because each one is different, and the publisher must use his discretion and the spirit of Jehovah’s purposes.
Announcing Greatest World-wide Campaign

Brother Rutherford Writes a Special Booklet—“Cure”

For April Distribution

Printing Already Begun

World-wide Quota Set

This is an announcement which we believe will thrill every one of the Lord’s people. It is about a new world-wide campaign which will begin with “Continuing Testimony Period,” on April 9, and continue for three months. It is not just an ordinary campaign, but a campaign that will call for the greatest united effort ever put forth by those who love the Lord and his work.

The Brooklyn factory has outlined this campaign and has done much preparatory work on it. Let everyone who is helping in the Kingdom be carefully following the following, and then prepare to move into action on April 9.

“Cure” Booklet

For the campaign, the Lord through Brother Rutherford, has provided a special 32-page booklet, entitled “Cure.” It is full of fire and will be a most effective weapon of war to use in exposing the enemy. Its front cover is brilliant red, and its appearance and the special offer, as we will see, will will create a desire on the part of everyone who sees it to read it.

The question “To do we need more religion?” and “Is religion the cure for nations and individuals?” will certainly get the attention of any thinking person. The Lord’s people know the answers, but it is necessary now for millions of people throughout the world also to know these answers. The people are perplexed and in distress, and Cure contains just the message they need.

This booklet is to be included in a special offer to be made during the campaign of three months, and this special offer is set out in the ad which appears in the booklet.

The manuscript for Cure reached the Brooklyn factory on December 14. Typesetting began immediately. Publishing was rushed, and by January 1 the first press began to turn out this new booklet. During the first two weeks of January the presses turned out over 100,000 daily, and then the production was ramped up to its maximum.

This will continue until 7,000,000 copies have been printed and shipped out. The first 500,000 printed will go to 154 countries world-wide.

These are on the way and should be there by March 1, 1938. Then follows shipments to South Africa of 50,000, West Africa 20,000, India 200,000, Philippines 15,000, Hawaii 1,000, England 1,500,000, Jamaica 20,000, and Canada 700,000.

For the United States alone more than 7,000,000 copies will be set aside. Because of the special offer made in the advertisement, which offer expires June 30, all these copies must be distributed by that time.

“Cure,” “Enemies” & “Consolation” Featured

The Special Offer

The offer to be made in this campaign is entirely new. Beginning with the “Continuing Testimony Period,” the publishers will offer Cure, Encyclo (or Riches) and a year’s subscription for Consolation, on a contribution of only one dollar. It is a remarkable offer. Just consider for a moment the amount of reading matter a person will receive: a 32-page booklet, Cure, a 38-page bound book already in its present technique edition or in the new magazine 26 times during the year. There is nothing else the people could get with a dollar that would be of comparable value. The one advertisement on the back of the booklet will help the publishers in presenting this special offer. If a person cannot contribute a dollar, then the offer will be Cure and Encyclo (or Riches) for a contribution of a quarter. People who cannot contribute a quarter, but who wish to know the truth of the religion will be given the booklet free or for any contribution they desire. Keep in mind that 3,000 Cure books must be distributed in just three months. That means work, and lots of it; but think of what a witness will be given! Cure booklets in 10,000,000 homes will undoubtedly cause many of them to forsake religion. Jehovah’s people have a “strange work” to perform, and they are doing it joyfully, and now they seem to have added privilege of service with greater zeal than ever before.

World-wide Quota

Every one of the people who claim interest in the Kingdom will want a special pioneer should place; and therefore a world-wide quota is set as well as an individual quota. The publishers will set this quota out in terms of books, booklets and subscriptions as follows: During the three months of April, May and June, the Lord’s grace, we hope to distribute 10,000,000 of the Cure booklet already 10,000,000 to Encyclo (or Riches) book and obtain 1,000,000 new subscriptions for Consolation. That will mean that every person connected with the Kingdom will necessarily have to put forth an extraordinary effort; in fact, more than double what they have done heretofore in the same length of time. With this tremendous amount of work just ahead of us, every company organization, auxiliary, pioneer and special pioneer should now begin making plans and arrangements for witness, the greatest of all witnesses.

All to Work During “His Work”

30,000 Publishers

Midwinter and Much Work

The clarion call continues to sound loudly throughout the land for the 30,000 and more hearers of the Kingdom throughout Jehovah and his kingdom all to manifest their faith and allegiance by boldly engaging in the “strange work” now in full swing. Truly the realist expresses the attitude of all who understand and appreciate what the Lord is doing in the earth today when he says: “I will praise thee, O Lord, with my whole heart; I will exalt forth all the marvelous works.” In order to obtain and to maintain a correct appreciation of one’s relationship to the King and his kingdom, it is imperative to give heed to and obey the positive commandments to preach this gospel of the Kingdom. Satan and all his wicked host are arrayed against mankind. No one is safe from the attacks of these enemies of man except those in the sanctuary of the Lord of hosts. Sustain your own; he is willing and active in this day of battle.

During “His Work,” February 5-9, a strenuous effort is going to be made to bring the heart-cheering Kingdom message to the people of good will who are still in bondage to Satan’s organization. Throughout the world these who acknowledge Jehovah as supreme will be putting forth their very best efforts to counteract the increasing organized attacks of the religious leaders. The Lord has only provided them his willing people to combat the dominion of the new world. Just as we have done before, the Lord’s people will persevere in this new year. If we can get the truth out and maintain it, we will have a great victory.

Be Prepared

For “His Work” the service committee has selected the territory to be worked. Each one should now set aside such definite time as can possibly be spared from secular duties to conduct this territory assigned. Decide that you will do nothing interfering with your plans, in the Lord to proceed with whatever may be lacking. Any obstacle that you personally feel is not an obstacle will be taken up with the company servant or the service manager.

(Continued on page 2, column 3)
Testimony Period October 2-10, 1937

During the last international testimony period, October 2-10, there were testimonies in the world, under different countries, 37,634 publishers who reported. This is a few less than for the corresponding period of 1936, 38,250.

Part of this decrease is due to the fact that a number of brethren fail to show their testimonies during the period, and this is work done during special testimony periods. In the United States, for instance, the number was 7,616 for the month of October but did not report any work for the testimony period, October 2-10, 1937. The number of hours for this period was 400,222.

Spanish Convention

The convention of the Spanish brothers will be held in San Antonio, Texas, April 15, 16 and 17. It will open the first evening with the celebration of the Memorial, and follow thereafter with matters pertaining to the Kingdom interest. Further details of the convention are set out in the English and the Spanish Watchtoker.

Change of Address

It will be a great assistance to the Society if, when the brethren move from one place to another they notify the office here of change of address at least one month in advance. In the same way you may notify the office of change of address for The Watchtoker and Consolation. This necessitates a payment to the post office for postage on the cards on which you notify them. Usually a few days after we have received this notice, the subscriber sends us a notice of change of address, which, if it had been received three weeks earlier, would have saved all this expense in the dispatching of mail and would have saved the Society money.

(Continued from page 1, column 4) and, by April 9 or shortly thereafter, another volume dealing with the brethren in foreign lands. We are pub-
lished in the following languages: English, Spanish, Greek, German, Finnish, French, Danish, Swedish, Hungarian, Polish, Hollandish, and Ukrainian. Consolation is published in each of these languages, and a number of these are published in each of the above languages. As in the case of the Watchtoker, the various publications may be arranged for some convenient time, the price for each separately being:

Spanish, Bohemian, Hungarian, Russian, Ukrainian.

The Convention of the Spanish brothers will be held in San Antonio, Texas, April 15, 16 and 17. It will open the first evening with the celebration of the Memorial, and follow thereafter with matters pertaining to the Kingdom interest. Further details of the convention are set out in the English and the Spanish Watchtoker.

Change of Address

It will be a great assistance to the Society if, when the brethren move from one place to another they notify the office here of change of address at least one month in advance. In the same way you may notify the office of change of address for The Watchtoker and Consolation. This necessitates a payment to the post office for postage on the cards on which you notify them. Usually a few days after we have received this notice, the subscriber sends us a notice of change of address, which, if it had been received three weeks earlier, would have saved all this expense in the dispatching of mail and would have saved the Society money.

(Continued from page 1, column 4) and, by April 9 or shortly thereafter, another volume dealing with the brethren in foreign lands. We are pub-
lished in the following languages: English, Spanish, Greek, German, Finnish, French, Danish, Swedish, Hungarian, Polish, Hollandish, and Ukrainian. Consolation is published in each of these languages, and a number of these are published in each of the above languages. As in the case of the Watchtoker, the various publications may be arranged for some convenient time, the price for each separately being:

Spanish, Bohemian, Hungarian, Russian, Ukrainian.

The Convention of the Spanish brothers will be held in San Antonio, Texas, April 15, 16 and 17. It will open the first evening with the celebration of the Memorial, and follow thereafter with matters pertaining to the Kingdom interest. Further details of the convention are set out in the English and the Spanish Watchtoker.

Change of Address

It will be a great assistance to the Society if, when the brethren move from one place to another they notify the office here of change of address at least one month in advance. In the same way you may notify the office of change of address for The Watchtoker and Consolation. This necessitates a payment to the post office for postage on the cards on which you notify them. Usually a few days after we have received this notice, the subscriber sends us a notice of change of address, which, if it had been received three weeks earlier, would have saved all this expense in the dispatching of mail and would have saved the Society money.

(Continued from page 1, column 4) and, by April 9 or shortly thereafter, another volume dealing with the brethren in foreign lands. We are pub-
lished in the following languages: English, Spanish, Greek, German, Finnish, French, Danish, Swedish, Hungarian, Polish, Hollandish, and Ukrainian. Consolation is published in each of these languages, and a number of these are published in each of the above languages. As in the case of the Watchtoker, the various publications may be arranged for some convenient time, the price for each separately being:

Spanish, Bohemian, Hungarian, Russian, Ukrainian.

The Convention of the Spanish brothers will be held in San Antonio, Texas, April 15, 16 and 17. It will open the first evening with the celebration of the Memorial, and follow thereafter with matters pertaining to the Kingdom interest. Further details of the convention are set out in the English and the Spanish Watchtoker.

Change of Address

It will be a great assistance to the Society if, when the brethren move from one place to another they notify the office here of change of address at least one month in advance. In the same way you may notify the office of change of address for The Watchtoker and Consolation. This necessitates a payment to the post office for postage on the cards on which you notify them. Usually a few days after we have received this notice, the subscriber sends us a notice of change of address, which, if it had been received three weeks earlier, would have saved all this expense in the dispatching of mail and would have saved the Society money.

(Continued from page 1, column 4) and, by April 9 or shortly thereafter, another volume dealing with the brethren in foreign lands. We are pub-
lished in the following languages: English, Spanish, Greek, German, Finnish, French, Danish, Swedish, Hungarian, Polish, Hollandish, and Ukrainian. Consolation is published in each of these languages, and a number of these are published in each of the above languages. As in the case of the Watchtoker, the various publications may be arranged for some convenient time, the price for each separately being:

Spanish, Bohemian, Hungarian, Russian, Ukrainian.

The Convention of the Spanish brothers will be held in San Antonio, Texas, April 15, 16 and 17. It will open the first evening with the celebration of the Memorial, and follow thereafter with matters pertaining to the Kingdom interest. Further details of the convention are set out in the English and the Spanish Watchtoker.

Change of Address

It will be a great assistance to the Society if, when the brethren move from one place to another they notify the office here of change of address at least one month in advance. In the same way you may notify the office of change of address for The Watchtoker and Consolation. This necessitates a payment to the post office for postage on the cards on which you notify them. Usually a few days after we have received this notice, the subscriber sends us a notice of change of address, which, if it had been received three weeks earlier, would have saved all this expense in the dispatching of mail and would have saved the Society money.

(Continued from page 1, column 4) and, by April 9 or shortly thereafter, another volume dealing with the brethren in foreign lands. We are pub-
lished in the following languages: English, Spanish, Greek, German, Finnish, French, Danish, Swedish, Hungarian, Polish, Hollandish, and Ukrainian. Consolation is published in each of these languages, and a number of these are published in each of the above languages. As in the case of the Watchtoker, the various publications may be arranged for some convenient time, the price for each separately being:

Spanish, Bohemian, Hungarian, Russian, Ukrainian.

The Convention of the Spanish brothers will be held in San Antonio, Texas, April 15, 16 and 17. It will open the first evening with the celebration of the Memorial, and follow thereafter with matters pertaining to the Kingdom interest. Further details of the convention are set out in the English and the Spanish Watchtoker.

Change of Address

It will be a great assistance to the Society if, when the brethren move from one place to another they notify the office here of change of address at least one month in advance. In the same way you may notify the office of change of address for The Watchtoker and Consolation. This necessitates a payment to the post office for postage on the cards on which you notify them. Usually a few days after we have received this notice, the subscriber sends us a notice of change of address, which, if it had been received three weeks earlier, would have saved all this expense in the dispatching of mail and would have saved the Society money.

(Continued from page 1, column 4) and, by April 9 or shortly thereafter, another volume dealing with the brethren in foreign lands. We are pub-
lished in the following languages: English, Spanish, Greek, German, Finnish, French, Danish, Swedish, Hungarian, Polish, Hollandish, and Ukrainian. Consolation is published in each of these languages, and a number of these are published in each of the above languages. As in the case of the Watchtoker, the various publications may be arranged for some convenient time, the price for each separately being:

Spanish, Bohemian, Hungarian, Russian, Ukrainian.

The Convention of the Spanish brothers will be held in San Antonio, Texas, April 15, 16 and 17. It will open the first evening with the celebration of the Memorial, and follow thereafter with matters pertaining to the Kingdom interest. Further details of the convention are set out in the English and the Spanish Watchtoker.

Change of Address

It will be a great assistance to the Society if, when the brethren move from one place to another they notify the office here of change of address at least one month in advance. In the same way you may notify the office of change of address for The Watchtoker and Consolation. This necessitates a payment to the post office for postage on the cards on which you notify them. Usually a few days after we have received this notice, the subscriber sends us a notice of change of address, which, if it had been received three weeks earlier, would have saved all this expense in the dispatching of mail and would have saved the Society money.

(Continued from page 1, column 4) and, by April 9 or shortly thereafter, another volume dealing with the brethren in foreign lands. We are pub-
lished in the following languages: English, Spanish, Greek, German, Finnish, French, Danish, Swedish, Hungarian, Polish, Hollandish, and Ukrainian. Consolation is published in each of these languages, and a number of these are published in each of the above languages. As in the case of the Watchtoker, the various publications may be arranged for some convenient time, the price for each separately being:

Spanish, Bohemian, Hungarian, Russian, Ukrainian.

The Convention of the Spanish brothers will be held in San Antonio, Texas, April 15, 16 and 17. It will open the first evening with the celebration of the Memorial, and follow thereafter with matters pertaining to the Kingdom interest. Further details of the convention are set out in the English and the Spanish Watchtoker.
The Start of the Biggest Witness of the Year

One Back Call a Week
Each Company Publisher’s Quota

In order to properly build and plant, we must bring to the people of good will the Kingdom message in such an effective way that these “other sheep” may be encouraged to break away from the Devil’s share and take their stand alongside of Jehovah’s witnesses. When we come in contact with people favorable to the Kingdom message, we now see that our obligation does not end with merely leaving with them the Kingdom truths in printed form, but we must go one step further, if we are to carry out our commission fully. That forward step is making back calls and thus aiding the interested ones to arrive at the point where they can and will be able to introduce others to the truth.

As organized units of Kingdom publishers throughout the earth, our branches have a responsibility to render both the necessary assistance and cooperation in the advancement of this back-call work which are clearly defined. Sincerely, the object of this feature is to stress this important feature of the work and to arrange that the back calls fall in any and promptly attended to by the willing publishers. Company publishers: Each one should set as his quota an average of one back call a week, and be diligent in seeking and using every means possible to low in reaching this goal. Auxiliaries: Enjoying increased opportunities, these should push the quota of one back call a week. And finally, the pioneers: Because of their privilege of being able to continually reach into the field (and this particularly in the case of the special pioneers), these should also average the quota of one back call a week.

To aid in reaching the quota set, each one should set aside a definite time for making back calls, as far as possible and practical. Companies should set aside one or two evenings a week as back-call periods. Pioneers can use evenings and daytime for this particular work. If we plan our back-call work as we have planned and to plan our regular witnessing work, we shall enjoy the same degree of increased opportunity and blessings from the Lord’s hand.

When making back calls, be prepared always to offer at least an assortment of four bound books. And, furthermore, be on the lookout to make back calls grow into a model study meeting. Remember your quota. One back call a week.

Inspect Your Battery Charger

Make sure that the fuses are marked “71 amps”; otherwise, when trouble starts, the works in the battery charger will burn out. The holders must be clean and hold the fuse tight.

The Importance of the “Companions” Testimony Period

The campaign is international in its magnitude, and its objective is the distribution of ten million of the booklet Cure and one million bound books, Enemies and Riches, and 100,000 Consolation subscriptions. The “Companions’” testimony period should see this objective well on its way and a good percentage of the work accomplished.

Concurrent with the announcement of this special campaign comes the Watchtower carrying the “Jehovah’s Witnesses” article, which will cover everything else than the need of absolute obedience to organization instructions. Some of the significant statements in the Watchtower are quoted here to refresh our memories and serve as a close reminder to our relations to this campaign:

“During the World War there was a side-stepping of duty which God laid upon his people.”

“Too silent about the kingdom activities and about their responsibility to Jehovah’s Witnesses, to the great sorrow of the Lord.”

These quotations indicate the tremendous responsibility resting upon each of the amiable and their companions in connection with this and all other campaigns which the Lord has transmitted through his organization. No one can escape it. No one can get someone else to substitute for him. All must bear their responsibility before the Lord, individually and as an organization.

Organization

As an organization, the responsibility rests upon the service committee and company servant to make the necessary preparations. Have you, as a committee, carefully studied the February Intemational and started planning what territory is to be used for this campaign and how you are going to work it? Have you consulted the available publications and taken the steps to help those publishers who are hindered by obstacles which they cannot overcome in the present condition, and have you checked your stock of Enemies, Riches, photographs, records, and have you seen to it that the necessary orders for an adequate supply have been forwarded to the Society? Have you planned for the necessary sample copies of Consolation? Have you seen to it that all names of good will persons in your files are properly arranged so that they can be carried out to the best advantage, the various assignments, to make back calls upon them with the necessary offer, and the numerous other things for which you, as a service committee and company servant, are responsible, make this campaign a success in your locality?

Publishers

As an individual publisher, are you planning now for your quota? Is your personal equipment arranged for photographs and reception of the Lord’s Book? Do you need help in planning and budgeting so that you have definite periods set aside each day for participation in the Kingdom service—days which are to be devoted to the field service, and nothing permitted to interfere with them?

All of these things are details for which each and every one of us is responsible before the Lord, and we manifest our responsibility by carefully looking after them. The Lord has entrusted us with our biggest job to date. Can he depend upon us to do our part? The companions, both amiable and fellow workers, will answer “Yes”, and mean it, because they are trustworthy. Are you ready to be one of the 20,000 publishers in action during the April campaign and present to the nations the real cure?

What We Want to Do

We have our job outlined for us by the Lord through his organization. Our cooperation from the Lord is clearcut and definite. We must carry the warning to the people; then the responsibility is theirs. The question facing each one, therefore, is: Are we like Jehovah, going to flee from the responsibility of our work? Are we going to be like the class described by the prophet Isaiah who had said, “Why am I, Lord, send me?”

We know that the latter describes the attitude of the people who will not attempt to serve the true people now, and we are confident that the United States will reach, and probably exceed, the 30,000 publishers for which we have been looking forward during this campaign. Each one can make a definite contribution to the Lord to direct the issue. And now, as we come to at least the one publisher of the Lord’s army, is it not our personal quota for this campaign?

Pioneers and Special Pioneers

Cure Books Subscriptions

3000 150 10

Famous and Special Famous

Cure Books Subscriptions

1000 150 10

Prepare for April Campaign

During the three-month campaign with the book Enemies, and Cure and Consolation, each publisher will want at least one or two sample copies of Consolation to take in the field with him. These sample copies should be current issues. The Society will not consign to the branches, nor to companies, any extra copies of Consolation. For you to re-supply them will be necessary for you to place an order. This order should be placed any time in April. Companies should decide now how many extra copies they want of each issue and then order the distributors’ copies. A special rate is allowed on distributors’ copies when five or more copies of each issue for a year are ordered. The rate for such is 19c per subscription per year in the United States and to all other countries. Or at least for this Cure campaign get a six-month subscription at 30c, and order all copies from the Society.

Every company should take care of this matter immediately and get the brethren used to asking for these extra copies of Consolation every two weeks at company headquarters. By the time April comes around your organization should be functioning in good order, and by placing your orders now the Society will know how many to print and will be prepared to furnish the service necessary.

Consolation Subscription Slips

The Society furnishes these slips free to publishers and auxiliaries in the United States and companies, and you should order a supply so that you will always have them ready and at hand. It is suggested that the “Companions” testimony period and the campaign that follows.

Auxiliaries

Cure Books Subscriptions

500 75 6

Company Publishers

Books

Subscriptions

3

Can it be done? The Lord can and will accomplish it if we faithfully respond. It will take hours in the field, and much energy.

Every move moving along at top speed. The wheels of the factories at Brooklyn and Berne are spinning. Hundreds of thousands of the Cure booklet are being turned out daily and thousands upon thousands of the books Enemies and Riches are being made ready. It takes tremendous preparation on the part of the factories and the branches to prepare for this great undertaking. Pray may be carried on by the Lord’s people against the Devil’s organization. By the Lord’s grace, this campaign will be prepared and ready in the hands of all the brethren.

(Continued on page 2, column 2)
When Shall We Reach the 30,000 Publishers? A Peak Reached in April 1936

26,250 Different Publishers Active This Year

How Is Your Local Increase?

Set out below are the totals for comparison of publishers in the field. What will the next three-month report be? Below?

<table>
<thead>
<tr>
<th>Month</th>
<th>Total Publishers</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>19,977</td>
</tr>
<tr>
<td>February</td>
<td>21,318</td>
</tr>
<tr>
<td>March</td>
<td>21,285</td>
</tr>
</tbody>
</table>

The average number of publishers per month for this three-month period was 23,803 in 1937, and 22,855 in 1938. This is an increase of 1,508 publishers per month, which is significant and just as we should expect. This is how the pioneers and auxiliaries are striving. Shall we do our part to keep this increasing?

In order to find out how many different individuals were in the field during the three months we have gone through, get out the reports and taken the highest number for each company during the three-month period. This is how one does it, so don't be discouraged if we find there were 26,250 different persons in the field this fiscal year. However, we will average over 23,803 regularly in the field. This means that nearly 3,000 publishers failed to get into the field in the next month. Every publisher should make his business to report as a publisher at least once a month. If only for official business report.

The Peak

The greatest number of publishers ever engaging in the field service work of the Kingdom in the United States and countries under the jurisdiction of the Brooklyn office was 27,004. This total was reached in April, 1937. At the end of April 1938, two years later? Shall we increase to an average of 3,000 publishers more to establish a new peak? We should. If the work is increasing, more publishers are needed.

The witness must be given, and every company organization should now begin planning how it can aid and assist the newly interested ones attending its meetings to get into the field work also. No one should be forced or coerced to go into the field work, but if in many instances the service committee can make it more convenient for the brethren in the field service work, they will take advantage of it. They can point out by the Scriptures their responsibility and importunity of studying the Society's publications, particularly The Watchtower. After feeding upon this food for a while, they will see that their responsibility to the Lord is that of being a witness in the field service work. Special attention should be given to the pioneers, auxiliaries and company publishers should now begin to assist the newly interested ones in the witness work and show them how they, too, can be publishers for the Kingdom.

How is your local increase? Make a way to do this for the brethren who live in the vicinity of the interested to make arrangements to call on them Saturday afternoon or Sunday, or during the week, and take them along into the field with them. Allow them to take your phonograph and a few booklets, take them from door to door during a few hours, and then let them do for themselves for a time.

When shall we reach the 30,000 in number of publishers? What is your opinion of doing better than making a record of that mark? Have you increased in number of publishers?
Jehovah Gives World-wide Warning to “Christendom”
“Enemies,” “Cure” and “Consolation,” the Message

Call to Action! All to ‘Rise Against Her in Battle’!
This Siege to Continue Three Months

Eleven Million Pieces of Literature to Be Distributed

Some months ago Brother Rutherford outlined a campaign which calls for the greatest united effort ever put forth by the Lord’s anointed and their companions. This campaign begins on April 9, 1938 as a “testimony period and will continue to the end of June. This is a period in the field for all, and it includes two testimony periods, “COMPANIONs” and “BOLDNESS.”

The special letter by Brother Rutherford to the witnesses of Jehovah throughout the earth which you receive with this Informant sets out the importance of this witness and shows that a warning from the house of Jehovah is given to Christendom. Jehovah’s witnesses and their companions are charged with the responsibility of presenting this warning. So that this warning may be clear and understandable, the people, the literature that will be distributed in the three months must be such that every person in the world should have. The first printing of this packet in English alone will be ten million copies. The foreign language will greatly add to this total.

This is a tremendous but possible task. To make this offer and to give warning to others.

The Special Offer
As stated on the back of the Cure booklet, beginning with April 9 the brethren of the Lord and their companions will offer Cure, Enemies, (or Riches), and one’s year’s subscription for Consolation, on contribution of the amount usually received for Consolation alone, which is a dollar in the United States and $1.25 in other countries. This is the finest offer that has ever been made to the peoples of the world, and surely never before has such a powerful message of warning been carried to them.

Phonograph Introduction
All publishers who are fortunate enough to have a phonograph and the “Enemies” record will introduce this special offer by repeating the record.

Phonebook Introduction
All publishers who are fortunate enough to have a phonograph and the “Enemies” record will introduce this special offer by repeating the record. After persons have heard the “Enemies” record, which most forcefully shows the importance of the work to use the phonograph, they will be sent the Cure booklet early in their study of the book, it will be easy to present the special offer of Consolation along with Enemies and Cure on a contribution of only a dollar. It is estimated that the people already have Enemies, then run the “Riches” record or some other disc that we know will arouse interest in the minds of those people who are seeking righteousness. The point is that we should use our photographs extensively and show the people what a great advantage it is to them to have Enemies and Cure and to have Consolation coming to them every other Wednesday.

Testimony Card
The Society is providing every publisher with a testimony card which sets out briefly why people of good will should take advantage of this special offer. You may find that these cards are useful in your personal witness to the person first and then introducing the photograph will be to your advantage in giving the special offer.

Or, if you find it to the best interests of the work to use the phonograph, send the Cure booklet and En­emies, and Consolation.

Always bear in mind that this special combination is limited to three months. After that, every home­ish will find it very helpful to direct the attention of the people to the announcement on the back of the Cure booklet early in their discussion to show why the people should have Enemies, Cure, and Consolation.

The Message
This is the privilege of the publishers in the United States to place seven million of the ten million Cure booklets printed in the English language. To place these seven million Cure booklets is a tremendous but possible task. To do this it will be necessary to reach at least fourteen million homes.

That will mean that each company publisher in the United States must deliver at least seven million booklets in these three months and leave the Cure booklet in 200 of them. The individual publishers will find this special offer of the dollar combination. If the people do not desire to have the Cure booklet and cannot contribute a dollar, then point out the great benefits that will be theirs by their reading of the book Enemies and Cure, which you may leave on a contribution of only 25c. If they cannot pay the $1.25, you may have a greater interest to listen to your message and would like to read something, then leave them the Cure booklet on a contribution of a penny or anything they wish to give. If you must contribute and are willing to read, and promise to read it, leave them the Cure booklet free.

We must leave the Cure booklet in the homes of more than ten million interested persons in these three months.

Three-Month Siege
It is the privilege of the publishers in the United States to place seven million of the ten million Cure booklets printed in the English language. To place these seven million Cure booklets is a tremendous but possible task. To do this it will be necessary to reach at least fourteen million homes.

That will mean that each company publisher in the United States must deliver at least seven million booklets in these three months and leave the Cure booklet in 200 of them. The individual publishers will find this special offer of the dollar combination. If the people do not desire to have the Cure booklet and cannot contribute a dollar, then point out the great benefits that will be theirs by their reading of the book Enemies and Cure, which you may leave on a contribution of only 25c. If they cannot pay the $1.25, you may have a greater interest to listen to your message and would like to read something, then leave them the Cure booklet on a contribution of a penny or anything they wish to give. If you must contribute and are willing to read, and promise to read it, leave them the Cure booklet free.

We must leave the Cure booklet in the homes of more than ten million interested persons in these three months.

A World-wide Quota
For the month of April, May and June of 1938, a world-wide quota is being set for the distribution of the Cure booklet. April has already been given. It is confidently expected that the greatest number of publishers ever engaged in the field will have a part in this mighty witness. In the United States alone we expect that there will be devoted persons putting forth their best efforts to carry this testimony to those who have a hearing ear and to give warning to others.

So that this warning and testimony may be given, the world-wide quota is set at

10,000,000 Booklets
1,000,000 Bound Books
100,000 New Subscriptions

This will require a very extraordinary effort on the part of all those

Brother Rutherford Writes to Witnesses
‘Entering Period of Unusual Importance’

Letter Going to Every Watchtower Subscriber

This Informant, which sets out the details of the campaign, is being sent in the United States to 3,000,000 subscribers of the Watchtower. This is addressed in the witnesses of Jehovah throughout the earth. A testimony card also is supplied. If you receive this letter, you are asked to distribute the message of the hour. Will you do so? If you are not a publisher now, preparation is made in this Informant for you to get a supply of literature, so that you may engage in this greatest of all campaigns.

If you are located in territory where a company organization already exists you will be furnished the name of the company servant, whom you should contact immedi­ately and avail yourself of the privilege in working with the witnesses of Jehovah throughout the earth.

(Continued on page 3, column 1)
Memorial, April 15
After Six P.M.
Anointed and Companions to Assemble in One Place
As announced in The Watchtower, all of the anointed of the Lord who partake of the Memorial, and their companions, who will be present at the feast, should assemble at one place on the evening of April 15, after the service. It will be our aim to keep a report on the Memorial. This report should appear on your April report. The following points will show the following: Number of persons attending the service; number of persons who partake of the Memorial; those present at this memorable occasion will want to be witnesses for the Lord, and regular publisher you should contact the company servant that evening or make plans to be able to make it begin in the work.

30,000 Publishers Can Be Reached
Will You Do Your Part?
Every effort should be made on the part of the company organization and the service committee during the next five weeks to contact every possible company organization. The man who has been a publisher or is a publisher, and find out if there is anything you can do to help the company organization. It will be the beginning of the greatest campaign that has ever been waged against the enemy in war. By Jehovah's witnesses and their companions.

Consignments to Companies Began February 1
Pioneers and Auxiliaries Must Order Cure Booklet
On February 1 the Society began mailing consignments to companies, with orders sent into the office from the companies. We will continue to do this until such time as the companies in the United States should order some supplies between now and March 15, giving you the opportunity of ordering your consignment of Cure.

Distributors' Copies
Special rates are offered on Cure when five or more copies go to one address. These are called "Distributors' Copies", because it is understood that these are to be used in issuing the Cure from the company in the magazine and in securing additional subscriptions. The rate for Distributors' copies is $2.00 per year for ten copies of each issue to one address; and $60 for each additional copy per year. If less than ten copies are ordered at one address, this special rate will not apply, and the rate is then $1.00 per year for each copy.

Consignment copies of Consolations are not to be distributed as a substitute for the Cure booklet, but only with those who subscribe or with those on whom you make back calls. Probably after the second or third back call you will be able to get a subscription.

(Continued from page 1, column 3)

Preparations for This Campaign
Never before, to our knowledge, has a publication whose first printing was ten million copies. Never before has there been a booklet released in 15 different languages for world-wide distribution. Never before has the same piece of literature been translated and issued in readiness in every principal country of the world for distribution on a given date. The Cure magazine has completely prepared the printing of ten million copies. By April 1 all of these languages will be printed. Added to this there are hundreds of thousands of copies of Cure in 14 other languages being prepared for the countries where they are to be used as well as for those in the U.S.A. No company will be able to handle the language edition from Cure.

Consolations
Consolation copies should not be reported as booklets, whether you leave them as sample copies or not. Pioneers and auxiliaries may report Memorial attendance and Memorial Partakes, but not Consolation copies. Where a group of pioneers and auxiliaries, one of them should make the report for the entire assembly.

Report cards will be made out the same as before for Consolations. When the report is made, you should give the address below Cure, 2 Enemies, 1 Riches. Enclosed find one dollar to aid in carrying on this work.

Name: _____________________________
Address: ___________________________
City: _______________________________
County: ___________________________
State: _____________________________
Are You Ready? April 9 Only a Few Days Off!

World-wide Witness Begins with Religionists' "Holy Week"

Make "Companions" Period Your Best Period

Watch Your Progress Week by Week

30,000 Publishers Should Average 10 Hours for Period

We have come to the time that all the Lord's people have been looking forward to and preparing for; the beginning of the greatest world-wide campaign ever carried on by the Lord's visible army. All the details have been taken care of, either in former Informants or in another part of this Informant. Everyone, by now, should know what he is to do and how to do it, when he is going to enter the campaign, and to what extent he is going to participate in it. The campaign commences Saturday, April 9, the first day of the "Companions" testimony period. This will be a red-letter day for all those who are on the Lord's side, the anointed and those who have been made to feel that the battle is the Lord's. The campaign should start with enthusiasm and zeal. The first week has a number of "holy" religious days in it—Palm Sunday, Good Friday, and Easter Sunday. This is one season of the year when the hierarchy crowd think they can stop preaching and all they have to do is to sit back and gather in the sheets from their poor, divided supporters. Many persons will be sighing and crying because of the abominable conditions that exist in the religious organizations controlled by the old "harlot!" It is a time to begin to distribute spiritual food to the thirsty. The church, as it were, is to the religious racketeers before they get over their drunken stupor.

For practically all of us the Saturdays and Sundays, April 9, 10, 13, 16, 17, as well as Friday the 15th, will be the days on which we will devote most of our time to the field service. With five full days for most of us, and witnessing parties arranged for every day, these five days can get out, along with the many back calls to be made, we shall get to a wonderful start. Company publishers should easily get in 10 hours or more, and the pioneers and auxiliaries will be able to do much more.

A number of the brethren who are schoolteachers in the schools will have an opportunity to put in more time, and to find some way of effecting their work in some sections of the country. Those who really love the Lord will demonstrate how the holidays can be used to the glory of His name by taking advantage of the occasion to enter the field service. In no doubt in our minds that 30,000 warriors in the United States will be fighting shoulder to shoulder during our most tremendous campaign. We are looking forward with keen interest to the results of the "Companions" period, and, of course, to the results of the entire month. Let each one, therefore, carefully check each experience of the work and see if he has made the necessary preparations and is ready to "shoot" when the day arrives.

Has each and every one of you studied the Informants thoroughly, so that you are acquainted with all the details of the campaign?

Are You Ready?

Have you checked on your equipment? Have you seen to it that you have the proper record, that your phonograph is in good working order; that you have a good supply of Cure, Enemies, and Riches for those who already have Enemies, and a good supply of Distribution blanks, or a good supply of Consolation subscriptions blank? See that you have the proper record card for each one of these. Turn in Reports Daily

The Society has set the quota of Cure, Enemies, and New Consolation subscriptions. It expects each publisher will reach the quota of the campaign, June 30. On this basis the company is to set its quota.

From the very outset, the service committee should vitally keep the publishers informed from week to week of the progress they are making toward meeting the company quota. Only in this manner will prompt steps be taken to overcome any emergency that may arise because of falling behind in any phase of the quota. A splendid way of portraying this is by means of a "thermometer chart," as illustrated in the Outline. This thermometer chart helps the publisher see "where he is in the race," and is a good means to check on the distribution of the "honest" message yet, Cure and Enemies. The Lord says, "I would that you were "cold" or "hot." The luke-warm He spurns. A member of the company should be selected to keep this chart up to date, so that the publishers at each service and Sunday Watchtower meeting may know what has been accomplished, and what they have yet to do. Also, every publisher should periodically see to it that the "My Quota" chart is accurately kept, so that each one can make a determine effort to aid the company meet its quota and really help in making the world-wide quota.

Accurate Daily Reports Required

Each time a publisher engages in the witness work, the publisher should make out a Daily Report slip and promptly turn in this report to the company servant or drop it in the report box. Turn these in at every meeting or as soon as you can. Your full cooperation is necessary in this, so that the service committee can keep abreast of the quota set. This is the time to turn in all the "heat" and make it hot for the old "witness." The world-wide witness of Jehovah's Executioner will make her impact and hoot. The more intense the heat (goal for Jehovah), the higher will go the "thermometer chart" as each one cooperates in every feature of the campaign, putting his heart and soul in the joyful task now set before him.

(Continued on page 2, column 1)
How to Obtain
Consolation Subscriptions

Before you can intelligently present the
new model phonograph, you must be acquainted with the article.

The reason why the book "Enemies of the State" is published
and leave with the individual a current
booklet and a carbon copy of the subscription slip, which is his
you will probably have to go through two
The original slip, together with the
will turn in forms to the company servant during
You will also make out a Buck
Cull slip. Hold this Buck Cull slip
within a week or two with phone
in the world-wide campaign, so
that he may understand that a
tor, if you gather more than
We cannot overstate the
counts and send them in to the Society.
The more care that is taken all
the company office
which we will call "Begin with Issue No. . . . . . . . . " If your
mark on the subscription
To the party who has his
subscription to begin with a particular
number, mark on the subscription
first of the months of the year.

Egypt

"The brethren here are enthusiastically mobilizing "AGAINST HER IN
ENEMIES OF THE STATE"... With this new book we have a splendid opportunity to prove our
love to Jehovah.

South Africa

"Making our brethren in other lands may be the safeguard
of the opposition of the enemy from
attaining their quota, and it will be our first important step
in this direction. We feel confident that all the publishers
in this country will exceed the new quota.

United States

"I have received Brother Rutherford's letter and the Informa-
tion. After reading the letter and the
information, I have decided to take an active part with all
the other witnesses throughout the
earth in spreading this 'gospel of the Kingdom' of Jehovah God. Enclosed are two dollars for a
double order of enclosures, one book.
Please let us know what we have to do to get
this territory to witness to
My brothers have decided to take
our stand on Jehovah's side,
and have broken away from reli-
ance and the help of Jehovah God and Christ Jesus,
our Lord, we will be witnesses for
His name.

You can get CURE now in

English Greek Spanish
French Hollandish Swedish
Finnish Norwegian Ukrainian
CURE printed to date
Brooklyn factory 8,717,350
Berk factory 1,480,000

Switzerland

"We are doing our utmost to make
this the biggest campaign that was
ever put through, even in the face of ever-increasing opposition.

How to Send In Your 100,000 Subscriptions

How to Do It

In order to handle this
tremendous increase in
subscriptions, the office at Brooklyn will need all your
cooperation. You will have
petition to the Lord that there is not sent to every
company, pioneer and auxiliary a speci-
minute, shall be the deadline for
in the office. Please follow the
suggestions set out herein,

Spanish Testimony Card

A testimony card in Spanish has been
introduced that is to be sent out with the special offer of
Cure, Riches and Con-
vention

A convention of Jehovah's wit-
tnesses and companions will be held at San Antonio, Texas, April 15-17
this year. There will be
English-speaking people of the Lord
will be served at that convention. The convention will open at the
San Antonio hotel, 8:30 a.m. on the 15th. All
brethren should bring their phono-
cards for this convention.

New Model Phonograph

The Society is pleased to announce a
new model of the small portable
phonograph. This Phonograph is
similar in every respect to the
small model previously manufactured, ex-
cept that it is smaller and lighter
than the older model, which per-
haps the tone arm and reprodu-
corder of the older model and
then playing the record on
the turntable when playing the ma-
chine. The removable arm assembly
so that on making back
calls the tone arm and repro-
ducer can be placed in the least
amount of space, thus leaving
room for carrying up to 10 or 11
inches in the phonograph.

This Phonograph has
2500 machines behind in filling orders, but
we hope to be able to fill all of
these orders in the next three
months. All of these orders will be filled
with the new model which we are
now producing.

will be given attention during this
summer. This Phonograph is
shipped with the test
combination themselves and introduce it to
their friends.

Do you have a proper indicator,
so that the progress of the work
may be accurately estimated as a
"thermometer" appearing in the out-
line accompanying this Informa-
tion? You may want to point to look after the sub-
scriptions, to see that they are properly received and distributed and referred forward to the So-
ciety.

These and all other
preparations necessary for a successful campa-
ign should be carefully checked
that the work may go forward
with exactness and effec-
ction to the glory of the Lord.
It will be difficult or burdensome

names and addresses on the "trans-
mittal form". Keep a carbon copy
for your own records. Number the
transmittal forms and keep a
remitence to cover the subscriptions
listed at 75c each, and those at $1
you may like to call "return form". When
you have money order order to cover,
special form with all the names and
addresses listed, subscription blanks
mailed with a special form ("return
form"), all enclosed in one envelope.
These should be mailed in at least
one week ahead of time, or perhaps
get a little more than a week full.

We cannot overstate the
care that should be exercised in handling
the subscribers, announcements,
这份报告以精美的格式呈现，包括标题、列表和段落。

您是否已经了解，该报告的标题为“如何获得您的100,000份订阅”．

该报告提供了如何处理这一显著增加的订阅数量的建议。办公室在布鲁克林
需要您的合作。您将需要确认收到的每封邮件是否已发送到每家公司，
每家分公司，每家先锋公司和每家辅助公司。请遵循以下建议。

西班牙语证明卡

一份印有西班牙语的证明卡已经发布，用于与特殊优惠相关的Cure、Riches和Con-
vention。该证明卡将从下月起每两周邮寄一次。如果您有答案，请以西班牙语提供给
该公司。我们将通过邮寄来覆盖所有订阅。

新的Model Phonograph

该社会很高兴宣布推出了一款新型的小型便携式
留声机。这款 Phonograph与之前推出的型号相似，
但更小更轻，可以更换与旧型号相同的
音臂和录音器。这样，您就可以在
将音臂和录音器放在最小的空间内时
进行播放。

这些和其他必要的
准备工作对于实现成功计划
是至关重要的。它们应该被仔细检查，
以确保工作能够顺利进行
以彰显上帝的荣耀。

这将是一个困难或负担


**Jehovah Blesses “Companions” Campaign**

All Expectations Exceeded

Countries Report Excellent Results

United States on Its Way to 30,000 Publishers

The greatest campaign ever arranged for the Lord’s people throughout the world is well under way. It began in April, and has received its rich blessing.

In the opening of this grand campaign, every brother with keen spirit and the blessed privilege of having with them Brother Rutherford. A tremendous witness was given, and word received by the Society states that at Brother Rutherford’s public meeting on Sunday, May 1, there were 25,000 in the visible audience.

These brother Rutherfords were out in no uncertain terms “Wars­troo”, the subject of his lecture. The religious press stated, “Catholic opposition squelched.” We shall be glad to hear more about this as news reaches us by mail.

**What is happening in the United States?** Out of the 20 companies that sent in early reports covering the testimony period it is gratifying to report that these 20 companies made their quota of 15-percent increase over their peak of publishers in the field this year. The quota for these 20 companies is 3,500 publishers, whereas there were actually 3,650 in the field during “Companions” Testimony Period. An astonishing thing about the report is that there were 1,165 more publishers in the field than there were during the same period last year.

Distribution of bound books and booklets far exceeds anything to date. These 3,650 publishers alone distributed 6,975 bound books and 107,264 booklets, and took subscriptions to the number of 1,165.

As one reason for the big increase, most of these companies attribute it to the constant back-call work which they have carried on during the past year, and in this report we find a splendid effort put forth by the publishers in making back calls: in the last five days alone, 1,285 were made.

The report set out is, we believe, representative of the entire United States, and we know that the numbers are the closest to the final report. We feel sure that all the thermometers which every local company has fixed up stand well above the May 1 mark by this time. We cannot rest, however, now that the campaign has begun, but must press hard during all of May. We should be able to make our quota in May, because we have five Sundays, and then prepare diligently for the “Boulevard” Testimony Period early in June.

As a rule, every single, this campaign is going forward with the greatest enthusiasm, and if all the companies, pioneers, auxiliaries and other brethren in the United States, and our brethren elsewhere throughout the world maintain a proportionate increase, there is no question that we shall reach the wide-world quota of 10,000,000 booklets, 1,000 bound books and 300,000 Circula­tion subscriptions. Jehovah has led us into this battle, and we rejoice that we can have a share in the vindication of His Name. Keep in mind our quota for the United States, of 30,000 publishers, and the report reached if in this campaign every organization presses on with the zeal peculiar to the Lord’s house.

### Activities of Forty Average Companies in Three Countries for “Companions” Testimony Period

**UNITED STATES**

<table>
<thead>
<tr>
<th>Books</th>
<th>Booklets</th>
<th>Subs</th>
<th>Calls</th>
<th>1938 Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, N. Y.</td>
<td>3,154</td>
<td>42,781</td>
<td>5,114</td>
<td>1,181</td>
</tr>
<tr>
<td>Salt Lake City, Utah</td>
<td>350</td>
<td>10,773</td>
<td>120</td>
<td>147</td>
</tr>
<tr>
<td>Detroit, Mich.</td>
<td>483</td>
<td>7,659</td>
<td>100</td>
<td>320</td>
</tr>
<tr>
<td>Minneapolis, Minn.</td>
<td>483</td>
<td>8,537</td>
<td>133</td>
<td>310</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>534</td>
<td>27,788</td>
<td>62</td>
<td>144</td>
</tr>
<tr>
<td>Reading, Pa.</td>
<td>251</td>
<td>5,872</td>
<td>53</td>
<td>24</td>
</tr>
<tr>
<td>Toledo, Ohio</td>
<td>228</td>
<td>3,693</td>
<td>31</td>
<td>122</td>
</tr>
<tr>
<td>Tulsa, Okla.</td>
<td>183</td>
<td>2,768</td>
<td>29</td>
<td>122</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>101</td>
<td>1,702</td>
<td>35</td>
<td>41</td>
</tr>
<tr>
<td>Baltimore, Md.</td>
<td>155</td>
<td>2,255</td>
<td>26</td>
<td>144</td>
</tr>
<tr>
<td>Louisville, Ky.</td>
<td>178</td>
<td>2,159</td>
<td>35</td>
<td>6</td>
</tr>
<tr>
<td>Worcester, Mass.</td>
<td>115</td>
<td>1,589</td>
<td>19</td>
<td>135</td>
</tr>
<tr>
<td>New York, N. Y.</td>
<td>91</td>
<td>2,091</td>
<td>24</td>
<td>82</td>
</tr>
<tr>
<td>Wilmington, Del.</td>
<td>116</td>
<td>2,069</td>
<td>14</td>
<td>73</td>
</tr>
<tr>
<td>Althea, Mass.</td>
<td>135</td>
<td>2,643</td>
<td>26</td>
<td>31</td>
</tr>
<tr>
<td>Fort Worth, Tex.</td>
<td>77</td>
<td>1,276</td>
<td>18</td>
<td>65</td>
</tr>
<tr>
<td>High Point, N. C.</td>
<td>75</td>
<td>1,195</td>
<td>14</td>
<td>61</td>
</tr>
<tr>
<td>Atlantic Beach, N. C.</td>
<td>106</td>
<td>7,55</td>
<td>22</td>
<td>47</td>
</tr>
<tr>
<td>Total</td>
<td>5,873</td>
<td>107,294</td>
<td>1,561</td>
<td>1,835</td>
</tr>
</tbody>
</table>

**BRITISH ISLES**

<table>
<thead>
<tr>
<th>Books</th>
<th>Booklets</th>
<th>Subs</th>
<th>Calls</th>
<th>1938 Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater London</td>
<td>1,969</td>
<td>55,361</td>
<td>250</td>
<td>556</td>
</tr>
<tr>
<td>Manchester</td>
<td>168</td>
<td>2,561</td>
<td>15</td>
<td>101</td>
</tr>
<tr>
<td>Birmingham</td>
<td>73</td>
<td>2,062</td>
<td>10</td>
<td>102</td>
</tr>
<tr>
<td>Manchester</td>
<td>120</td>
<td>5,009</td>
<td>8</td>
<td>100</td>
</tr>
<tr>
<td>Hull</td>
<td>128</td>
<td>5,850</td>
<td>14</td>
<td>31</td>
</tr>
<tr>
<td>Stoke</td>
<td>138</td>
<td>4,864</td>
<td>33</td>
<td>121</td>
</tr>
<tr>
<td>Newcastle</td>
<td>106</td>
<td>4,418</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Belfast</td>
<td>6</td>
<td>1,815</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Glasgow</td>
<td>262</td>
<td>7,560</td>
<td>13</td>
<td>65</td>
</tr>
<tr>
<td>Cardiff-Glyndy</td>
<td>83</td>
<td>1,884</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>3,325</td>
<td>88,965</td>
<td>346</td>
<td>889</td>
</tr>
</tbody>
</table>

**CANADA**

<table>
<thead>
<tr>
<th>Books</th>
<th>Booklets</th>
<th>Subs</th>
<th>Calls</th>
<th>1938 Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toronto</td>
<td>503</td>
<td>1,374</td>
<td>114</td>
<td>322</td>
</tr>
<tr>
<td>Winnipeg</td>
<td>201</td>
<td>4,727</td>
<td>55</td>
<td>1,72</td>
</tr>
<tr>
<td>Windsor</td>
<td>24</td>
<td>37</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>London</td>
<td>69</td>
<td>407</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Fort Erie</td>
<td>25</td>
<td>759</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Weidell</td>
<td>19</td>
<td>446</td>
<td>4</td>
<td>9</td>
</tr>
<tr>
<td>Niagara Falls</td>
<td>29</td>
<td>438</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>New Liskeard</td>
<td>44</td>
<td>307</td>
<td>15</td>
<td>22</td>
</tr>
<tr>
<td>Kingston</td>
<td>52</td>
<td>2,046</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Kirkland Lake</td>
<td>37</td>
<td>3,065</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>1,046</td>
<td>26,577</td>
<td>254</td>
<td>742</td>
</tr>
</tbody>
</table>

**Books Jump from 371 to 3,325**

Our brethren in the British Isles have pressed on with this battle as have others of the Lord’s organization throughout the world. Reports from ten cities were rushed through so that some indication of the advance of the Kingdom interests might be set out in this Informant. It rejoices our hearts to see that the 1,625 publishers reporting have increased the losses in the field by approximately 60 percent, putting in 10,486 hours this year, to compare with 10,153 last year. It is expected that the entire British Isles will show a like increase in hours. There were 255 more publishers in the field, which is a splendid increase over the same testimony period last year. By last year’s booklet distribution, this year, 3,325. What a witness this is against the enemy! Back calls cannot be stressed too much, and, as has been proved in many places, the back calls aid the people of one will take the stand on the side of the Kingdom and they soon become Kingdom publishers. The British Isles have taken their way to their 6,000 publishers, which is their quota for April.

**Canada Doing Well**

Early Reports Show Splendid Increase in Publishers

The increase in publishers in the ten companies reporting is most remarkable. The companies report a total of 1,056 of the book *Enemies* and 23,251 *Curse* booklets printed, and 254 subscriptions obtained.

The religiousists of Canada are feeling the defeat of the enemies, and the Canada publishers have received telephone calls and letters making threats and expressing indignation against the activities of the Lord’s people. On the other hand, we feel that the good work will be reported without any difficulty in the world wide circulation. The campaign has truly been a companions testimony period; for the month of April the companies have gone forward in this offensive fight, and have fought shoulder to shoulder against the enemy. We have accomplished during “Companions” Testimony Period as a standard, the brethren are now gathering strength for the further work to be done during the whole three months. We believe that the Canadian brethren believe is true is all parts of the world, that the Canadian campaign began with the greatest enthusiasm of any period to this date. Unh doubt, the brethren are facing the battle to the gate. We must arise against her in battle", as stated by our text a year ago, and now as the Lord commands, we must not be afraid, because the battle is his.
Convention of Jehovah’s witnesses for the Northwest, June 2-5

Splendid Time of Year for Assembly

Expect 5,000 Publishers

Good Start to “Boldness” Period

Jehovah’s witnesses and their compan­ions in the United States and Canada will be richly blessed in the forthcoming convention to be held in Seattle, Washington, June 2-5, 1938. The greater portion of the brethren in the northwest part of the country and other near-by western states, as well as the entire southwestern part of the United States, will make every effort to attend this assembly.

Brother Rutherford will have just returned from the Australian convention, and will be eager to test to learn of the blessings poured out on the Australian brethren as well as be recipients of the blessings that will be yours in attending the convention in Seattle.

The general assembly will be held in the Civic Auditorium, in Seattle, and it is expected it will require both the auditorium and the area to hold the crowd for the public address. We feel sure Brother Rutherford will have our Civic Auditoriums seating upward of 15,000 persons when he addresses the audience on the subject “Violence.”

Sunday afternoon, June 5. An intense witness will have been curried up in the area, with Enemies, Cure and Consolation, and there will be thousands of people who have been recently converted in the message of truth and will want to hear for the first time Brother Rutherford in a lecture of such vital importance. So it is urged that the brethren in and about Seattle and the entire western states put forth an intense effort in the way of advertising this meeting.

Come Prepared to Work

Everyone who attends conventions these days realizes the importance of the witness work and wants to be prepared. If you come to this convention, you will find adequate preparations for witnessing work. Bring along your phonograph, records and regular equipment for this purpose. We have designed enemy—Enemies, Cure and Consolation.

There will be a supply of all this literature to help you replenish your stock; but if you desire to bring some with you, that will be appreciated. Be sure to bring your phonograph if you come to this convention, you will want to get your territory assignment made up and have your territory sufficiently large for five publishers to work all four days. Arrange your phonograph work to have a change for a short “holiday” from your secular work so that you can be at this time in Seattle, our lying field work each of the four mornings and the other blessings of the convention, including recreation and evening.

Publishers in the western part of the United States will make every effort to attend this convention also, not only for themselves and their trailers and house cars, but because the convention will be made in a trailer camp for these purposes. Other brethren may also use this method of travel.

In order to assist the publishers to show that our witnesses will be on the job and will be made on their book account, if they have been active and regularly in the service full time from January 1, 1938. Credit will be granted in this manner; your traveling expenses to and from the convention will be paid by allowing a credit on your book account at the Witness office, amount not to exceed $15.00. For example, if you spend $20.00 to and from the convention and will want to receive $15.00 credit on your book account; if you spend $20.00, you will, however, be allowed $15.00 credit on your account.

All publishers will register at the pioneer registration booth, and the part of the book account taken will be a recording of the book account after the convention. Arrangements are being made for a test of the book account so that the Society will be able to keep a record of the book account for a certain period after the convention.

Order for “Violence” to Be Widely Advertised

Lecture “Violence” to Be Widely Advertised

Order Signs

The Convention of Jehovah’s witnesses for the Northwest we feel sure will be a great blessing to all the churches of the United States and Canada. The big feature of the convention, of course, will be the sermon by Brother Rutherford on the subject “Violence.”

An agreement has been made with the Seattle Star, a daily newspaper of Seattle, to publish at least three-quarters of a page of the pictures of the convention in each day’s edition for four days, June 2, 3, 4, and 5. This page will be printed by brethren attending the convention, and will be the only dedicated and complete report of the convention published.

We feel sure that many brethren throughout the country, those who are unable to attend the convention, will be anxious to get a report of it. In order to make the following arrangement has been made. The newspaper will not publish individual advertisements, but will be mailed in bulk to each company ordering, and distributed to the brethren through the local company organization. A special price has been obtained of 15c for these issues. Those desiring these reports should turn in to the company servant, who will keep the name of each person subscribing, and send an order to the Society, 317 Eastern Ave., Brooklyn, N. Y., for the total number required, with a remittance to cover. The quantity of reports to be printed from Seattle to one address, this address to be the address of the company servant or whatever ad­dress is most convenient for the company. When the bulk copies arrive, we will see that they are distributed to those subscribing.

To make this clear to the brethren, we suggest that you announce it several times within the convention, that the four issues of the Seattle Star containing the convention reports can be had for 15c each. In order it will receive it at the company hall as soon as it comes in, and hence any individual can take the individual homes as was done from Columbus. Take the names of each individual and send in order in to the Society’s office not later than May 9.

Subscriptions Flood Office

At this time more than 20,000 new subscriptions for Consolation have been received at the office in Brooklyn, N. Y. These new subscriptions are being set up as rapidly as possible. The workers in the subscription department had to be increased, and we feel that we are receiving many thousands more within the few weeks, until it will be an 100,000 mark for which we are striving.

Special Offer Does Not Apply on These Subscriptions

In order to take advantage of the special offer and get a bound book free, a person must subscribe for Consolation for a year. Where persons subscribe for only six months, they do not get the bound book but receive a special offer. The offer is good only for new subscriptions.

Foreign Consolations Subscriptions

In cases where Consolation is in a foreign language it is only 15c a year, and the rate is 50c for a new subscription. The amount to be paid is 15c for a new subscription, the dif­ference being applied to the bound book purchased by the subscriber by the publisher. Please note the language on the subscription blank.

Traveling to Seattle

Some brethren in the east and midwest have inquired about railroad rates to the Seattle Convention. We will be glad to answer any inquiry of your local railroad.

In the west there are three classes of seats—first class, tourist sleeper, and coach. Many railroads advertise vacation trips at rates of only 25c round trip, going by one route and returning by another. Those considering bus travel, please inquire locally.

These details the Society does not have at hand.

Please Mark Slip Property

It is very important to have the NEW magazine slips marked. Otherwise much time is wasted there at the office in checking over the issue of new or renewal. Many of the friends have overlooked this. Please see that the property slips you are marked NEW. Print or write plainly the name and address. Some slips sent in we cannot read, but must guess the name and address.

Please remember to send in your subscriptions promptly, as this will cut down complications.
Companions in Advance in "Boldness" Period

Expect New Peak in Publishers

Much Work to Be Done in June

Three Million Cure, June Objective in United States

Requires Bold and Untiring Effort

The "BOLDNESS" Testimony Period, June 1-30, appropriately comes near the climax of the greatest world-wide campaign ever enjoyed by those who love the Lord and are caring for the Kingdom interests. Upon the outcome of the bold effort of this period depends whether or not you will meet your individual and company quotas. Everyone should put forth the greatest effort ever made during any nine-day period, so as to attain the objective of distributing three million Cure booklets during the thirty days of June. We must do this in order to successfully complete the work set before us. Unquestionably, this is the Lord's time to bring forth the great multitude, and every one of the companions can testify to the awakening of these people of good will. Each one, whether he is in a large or in a small company or is an isolated publisher, can with boldness freely present to the people this greatest message of the Kingdom. We have the Kingdom message and the people are listening. This will help to make your quota by June 30.

My Individual Quota

If every one of the publishers for the Kingdom reaches his individual quota, the world-wide quota will easily be met. The April report shows that many of the small companies of from 1 to 5 publishers are lagging behind. This is true also of some of the larger companies. Service committees are making every effort to reach these small companies where the publishers have ample territory, books, booklets and sample copies of booklets, and are making the most of all the opportunities to present the special "BOLDNESS" Testimony Period. Those operating sound cars should hand out booklets and cards to those who are listening. The cure should be made to those who have not been reached. The phonographs, sound cars and sound boats were made to 'talk'. The brethren should see that the sound equipment is put into full time operation all your sound equipment. If it is not being used, June is an excellent time to put into full-time operation all your sound equipment. Your Cure, "BOLDNESS" Testimony Period. Those operating sound cars should hand out booklets and cards to those who are listening. This will help to make your quota by June 30.

Evening Work

Particularly during "BOLDNESS" Testimony Period, evening work should be stressed. Service committees should pick out some thickly settled territory for this evening work. Arrange to leave Cure at every home. If you do not have Cure booklets in stock, you will have to call on new people because the people must receive this Cure booklet. In this evening work, you must try to improve his testimony set wherever possible. It may sometimes be treated like this: "Have you received your copy of Cure? This is your copy. You may contribute one or two penises, which will cover the cost of printing more of such booklets. Those who cannot contribute are welcome to it free, if you agree to read it." In this way, in the evenings you will be able to cover considerable territory and in an hour or two leave about 20 or 30 booklets. Where people show exceptional interest, take their names and addresses and call back later with the phonograph, Consolation and Enemies. Those who have not yet started as regular witnesses can try this evening work. Have in mind, however, that on Saturdays and Sundays and other times you will go ahead with the regular testimony phonograph setups wherever possible, and offer the full combination for a dollar. The above-outlined evening arrangement will help your company to reach its quota by June 30.

Make Out Your Reports

Be sure to note the back calls made by the publishers during the month. If you have failed to report back calls, include them in your report for June. See that you have a report for each publisher in the field and include this in your monthly report. The campaign is well under way. Two months are gone, and there is much work to be done in June.

Leave "Cure" with People

We Have Millions More to Place

The reports for April show that we are lagging somewhat in the placements of Cure. This is a most serious matter. There is still much work to do and everything else we should strive to leave a Cure booklet with every person we meet. If you present the special offer first, and the person declines to take it, don't forget to leave a Cure booklet with someone else. It is necessary to do a lot of explaining. If one hesitates to contribute even a penny or two, then you should try to leave it. From reports we find that some publishers will place 40 or 50 Cure booklets in three or four hours of work, whereas others will place only 7 or 8. In your service meetings, find out how those who are placing the larger number do it, and then try to improve your own methods. Of course, in territory where many phonograph setups can be made not so many Cure booklets will be placed per hour, but the proportion of booklets to the number of people you call on will be the same. In other words, if a publisher is putting out 40 or 50 booklets and leaves only 7 or 8 Cure booklets, then something is wrong. In order to meet quota of 7,000,000 Cure booklets for the United States, it means that at least every third house should receive a booklet. Some companies have set a special quota of 300 Cure per publisher for the month of June. Good idea.

Of course, we don't want to let up on our efforts to place Enemies and take Consolation subscriptions. Many people already have some of our literature and will show interest. When you meet these, put forth an extra effort to get a subscription and leave a book. But when you will not give you much time to explain the special offer, and you see they are about to dismiss you, give them the Cure booklet, and tell them you will explain more in detail why you have called.

Cure in Foreign Languages

The Cure booklet is in stock in the following foreign languages, and can be had when ordered during June: Bohemian, French, German, Greek, Hungarian, Polish, Portuguese, Slovak, Spanish, Ukrainian. The others are out of stock.
Greatest Witness of All Time
Given in April
Over 30,000 Publishers Sing Praises

Cure, Enemies and
Consolation Going Well

The figures appearing on the accompanying chart are drawn from the "Companions" Testimony Period and the activity of the month of April. We are not exaggerating when we say that never have we reported a wholly different message. The people must be told. The American workers are like the above-mentioned. We Americans must be told with the police department and I assure you that this Department has treated your organization with every respect when in our meetings. We will do so, making you of our co-operation at all times... .

In Florida, where some of the officials have had entirely too much authority upon themselves in regulating the preceding of the gospel, a mayor of a town there has said: "I wish to thank you for the wonderful little book that you sent me. I enjoyed reading it and I believe in the book. I am personally wishing you every success in your undertaking. We understand that you do not have any more trouble and wishing for you and your co-workers all good wishes for your success and happiness...

But it will take boldness during the June campaign. Not all officials are like these, but many of them. We have the message. It is the truth. The people must be told.

Good News from Officials
Not all city officials are like those of Griffin, Georgia, who ruled that Jehovah's witnesses must submit the divinely ordained work of preaching the gospel to the requirements of their local ordinances, or the witness work be suppressed.

Upon receiving a copy of the Supreme Court decision in the case of Alan Lovell v. The City of Griffin, Georgia, the "Companions" and letter of transmission, the Chief Inspector of Police of a city in New York State said:

"I assure you that this Department has always treated your organization with every respect when in our meetings. We will do so, making you of our co-operation at all times... ."

A few pointers: Properly mark subscription slips as to "new" or "renewal"; always send in, not just transmit mail; send in subscription cards and other requests for publication in the language in which it is printed, and state the language. This offer does not apply to renewals or to The Watchtower.

Conclusive Subscriptions
The large number of subscriptions received surely indicates Jehovah's blessing on this new feature of our work. Where subscriptions have been responded with the zeal peculiar to the Lord's house. With the experience gained in this department, we are confident that this work will be a true blessing to the kingdom publishers and to this body of work.
World-wide Campaign Going Splendidly

Partial Report: 248,977 Books, 3,093,654 Booklets, Put Out in April in 60 Countries

Nearly 10,000 More Publishers

Reports Show Greatest Campaign Ever Engaged In

Day by day, as the reports come in from country after country, the total number of books we have received reports from 69 countries for the “Companions” Testimony Period (April 1 to April 30), 1938. In the majority of these countries, except where there is much opposition from Fascist-controlled governments, there has been a splendid increase in publishers, hours, books, booklets, workers and sound attendance. In addition, tens of thousands of subscriptions for “Companions” were received, although this is something that has never before been attempted. Surely this is a manifestation of the Lord’s rich blessing.

The reports for April are not complete, but, just to give you an idea of how the campaign is going, we set out herewith a summary of what we have for the “Companions” Period and the entire month of April in the “Faithful Warrior” Period, or March 27-April 30, 1937, for comparison. You will note there has been an increase in every department, and the increase will be still greater when all reports are in.

Looking at the report for the entire month of April, we see that there have been distributed well over three million booklets. That is nearly one million more than the total for the same period of 1937. Many millions of booklets for the three-month campaign; and when the final report for April is received, we may well show better than one-third. We have every reason to believe that our quota of 30 million booklets for the entire world will be more than reached by the end of June, with the extra effort that is being put forth this month. Let every publisher push this work to the limit during the next few weeks. Keep the reports coming. Remember, the quota for each individual company publisher is 200 books; 20 booklets, 3 subscriptions.

Have you reached your quota?

In a later issue of the Informant, we hope to give you a detailed report for every country. In the meantime, we quote from some of the reports received from different countries.

British Isles

“The spirit and enthusiasm of the brethren during ‘Companions’ was excellent. The religious sentiment that the hour for the spoiling of religion and the Lord’s service has come. They have raised a howl of protest and complaint against the distribution of Care. On the other hand, an unusual amount of new interest has manifested itself in every part of the country. The joy in seeing these new companions taking their stand so quickly and going into the work so energetically has further increased the zeal of the publishers. For the month of April the publishers averaged 129 hours, and a total of 61 hours and company publishers 16.4 hours. Because of this strenuous effort for April our report has broken every existing record and established a new high mark for books, booklets, publishers, booklets, in C. O. O. L. publishers and attendance and Consolation subscriptions. Jehovah be praised for granting his people such a glorious share in this wonderful work.”

Canada

“During the April nine-day period we reached the highest record for the total number of books published. It was 2,947. This year it is 3,955, making an increase of 30.8 per cent. This is our highest figure last year. The ‘special nine days’ was in every sense of the word a ‘Companions’ Period, and the many hundreds of brethren who joined in the work gave every evidence of participation regularly in the Lord’s service. This evidence of the ‘great multitude’ with us in the Lord’s service thrills us and helps us to more deeply appreciate the fulfillment of prophecy and Jehovah’s blessing toward all who take their stand on His side. There is no question that this ‘Companions’ Period has been not only a season of three months’ intensive activity, but has started for hundreds that which will be to them the greatest blessing in life, viz., coming openly on the Lord’s side and standing for His praise.”

Central Europe

“Since the beginning of the great campaign the publishers have shown a growing enthusiasm, and so we confidently expected this special effort to be a success. Our hopes were not in vain. If the work in the various countries where there are now great difficulties could have been done without restrictions, results would have been better still. But in spite of this in these countries viz., Danzig, Hungary, Poland, Rumania and partly also Czechoslovakia, the publishers have made use of their opportunities to the best of their ability. Based upon their former reports, we had expected to have 6,500 publishers in the field; but the reports now show only 4,004 workers. These distributed 14,421 books and 28,000 booklets. 748 booklets contained 1,326 new subscriptions for Consolation.”

Northern Europe

“Never before have we had so many in these sectors of the field. Our last report was 7,141 books and 1,593,717 booklets, distributed in February 1938. This month the total for the month of April we have reached 1,009,114 books and 2,726,526 booklets, an increase of more than 600,000 subscriptions. These booklets have been distributed in all languages reverts to the regular rate as announced in each of the magazines.”

We suggest that you continue to talk Consolation to all interested people, and to make your talks clear. Many thousands more will want Consolation and will be pleased to contribute the regular subscription price.

It is a pleasure to report at this time that during the months of April and May there were received at the Brooklyn office 44,504 new subscriptions for Consolation in the English and foreign languages. We expect that the world-wide quota of 100,000 subscriptions will be reached when reports are received from all countries.

After June 30, continue to take subscriptions wherever possible, using the subscription blanks. These should be turned in through the company, and the organization set up for the three-month campaign should continue to carefully check all subscriptions and transmit them to the Brooklyn office in the same manner. All subscriptions taken at the special rate during the campaign should be in the Brooklyn office no later than July 15.

Factories and Office Closed July 30 to August 14

The Watchtowers of June 15 announced: “There is hereby given the closing of the Brooklyn factory and office for the two weeks beginning July 30, and concluding Sunday, August 14.” During the above period no literature will be shipped out from the factory nor from the depots in the United States, and no mail will be answered. Every company servant, pioneer and auxiliary should now carefully check his stock and order a supply that will last through all of August. We shall appreciate it very much if the brethren will refrain from writing the Society during that period of time. The only mail that should be sent in is the report cards for the month of July.

Remember “His Ultimatum”, August 6 to 14, and stock up with literature: “Enemies,” “Riches” and other books.
Get "Cure" Out During June
7,000,000 for U.S.

The Lord has provided us with the booklet Cure, and the time for its distribution is limited. June 30 being the end of the year, the supply must be utilized. Our command should be used to see that this is done. None of these should be allowed to remain in the hands of the company stock rooms, but should be in the hands of the publishers.

Some companies have already exhausted their original assignement and have ordered additional booklets. "Kindly rush 10,000 Cure booklets. Will be completely out by Sunday. First time company has produced work of this type in rural, In rurals."

Friends about return mail. I remain Sincerely yours, G. L.

G. L.

Begin to Work Rurals in July

Arrange for Back Calls and Studies in This Territory

The special campaign with Cure, Enemies, and Consolidation in the thickly populated areas of your territory will soon be history. It is a battle that was fought strongly, with the Lord's blessing. Its completion on June 30, however, will not mean an end for you, as any man in your territory will tell you. The open spaces of the rural areas will make a very desirable diversion in the work. This is certainly evident that all will enjoy it and find it beneficial.

Therefore, from July 1 onward all publishers are requested to continue as they can, in order to turn their attention to the rural areas. All-day witnessing parties and special witnessing parties will be placed when it is feasible, and all rural territory. The wide, open spaces of the rural areas will make a very desirable diversion in the work. This is certainly evident that all will enjoy it and find it beneficial.

Therefore, from July 1 onward all publishers are requested to continue as they can, in order to turn their attention to the rural areas. All-day witnessing parties and special witnessing parties will be placed when it is feasible, and all rural territory. The wide, open spaces of the rural areas will make a very desirable diversion in the work. This is certainly evident that all will enjoy it and find it beneficial.

Therefore, from July 1 onward all publishers are requested to continue as they can, in order to turn their attention to the rural areas. All-day witnessing parties and special witnessing parties will be placed when it is feasible, and all rural territory. The wide, open spaces of the rural areas will make a very desirable diversion in the work. This is certainly evident that all will enjoy it and find it beneficial.

Therefore, from July 1 onward all publishers are requested to continue as they can, in order to turn their attention to the rural areas. All-day witnessing parties and special witnessing parties will be placed when it is feasible, and all rural territory. The wide, open spaces of the rural areas will make a very desirable diversion in the work. This is certainly evident that all will enjoy it and find it beneficial.
"His Ultimatum" Starts the Special Bound-Book Campaign

6 Books on $1.00 Contribution Offer Begins August 1, Ends September 30

Quota of 600,000 Bound Books Our Goal

Expect 30,000 Publishers

Jehovah in his prophecy long ago pointed out definitely that the time in which we are now living is the time his final warning must be given concerning the destruction of "Christendom". His people are engaged in a warfare to the extent never before equal to this in the work in the strength of the Lord.

Every person interested in God's kingdom would surely desire to advance the interests of that kingdom by carrying the witness work as set out through Jehovah's organization in the earth. This would involve your activity in the house-to-house witnessing, use of the phonograph, sound cars, making of back calls on interested people and arranged model studies. His ultimatum must be delivered to the peoples of the earth.

Combinations to Offer

August 1 is the day the special offer begins, and we feel sure it will lead to a great outburst of activity. "His Ultimatum" is a very interesting, informative, and well-directed pamphlet that will carry the message out to the world.

The rural territories have not had the witness work done to the same extent in the thinly populated areas; therefore during August and September, small towns and rural areas will be contacted. The offer will be Riches, Enemies, and Safety (or any other self-covering) for a contribution of $1.00.

The special offer will be Riches, Enemies, and Safety (or any other self-covering) for a contribution of $1.00.

By August 15, the offer will be Riches, Enemies, and Safety (or any other self-covering) for a contribution of $1.00. This is the Time to order materials for these territories.

Your Phonograph

When working rural areas introduce the phonograph as quickly as possible. Do not wait until you have a "complete" phonograph. Take three discs—"Enemies," "Riches," and another—and run at least two recordings and a little more time with these people in the rural areas than is usually used in the city, as they are visited less frequently. Show them all the books you have. Give them an opportunity to make a selection. Be sure to have at least 9 different bound books in your case, as many of the farm people have had some of our publications before. If they cannot contribute a dollar, and receive six of them, try to trade for some vegetables or other goods that they can use in your own home. By all means, try to place Extraet and Riches with them. This is the time to have them included in previous issues of the Informant.

Where entire towns will be covered on Saturday afternoons or Sundays by house-to-house witnessing and your company has a sound car, use it in conjunction with witnessing. Be sure that your sound car is put to good use in these rural territories where there are groups of houses, anywhere from 5 to 10 or more, within hearing of the loud-speaker. In many small towns, in the early evening the country folk congregate and it would be a splendid time to run lectures over the sound-car equipment. In many instances the Kingdom message broadcast in this manner in small towns on Saturday evenings has prepared the territory for the publishers working in the midst of these small towns on Sunday.

"Your Plan" Subscription

The one taking care of the Back Call slips should see that these are all prepared and made ready for use by publishers in August and September. If this is not done, we have the opportunity of this special offer to every one of the publishers who have not the opportunity of obtaining Consolations or Enemies saw the advantage of the大陆last 1 week and brush an accu­rate receiving so many bound books on so low a contribution.

The offer will not be over­stated, because it is by the continual back-calling that the people will be given an opportunity to gain a knowledge as to what course of action they should take, and your back-calling will stimulate them to read the bound books. This is a most effective means of work in the rural field.

Pioneers

Last year a good many of the pioneers took hold of this special campaign from the first day and did excellently. Others, however, waited and got on the back of the line; they were convinced this was an extra­special offer they were late in starting and much valuable time was lost. This was true in regard to company and auxiliary publishers too.

When the Lord's organization sets out a campaign like this, the first of the publishers should be on time, and not wait until the last to get into the campaign, but enjoy its blessings from start to finish. However, we hope all publishers will be able to profit by their last year's experience and start off with a bang and continue throughout the two months offering this special bound-book feature for August and September. The pioneers' quota will be 75 bound books a month, or 150 bound books for the campaign.

A recapitulation of the quota figures is set out.

If every one of the publishers in the United States goes over the top as far as his quota is concerned, a month well spent by the pioneers in August and September will be easy. By the Lord's grace this can be done.

Check Your Stock

Company servants and stockkeepers should carefully check their stock of bound books on hand, as well as other literature.

The inventories of the companies for October 1, 1937, show that there is an extraordinarily large supply of Edition, 1, 2, 3, on hand, and it may be well to use up these three bound books in every dollar combination. Our records also point out that the companies are very well stocked with Preparation and Jehovah, and these would be splendid books to use in combination, or alone.

Each company should make up an inventory of the bound books and do the best to use up this stock. The publishers who sell out their stock first can do this and set their quota in the United States.

Auxiliaries

During April 700 in this rank of the service reported, and they should each put out at least 50 bound books during August and September. Having in mind that their quota is 50 hours a month, it will not be difficult for them to fill their quota, as they can distribute a mark of 50 bound books in two months. In fact, they should go well over the top.

EXTRA

Brooklyn, N.Y.

SPECIAL JULY, 1938

Examine the role of the phonograph in the dissemination of Jehovah's message during the special bound-book campaign. How was the phonograph used in conjunction with house-to-house witnessing? What was the purpose of introducing the phonograph quickly in rural areas? Why was it important for publishers to have a sound car and use it in conjunction with witnessing? What was the purpose of the "Your Plan" subscription in preparing publishers for the special bound-book campaign? How did last year's experience with the campaign provide lessons for this year? What was the pioneers' quota for the special bound-book campaign, and how could all publishers profit from this experience? What advice is given to company servants and stockkeepers regarding the inventory of bound books and other literature? What is the recommendation for using Edition, 1, 2, 3, in every dollar combination, and why? How can publishers who sell out their stock first set their quota in the United States during the campaign? How does the text encourage publishers to go well beyond their quotas, and what is the purpose of this encouragement?
Brother Rutherford Makes New Records

The Effective Use of the Phonograph

Special Order Blank with This Informant

Throughout the world the brethren have been anxious to keep in touch with the central office, and they could hear the lectures "Warning" and "Violence," delivered by Brother Rutherford to the London and Seattle societies respectively. Millions of other people throughout the world must also have heard these messages and it will be the privilege of the witnesses to take this message into the homes on phonographs. Brother Rutherford has also had a prepared short talk introducing the "Bible Door-to-door" movement, "Brother Rutherford" lecture, etc. This record, No. P-151, is called "Belief." On the other side of the disc, P-153, is the Address which was passed at the Seattle convention. This disc will be a fine one to take with you from door to door and one at every possible opportunity. After the people hear "Belief" it will be easy for you to make arrangements for a call when you can have the phonograph as a demonstration. This can fill locally.

Order for Books

As is listed on your report card, a credit will appear on your book account.

By carrying out the above, you will be following the record dates of the section in your territory, so that you will receive your supply before the factory closes for vacation. Thus you will be able to use the phonograph to good advantage all of August and September and the months following.

Books on Hand

Your order for phonographs and phonograph records should be filled as soon as possible. Otherwise no phonographs or records will be made on books.

How to Order

These orders for phonographs and phonograph records should be filled as soon as possible. Otherwise no phonographs or records will be made on books. As is listed on your report card, a credit will appear on your book account.

Informant

The step of the brethren to deliver the phonograph to isolated pioneers is an important one. This will make back calls. May "This Ultimate!" Testimony Period get off to a real start in the closing months of the Society's fiscal year.

Evenings a Good Time for Witnessing, as Well as Back Calls

Back Calls when Two Are Working Together

The back-call work is one of the most important features of the Kingdom Interest. Make back calls when you have a chance. It is especially good work. You should try to make back calls when the regular witness work. The phonograph is indispensable in either case.

The Doorstep, Parks, Lawns

Now that the mild spring and summer weather is here the phonograph is extensively used in front of the houses. This is especially true on porches, lawns and other places where the people congregate, and each publisher should endeavor to take advantage of this; and when he will be able to benefit such groups. When it is used under such conditions one gives a witness not only to the people directly contacted, but also to the people in the adjoining houses.

A brother put on the phonograph for a party of five on a porch. In addition to those present there were several who were not already in contact. A party of four listened in an automobile, making, in all, twenty known witnesses heard the one phonograph. The message came through clear and every one in the ten houses could hear distinctly. There may have been many more listening who were not found.

Breeders who are physically unable to carry the phonograph from house to house can use it to great advantage in this way by putting it on their own or their neighbours' and friends' porches. Auto camps and other similar gatherings can be served in this manner. Care should be taken, however, to remember the spirit of a sound mind and good judgment are used a great many people who will not appreciate the above can be taken advantage of with dignity becoming the kingdom of the Lord, and the message proclaimed in a very effective manner.

How to Order

This is for the attention of pioneers, auxiliaries, company servants and stockkeepers.

To assist the brethren in the office in maintaining a record of your orders it is necessary that you please observe the following:

Always use the Society's order blank. No order is too small for these order blanks.

Please do not put your orders for literature, especially in the territory, Watchtower complaints and other matters, but use the order blank.

It will aid the office greatly if, when a quantity of literature is desired in various foreign languages, at least a sample order is made in that language, not forgetting to write on the blank the name of the language desired. If you are out of order blanks, notify the office, and they will be sent to you at once.

In using the order blank please be careful to give all the information requested in the heading.

In regard to the special bound-book campaign for August and September, or if you want the literature delivered to you by a company that has neither phonographs nor phonograph records, you should report this to the Society. Other than this last suggestion the above applies at all times. We appreciate your co-operation.

(Continued from page 1, column 4)
Greatest Witness to Date

Reports have been received from 75 countries for the month of April. The work accomplished in that period is marvelous, indicating Jehovah’s rapidly increasing world activity. In these 75 countries there were 57,425 publishers, who put in a total of 1,148,736 hours in the field and placed in the hands of the people 250,544 books and 3,139,080 booklets, making a grand total of 79,519,421 pieces of literature distributed. Additionally, 1,801,151 persons heard the Kingdom message through use of sound equipment. Over 51,000 call backs were reported, which no doubt contributed a great deal toward securing the 10,000 new subscriptions for Consolation. The table herewith shows the results for each country. Below the grand total for April is set out the total for the “Companions” Period, April 1-17, and the total for the corresponding period a year ago, for comparison.

This combined effort was a tremendous witness, and we believe that Jehovah’s people, who have ever before engaged in has housed the people so much as this one in this campaign, have proved that the booklet Care has served to further divide the people. Numerous letters and reports coming in to the office show that some greatly appreciate its contents while others are “burned up.” The contraryWarm of their “flocks” not to read the Care Course, but this only increased their curiosity to learn its contents. Some, of course, manifested their bitterness when called upon, but Jehovah’s faithful witnesses, not disturbed by the least by hard words and harsh words, pressed on energetically, and Jehovah has richly blessed their efforts.

At the end of April, as shown by this report, we reached almost one-third of our quota of 10,000,000 subscribers for the corresponding period a year ago, a little over one-fourth of our quota of 1,000,000 bound books, and one-fourth of our one million new subscriptions for Consolation. In the last few weeks we have received a number of rush orders for more Care, indicating that the original consignment has been exhausted. The prospects, therefore, look very good to more than reach our quota of 10,000,000 booklets by June 30.

If we do, that will be by far the greatest witness ever given in the same length of time. We are eagerly looking forward to the final results of the three-month campaign, and hope that each company, pioneer and fellowship, will send in reports promptly at the end of June.

“Companions” Period

During the “Companions” Period, April 9-17, there were 50,769 publishers in the field; an increase of 8,666 over the corresponding period a year ago. This shows that many of the “other sheep” are getting on their side and joining in the proclamation of the Kingdom. In “Companions” Period 114,700 bound books were put out, which is an increase of 70,000 over the preceding year. There was also a good increase in both booklets, and observers, and attendances.

---

### World-Wide Report for April, 1938

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska</td>
<td>150</td>
<td>1,440</td>
<td>3,464</td>
<td>1</td>
<td>150</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>Alberta</td>
<td>106</td>
<td>300</td>
<td>400</td>
<td></td>
<td>106</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>Argentina</td>
<td>119</td>
<td>1,440</td>
<td>3,464</td>
<td>1</td>
<td>119</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>1,752</td>
<td>11,817</td>
<td>13,569</td>
<td>17,388</td>
<td>1,752</td>
<td>7,388</td>
<td>7,388</td>
<td></td>
</tr>
<tr>
<td>Belgium</td>
<td>176</td>
<td>1,440</td>
<td>3,464</td>
<td>1</td>
<td>176</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>333</td>
<td>1,440</td>
<td>3,464</td>
<td>1</td>
<td>333</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>British India</td>
<td>127</td>
<td>1,440</td>
<td>3,464</td>
<td>1</td>
<td>127</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>British Isles</td>
<td>3,936</td>
<td>11,817</td>
<td>15,753</td>
<td>18,692</td>
<td>3,936</td>
<td>10,154</td>
<td>10,154</td>
<td></td>
</tr>
</tbody>
</table>

---

3,458,624 Pieces of Literature Placed in April in 75 Countries

New Peak in Publishers 57,425

1,801,151 Persons Hear Recorded Lectures

---

March 27-April 4, 1937

---

Total for “Companions” Period, April 9-17, 57,426,097

March 27-4, 1937
Memorial

The Memorial report is Interesting. Out of 68,133 persons who were present at the Memorial service, only 38,753 were Christians. This indicates that the Lord's people have a clearer understanding of their privilege in being made part of one of the "great multitudes" in our midst. Some comments from other countries follow:

Australia

"During April we were favored with a visit from Brother Rutherford and Evans, who had the greatest convention ever held on this side of the globe. Kingdom publishers in this and adjacent states were careful to Jehovah for the boundless blessings bestowed upon them on this occasion and for the privilege of having Brother Rutherford and Evans greater efforts in helping people of good will and the tide of the truth.

"The work of advertising the lecture 'Warning' was begun during February and increased in intensity as the day of the speech drew near. Consequently, most of April was spent in advertising and in the work set aside exclusively for obtaining signatures to the Petition. Because of the extraordinary circumstances the "Cure campaign" has not been as great as anticipated for the month of April. However, the Lord has caused a far greater willingness to be given than we could have hoped to accomplish in the ordinary course of events and we are indeed grateful to Him.

Union of South Africa

"The best campaign to date. Approxi mately 700 new subscribers were added during the corresponding effort last year. Our quota of 200 subscriptions for Consolation was exceeded, and we are pleased all enjoying the new phase of the work."

Nyasaland

"There was a better distribution of bound volumes than in any previous campaign, and the fact that "Richten" has been re-leased recently in the Chinyanja language.

Northern Rhodesia

"The best effort yet made in Northern Rhodesia. Over 750 additional publishers to those reporting a year ago. The best campaign we have ever had over the entire field. "Richten" has been released recently in the Chinyanja language.

Use Your Renewal Slips

Announcements should be made from time to time in service meetings, and all the brethren should be encouraged to renew their subscriptions promptly and with the subscription price. If these slips are not filled out by you, then it is necessary for the publisher to spend time and effort in this task on your behalf. It is much more convenient for you, and saves time for the publisher. In large companies, renewal slips may be turned in to the company office, where they can work on them and fill out these slips. If such instances a letter should be sent accompanying the slips, listing the names and addresses on the list of the writer if possible. Then it is necessary to secure only one money order. These envelopes in every instance represent a splendid increase over May 1937, and compare favorably with the results obtained in the same month of the last year. In the United States there was an increase of 625,450 books, 417,964 booklets and 5,063,117 envelopes. For the month of March 1937, Canada had an increase of 1,035,664 books, 6,053 booklets and 50,911 envelopes. Europe and other countries had similar increases.

If we add the above figures to the world-wide report for April, we have 4,581,985 bound books and 5,117,101 booklets. These figures give some idea of how the "Cure Valley" is going throughout the earth. A full report will not be published for May, but the three-month report of the entire world will be given as soon as all reports are received. Every company, pioneer and auxiliary will be of interest in getting this report soon by sending in reports promptly at the end of June. Branch offices will be sending in their reports to Brooklyn as soon as complete; then the final totals will be set out for the three-month campaign.

Notice

Pioneers and Auxiliaries

Special "pink" envelopes are pro- vided for the collection of the semiannual and auxiliary service. Please use these. If for any reason you are not able to send them to "Pioneer Desk", to eliminate double handling. When a remittance is sent in without an order for slips, please enclose a letter indicating to whom the money is sent and giving the reason for the payment.

Your July Work

In the July regular Informant in the rural work. By now all plans should be perfected, so that, beginning the first of July, we will be "on their toes" ready to start in the rural work with the dollar combination. Other lists, Ritchie booklets (six self-covered and eight colored-cover), are to be supplied and mailed to you in the next few days. A complete story of the phonograph, opening with "Ente­ nites" (P-114) and following with "Courts," "[phone number]", and "Weekly News" will be printed when the press is supplied. If you have any Cure left over from the three-month campaign, put them out as soon as possible, in order to conclude these in the combina tions you place in rural areas. If, or if you have a quite a supply, it might be well to continue the evening meetings suggested for June, working in thickly settled areas. Supply all sound couriers and if you have left and hand these out after the lectures, especially where the ear may be used in home visiting sections or at parks, beaches, etc.

What is a Back Call?

"Inquiry has been made as to what constitutes a back call. On the back of the new Publishers Field Service Report printed by the Society there is a form, which gives a verbal witness (where possible) of the results obtained in the same month in the same area. This is to be used in getting the results of this campaign. This form is to be filled out promptly and with the subscription price included. If these slips are not filled out by you, then it is necessary for the publisher to spend time and effort in this task on your behalf. It is much more convenient for you, and saves time for the publisher. In large companies, renewal slips may be turned in to the company office, where they can work on them and fill out these slips. If such instances a letter should be sent accompanying the slips, listing the names and addresses on the list of the writer if possible. Then it is necessary to secure only one money order. These envelopes in every instance represent a splendid increase over May 1937, and compare favorably with the results obtained in the same month of the last year. In the United States there was an increase of 625,450 books, 417,964 booklets and 5,063,117 envelopes. For the month of March 1937, Canada had an increase of 1,035,664 books, 6,053 booklets and 50,911 envelopes. Europe and other countries had similar increases.

If we add the above figures to the world-wide report for April, we have 4,581,985 bound books and 5,117,101 booklets. These figures give some idea of how the "Cure Valley" is going throughout the earth. A full report will not be published for May, but the three-month report of the entire world will be given as soon as all reports are received. Every company, pioneer and auxiliary will be of interest in getting this report soon by sending in reports promptly at the end of June. Branch offices will be sending in their reports to Brooklyn as soon as complete; then the final totals will be set out for the three-month campaign.

An Answer to Many Inquiries

Quite a few of the brethren are writing to the Society for help in getting phonographs. We are therefore very pleased to report the answer reached to the request. It is a great truth that the cost of phonographs in Switzerland requires considerable financial sacrifice on the part of the members. Only a few brethren are not allowed to accept money for the publications. The testimony card used in the "Cure Valley" program is also a great help to us in raising funds.
Announcing World-wide Convention, Sept. 9-11

Brother Rutherford Speaks Sat. and Sun. Widely Advertise "Face the Facts"

July 19, 1938

Brother Rutherford will address the assembly on Saturday, the 10th, at 10:00 a.m., - showing the continued increase of the multitude. These brethren placed 108,379 bound books and 3,408,630 booklets in June. In June every publisher got down to business and put this campaign over the top. No publisher is now hearing loud squawks from the "old lady"! Including the 241 publishers in outgoing messages we find that the literature placed under the Brooklyn report makes a grand total of 3,975,793, the greatest witness given in any one month.

Now we look forward to another great move against the Devil's organization and for the Kingdom, the world-wide convention.

Promptly at 10 o'clock all the publishers will be in the field pressing the battle to the gate. As soon as the final world-wide report can be obtained it will be published for your enjoyment and comfort. We rejoice to know that the battle is God's, not ours, but that we can carry the warning to the people in advance of the final battle.

United States Receives Its Greatest Witness
Three-Month Campaign Surpasses Every Other

New Peak in Publishers Reached in June

World-wide Convention Another Advance Movement

The report for June, the final month of the three-month campaign with the Care booklet, Sovers and Consolation, surpasses anything previously accomplished in the United States and the outgoing countries reporting to the Brooklyn office. In the United States alone there were 31,110 publishers in the field - a new peak - showing the continued increase of the multitude. These brethren placed 108,379 bound books and 3,408,630 booklets in June. In June every publisher got down to business and put this campaign over the top. No publisher is now hearing loud squawks from the "old lady"! Including the 241 publishers in outgoing messages we find that the literature placed under the Brooklyn report makes a grand total of 3,975,793, the greatest witness given in any one month.

And now for the three months' work, it is astounding! According to the reports there were 31,461 different publishers in the field during April, May and June. Bound books placed, 490,431; booklets, 6,540,543. What joy this brings us when we see the strenuous witness that was given by the distribution of 7,420,880 pieces of literature in but three months' time! Surely this is the Lord's work and is marvelous in our eyes! All who have been privileged to share in this campaign can rejoice with their brethren in this accomplishment.

Consolation will be regular, especially now to thousands of new readers, due to the campaign. In the United States 73,000 subscriptions were taken. Including subscriptions received from branches, the total to date is 91,061.

Now we look forward to another great move against the Devil's organization and for the Kingdom, the world-wide convention. Surely we can expect every one of these faithful witnesses, who have fought valiantly and hard during the three-month campaign, to be in attendance at the convention which will be held internationally. Therefore, during September 9-11 we should have fully 100,000 publishers in the field pressing the battle to the gate. As soon as the final world-wide report can be obtained it will be published for your enjoyment and comfort. We rejoice to know that the battle is God's, not ours, but that we can carry the warning to the people in advance of the final battle.
In June of 1919, the Pacific Standard, Mountain Standard, and Eastern Standard Time Zones will be connected. This creates within us three national conventions. The convention will have been started and will push and carry on the principal work of the Lord. It is expected that this will be the greatest in the history of any convention to date. Every company should try to make arrangements to assist in the work of the Lord. The spirit of the convention will be a reflection of the Lord. It is expected that this will be the greatest in the history of any convention to date. Every company should try to make arrangements to assist in the work of the Lord. It is expected that this will be the greatest in the history of any convention to date. Every company should try to make arrangements to assist in the work of the Lord.

**Jehovah’s Battle**, Oct. 1-9, Offers “Warning”!

**Order About August 15**

No Consignment

The spirit of the convention will overflow in many ways this year. Not only will Jehovah’s witnesses and their associates return from home, filled with the spirit of the Lord as a result of attending this wonderful convention, but they will also carry on the work of the Lord as they return. During the convention period a change will be made and all conventions will work in thickly populated territory, so that as many of the convention points announced will be held in the next year.

**Time of Meetings**

From 8 to 9 p.m. London Time, both Saturday and Sunday, all the headquarters will be open for business. All orders must be filled by 11 a.m. on Friday. This time in the United States will be as follows:

- Eastern Daylight, 8 to 9 p.m.
- Eastern Standard, 2 to 3 p.m.
- Central Daylight, 2 to 3 p.m.
- Central Standard, 1 to 2 p.m.
- Mountain Standard Noon to 1 p.m.
- Pacific Standard 11 a.m. to 12 noon

While these offices are open, the convention points announced will be held in the next year.

**Sound Equipment**

We are pleased to advise that we have bought up on sound orders a large amount of phonograph equipment and built-up Tm jobs, and we are now in position to supply your needs immediately. For example, to those who order it now, the cost of this equipment to all publishers is $800.00, which is payable in full as soon as possible and will be paid in regular payments within a year. We can also build up your own equipment for you. We can also build up your own equipment for you. We can also build up your own equipment for you. We can also build up your own equipment for you. We can also build up your own equipment for you. We can also build up your own equipment for you. We can also build up your own equipment for you. We can also build up your own equipment for you. We can also build up your own equipment for you.
Are You Going to the World-wide Convention?

Are You Taking Some Newly Interested With You?

Brother Rutherford Will Address Greatest Assembly of Christians

Every Convention City to Receive

Unprecedented Witness

Warning Released For First Time in Convention

Jehovah, the giver of every good and perfect gift, has a rich blessing in store for those who have been permitted to attend conventions. On September 9-11 the greatest assembly of Christian people will be gathered in a place to hear, but arrangements are now under way to accommodate those who will attend. Some of the things that must be taken care of are as follows, and you can share in them.

Convention Expenses

In the cities where conventions will be held, the brethren are asking the privilege of paying the expenses as far as is possible. This is being done in order to maintain the character of the convention and to avoid confusion. The following recommendations are made for this purpose:

1. Each person who attends the convention should contribute.
2. Each company should contribute.
3. Each individual should contribute.

Advertising

Approximately a half million announcements for the convention have been printed for the use of the publishers in the back-call work between now and the convention. Any company, pioneer or auxiliary, may order them. They will be supplied free. They should be used extensively. Letters

customarily mailed to those interested will play an important part in getting all people to hear, but arrangements are now under way to accommodate those who will attend. Some of the things that must be taken care of are as follows, and you can share in them.

Convention Expenses

In the cities where conventions will be held, the brethren are asking the privilege of paying the expenses as far as is possible. This is being done in order to maintain the character of the convention and to avoid confusion. The following recommendations are made for this purpose:

1. Each person who attends the convention should contribute.
2. Each company should contribute.
3. Each individual should contribute.

Advertising

Approximately a half million announcements for the convention have been printed for the use of the publishers in the back-call work between now and the convention. Any company, pioneer or auxiliary, may order them. They will be supplied free. They should be used extensively.

“Face the Facts” - the Convention Report

Order It Now

The world-wide convention will have so many angles to cover and will be of such magnitude that it would be impossible to properly report the convention in Consolation. Therefore, The Messenger will be published and will probably be a 4-page magazine. The Messenger will give you the details of the convention in the form of special reports and happenings in all convention cities. It will be a very comprehensive report, but in picture review of the convention. This report everyone will want to have, and some of the consecrated may want extra copies for interested people.

Radio to Cover U.S. with “Face the Facts”

The Message Must Be Told

As Brother Rutherford delivers his lectures on "Face the Facts", on September 11, the thousands of persons assembled in halls will not be the only ones to hear this important message. Arrangements are being made for a chain broadcast throughout the country. The stations will be detailed to the convention cities, thus making it possible for thousands of other persons to hear this important message. Radio folders will be printed by the Society, and many of them will be placed in the hands of those who will be consigned to companies in territory served by the stations listed. Upon receipt of these folders, the publishers should distribute them before going to the convention.

Shortwave Reception

The two lectures by Brother Rutherford are to be transmitted by shortwave to the United States and Australia from London. Anyone who has a shortwave receiver and sets his instrument to the proper frequency will be able to pick up the two lectures of Saturday and Sunday within the band of 15 and 20 meters. The consecrated not able to get to one of the conventions but having a shortwave receiver can use it to pick up these lectures in the shortwave band between the hours of 8 and 9 p.m. London Summer Time, September 11 and 10. Report of reception will be appreciated at the Brooklyn office.

Service in the Field

Every convention city should have a share in the service field. Those who take an interest in work in the field may want to set aside additional time for the conventions but having a shortwave receiver can use it to pick up these lectures in the shortwave band between the hours of 8 and 9 p.m. London Summer Time, September 11 and 10. Report of reception will be appreciated at the Brooklyn office.

(Continued on page 2, column 1)
Jehovah’s Battle’ Testimony Period - October 1-31

“Warning,” New Booklet, to be Distributed

Special Period
One Month in Duration

World-wide Convention to Bring Out New Publishers

The international testimony period of Jehovah’s Witness begins only two weeks after the world-wide convention, which convention should fill everyone with joy and zeal for the Lord’s cause. During the convention, the brethren will be united in the Kingdom with much joy and zeal for the Lord’s cause. Due to the importance of these testimony periods and the work that will be done, and to the fact that a nine-day period is not sufficient to cover the territory, the special effort by the brethren will be extended to take in the entire month. Henceforth the testimony period of Jehovah’s Witnesses will be for the full month, thus giving the publishers opportunity to cover a wider territory.

Warning will be the big thing for the month. On Saturday, October 1, let each watchman post on the field with a good supply of this new booklet and place it in the hands of as many people as possible. Offer the “Warning” with the “Violence” series wherever possible. Carry Enemies, Riches, and other publications to those who are exceptionally interested.

We want to cover as much territory as possible in this one month, and it is hoped that well over a million and a half of the Warning booklet and the booklets distributed in the United States alone. Thus far the greatest number of publishers to report in one month was 31,461. In October there should be fully that number out, if not more. After the world-wide convention many of the newly interested people will be found in each auditorium. Local companies are doing everything they possibly can for your comfort and convenience.

Traffic
The brethren driving cars should be sure to have with them their driver’s license. All sound-car operators will, by the Lord’s grace, be the pioneers and auxiliaries will care of the travel. One thing is sure to have with them their driver’s license. All sound-car operators will, by the Lord’s grace, be the pioneers and auxiliaries will care for the traffic. Traveling serv-ents must understand these points.

Rooming Accommodations
Those going to the convention and desiring lodgings must arrive at the convention headquarters as announced or they may lose the rooming accommodation you desire in the way of rooms. Be specific. If you, write for rooming accommodations and the place to which you wish to be directed. New orders for $1.00. No money will be necessary.

Other Information
You will be able to get programs at the convention headquarters, and there will be an emergency hospital, for slight emergency. The hotel is very good in each auditorium. Local companies are doing everything they possibly can for your comfort and convenience.

Are you going to the world-wide convention?
Are you taking with you some newly interested? If you are, the Lord’s grace, be the greatest convention ever held!

Organization Instructions Sent to Companies

Study at Service Meetings

Effective October 1

By this time all companies should have studied carefully the new organization which will be in effect throughout the country, beginning with October 1, will greatly aid in the advancement of the Kingdom. The company servant should check up on all details relative to this special campaign, “Jehovah’s Battle.” The territory served should see that all publishers have plenty of homes to call on. The sound servant should see that the equipment on hand is properly maintained and that the publishers have plenty of records for the special servant. The booklets and booklets should be in stock, and the people should have plenty of homes to call on.

Orders
Orders for Warning booklets should be sent in by September 1 at the latest. Order what you need, as advised in the Christian.

Check your stock of other literature and records.

Inventory Time, September 18

With this Informant each company will find two copes of an Inventory form. All company servants, pioneers, and auxiliaries will care for the traffic. One thing is sure to have with them their driver’s license. All sound-car operators will, by the Lord’s grace, be the pioneers and auxiliaries will care for the traffic. One thing is sure to have with them.

Your September Report Card

To aid the Society in completing its annual report on time, we request that all company servants and auxiliaries close their reports with the activity of Sunday, September 25. Then mail or deliver a copy of your report to the Society no later than October 10.

Orders for Warning booklets should be sent in by September 1 at the latest. Order what you need, as advised in the Christian.

Check your stock of other literature and records.

What you need, as advised in the Christian.

Check your stock of other literature and records.

What you need, as advised in the Christian.

Check your stock of other literature and records.

What you need, as advised in the Christian.

Check your stock of other literature and records.

What you need, as advised in the Christian.

Check your stock of other literature and records.

What you need, as advised in the Christian.

Check your stock of other literature and records.

What you need, as advised in the Christian.

Check your stock of other literature and records.

What you need, as advised in the Christian.

Check your stock of other literature and records.

What you need, as advised in the Christian.

Check your stock of other literature and records.
We Should Have over 30,000 Publishers

The world-wide convention, just passed, was the greatest ever held on earth. Although the Christian Brothers and the Watch-tower Society work secretly through branches in all the continents, yet, by the publicity of the convention, millions on earth were made aware of the existence of Jehovah's Kingdom. Although the task of the convention has been completed, the struggle will be continued until the Kingdom is established over all the earth. Although the time of the battle of Armageddon is not yet, yet the battle is on. Although the world-wide convention practically a 100-percent publisher convention; almost 150,000 persons of letters of Jehovah's Witnesses and 300,000 heard either the sound of voices or phono-raphs. "Sandwich signs" were used for the first time in such a convention, nearly all of the publishers having some share in this unique endeavor. We refer to The Watchtower. London indicates that one of the paradoxes there was THREE MILES LONG. The Grand Convention is being well advertised, such as handbills and placards, private and public cars. There was also some unsolicited advertising: A long dead horse was found with no stone unturned to disrupt every convention, if possible, aided considerably by the Sunday "FACE THE FACTS" lecture. One of the priests "regrettet" that they had given up making so much publicity. They did as much "dirt" as they could, using foul means and "fooler" to prevent the people from getting the information that the Lord's Witnesses had for them. The detailed report in The Watchtower will give more information on this subject.

Another Witness Against Them

By the time this Informant is re- ceived, the battle has already ended and the work of destruction will have delivered another broadside against the Fasclist-religious totalitarianism. In his lecture, "Fascism as Freedom: Which Shall We Have?" on October 2. Due to the intense opposition of the Roman Catholic Hierarchy, arrangements were made to receive this lecture in auditoriums at New Orleans, Seattle, Columbus, Ottawa and Toronto, in addition to Mecca Temple in New York city. However, the work of destruction was beyond the person. Simultaneously over 60 radio stations carried the lecture to all parts of the United States. This further humiliation of the "monarchist" and its supporters, the Hierarchy, will have filled you with joy and eagerness to continue in the "strange work" of Jehovah.

Every true lover of righteousness will continue this work and act immediately to write to those stations serving the territory in which you live, complimenting them for their courage and fair-mindedness in carrying the speech, in view of the fact that the existing course, having crossed, been beaten and threatened any that would dare broadcast any matter against Rome, should expose their selfish and God-disowning and racketeering schemes. Radio stations shall carry programs which the interest, convenience and public necessity, and Brother Rutherford's speech of October 2 certainly meets these requirements. There is shown below a list of the stations that contracted to broadcast the speech. Ascertain if the opportunity should arise, THEN WRITE THEM PROMPTLY. This is a Kingdom privilege of service.

A short verbal testimony may be useful, even without a booklet. Such a message is a message with a group of people. Several weeks before the month of October should find the people. Simultaneously over 60 radio stations shall carry programs that are of interest, particularly, "Watchtower and Consolation". The booklet Warning, released first at the convention, will be the companion literature of the entire event. Containing the two speeches of Brother Rutherford on "Warning" and "Watchtower and Consolation", this booklet should be placed in every home in our territory, if possible. Realizing that only those who take a firm stand with Jehovah's people should be considered through a range don, Jehovah's people should shoulder the responsibility of getting the warning to those of good will to serve God and Christ and thus find a way of escape.
Much Work to Be Done

New Year


ty, and as is always the case, the joy of each one will be in proportion to the efforts the puts forth in attainment of the various results.

During this three-month period we reached an all-time high in publications, of 58,068, all valiant soldiers of the King eternal.

But did we make our quota? That is the question uppermost in all minds. To that we can safely answer: Yes. It is true we did not reach our quota of one million bound books and/or our goal of 1 million booklets and 3,233 subscriptions more than offsets the quarter of a million short in both books and booklets. It was a splendid job, well done by the Lord's grace. Study these figures carefully. They represent a manifestation of the Lord's favor and blessing upon his people. There is nothing that compares with these figures; therefore they stand alone.

REPORT FOR THREE MONTHS

<table>
<thead>
<tr>
<th>Books</th>
<th>Booklets</th>
<th>Total</th>
<th>Flo.</th>
<th>Aux.</th>
<th>Co.</th>
<th>Total</th>
<th>Hours</th>
<th>Obtainers</th>
<th>Sound</th>
<th>Back</th>
<th>Calls</th>
<th>New Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>732,445</td>
<td>11,734,003</td>
<td>12,516,407</td>
<td>3,494,340</td>
<td>1,348</td>
<td>65,596</td>
<td>68,986</td>
<td>3,241,280</td>
<td>10,603,316</td>
<td>5,275,470</td>
<td>184,312</td>
<td>154,251</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country</th>
<th>Quota</th>
<th>Actual</th>
<th>Shortage</th>
<th>Exceeded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>200,026</td>
<td>229,337</td>
<td>29,311</td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Costa Rica</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Cuba</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Denmark</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Dominican Rep.</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Ecuador</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Finland</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Greece</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Guatemala</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Haiti</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Iceland</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Iran</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Kenya</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Korea (S.)</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Luxembourg</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>New Zealand</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Norway</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Pakistan</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Peru</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Portugal</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Sweden</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Switzerland</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Turkey</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td>467,973</td>
<td>467,973</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Uruguay</td>
<td>236,033</td>
<td>236,033</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Venezuela</td>
<td>200,000</td>
<td>201,227</td>
<td>1,227</td>
<td></td>
</tr>
<tr>
<td>Yugoslavia</td>
<td>1,682</td>
<td>1,682</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>732,445</td>
<td>1,001,227</td>
<td>268,782</td>
<td>268,782</td>
</tr>
</tbody>
</table>

Please Do It Right

We are experiencing considerable difficulty in the office because the brethren do not pay proper attention to filling out their subscription blanks. The street number is sometimes wrong, or the street number wrong, and in some cases the street is wrong. This should not be. It means that my work is not going to his magazine on time. It means double work in the office which is a very serious afflication because of negligence on the part of some of our brethren.

We are going to ask all company managers, superintendents, all members of the various offices, and everyone else who forwards subscriptions to this office to check the name, street, number, town and state very carefully before sending them in. Please do this, that the Kingdom work may have greater effectiveness and to the glory of the Lord.

A New Arrangement for Handling Coupons

Beginning with the time you receive this Informat, brethren who have been collecting coupons for literature will forward all such coupons to the Society's office at 117 Adams St., Brooklyn, N. Y. Do not in the future send them to the Premium Department in Jersey City as heretofore.

Please obtain all coupons, pack them as instructed, and forward them to this office. We will see that they are properly rearranged, checked and forwarded to the Premium Department, with proper credit entered to your account. See Informat for September 15, 1930.

“Crusade Against Christianity”

A book recently published in Germany, by a European publishing house, under the title “Crusade Against Christianity”, will be enjoyed by the consecrated reading German.

The Society has a supply of these publications and you can place your order now. Paperbound, 25c. Cloth covered, 50c.

The Messenger

Material is now prepared for The Messenger, which is the convention report, a 64-page magazine being published by the Kingdompublisher, which should order immediately. Find out how many you need to supply all the brethren in your company. Send in a remittance to cover the order. All issues are to be in the Watch Tower no later than the 20th of October.

November Work

Not all the work can be covered in 31 days during “Jehovah’s BATTLE” Testimony Period; therefore during the month of November the brethren will expect additional work. We hope the territory will not be already covered. This booklet should have a wide distribution. Always carry with you bound books, arrange for back calls and leave with as many people as possible.
Thrilling Offer! "Vindication" 1, 2, 3, on Contribution of Only 35c

Every Publisher Should Place at Least One Set

Warning Also to Be Offered

Shall We Have 35,000 Publishers???

Jehovah has revealed to his "faithful and true" witnesses, in the publications Vindication 1, 2, and 3, his glorious universal organization; also to the voluntary organization of Satan, and his (Jehovah's) purpose soon to utterly annihilate Satan and all his religious host. The obvious conclusion is that Jehovah has disclosed also the grave responsibility of the anointed and their companions of now widely warning the people of righteousness may know that Jehovah is the true and only King, and that their responsibility is to be to the demons (of the religious world) to the people who love righteousness may know that Jehovah is the true and only King, and that their responsibility is to be to the demons (of the religious world) to make themselves manifest to all who will listen and follow the counsel of Jehovah and his King, Jehovah and his King, and the urgent necessity that the people of good will ride in the chariot of the Greater Jehu.

By the most gracious provision of the Lord, we are enabled to present these three books on a contribution of only 35c, thus bringing this message to the attention of as many people as possible throughout the 31 days of December. It will be necessary to transfer people who love righteousness. Also, during December, if you have no Vindication, you may offer Preparation and Warning on a contribution of 25c, dropping to Warning alone on a 5c contribution if they do not take books.

Necessarily now the obligation is laid upon all the anointed and their companions to bring this unusual literature, should send in their orders for the best bargains so called—they are on the market, and it will be necessary to fill your order from our stock and as many Preparation and Warning as possible. Make it at least one set of Vindication per publisher.

Offer Most Seasonable

This wonderful offer comes at the most appropriate time of the year. It is during December that the people are "Christmas-shopping-conscious"—they are on the lookout for the best bargains that they can get as presents for their friends and for themselves. This is the season of "good will towards men", which has been foisted upon them by the religious world. It is to their advantage to bring to their notice an offer that they cannot duplicate elsewhere. The "Faithful and True" publications Books 1, 2, and 3, on a contribution of 50c cannot be beat!

Use Own Stock

Most of the companies have a plentiful supply of Vindication, Preparation, and Warning; so there will be little need of companies ordering these publications, except to make Vindication to make complete sets. The stockkeeper should arrange to have an exact count of this literature on hand as of Sunday, November 13, and post this information so that all publishers may know what accounts are in poor condition should accompany their order with remittance to cover.

Territory to Be Worked

During December the brethren should return to their urban territory, to the large towns and cities. The territory servant should immediately line up and assign each territory as can best witness to the people who will listen and follow this message. The purpose should be to old the publishers in calling on as many people as possible during the winter months. The territory servant should arrange for the publishers to call on all the interested ones with this publication. The company servant should see to it, by the company territory should arrange to make a back call for the December report card, the number of complete sets of Vindication placed, by statistics, should be provided. This report card should show the number of Vindication, and give the number. All companies and auxiliaries giving this information will receive a credit on their account of 25c and 25c a set respectively. If this information is not on the December report card, it will be assumed that the company or auxiliary so reporting is deceitful of helping the Society to bear the burden of this special reduction. As the cost to publishers is only 50c a set, this will be given on sets placed at this special rate.

Warriors All

This "FAITHFUL AND TRUE" period should see all the soldiers of the Kingdom wielding the sword of the spirit to the honor and praise of Jehovah and his King, Christ Jesus, and to the continued perplexity and confusion of those religious hosts that are God's allies. This period should start us well on our way toward the fulfillment of the prophecy, 'Pip, pip, it's Christmas,' as clear the decks for the great battle to be fought during the world-wide campaign of January-April.

The Judge Let 'Em Have It, Fascism or Freedom

Thrilling Meeting

Splendid Lecture for Back Calls

The speech, "FASCISM OR FREEDOM," by Brother Rutherford on Sunday, October 2, at Meese Temple, was an event that you had to be actually in the audience to appreciate. Brother Rutherford gave his best. His masterly delivery of one barrage of irresistible evidence after another made the work of the Devil's Hierarch, Fascistic combination, thrilling. The audience could spellbound throughout.

Over an hour and a quarter, the meeting commenced the main auditorium, with its three massive balconies, was filled to overflowing. Then the large auditorium downstairs, used for an overflow, was filled in a very short time. Long before the meeting started all the halls, including the hall for the overflow meeting, staircases, and every available space, and the comprehension of the Meese Temple employees, who told us before the meeting that it was useless to get an overflow hall, as they had never filled the main auditorium in the

"Warning" Going Well! Don't Stop!

Our Work During November

In another part of this Informant, the "FAITHFUL AND TRUE" testimony period, during December, is outlined. While the booklet Warning will be offered in connection with the bound books of Vindication, Preparation, and Warning, it will be impossible to cover a large territory, due to handling more literature. Therefore, it is necessary to concentrate on getting this book into as many homes as possible before the December campaign opens.

Therefore, it is necessary to make a back call throughout the month of November to offer the Warning booklet to the people on a contribution of 25c, and leave the booklet in quantity of 6 on a 25c, 13 on a 50c, or 25 on a $1.00 contribution, with those who show particular interest and desire to have a share in this important work.

"Warning" is not just the title of another booklet; the booklet contains an ultimatum from the Lord to the Fascist-religious totalitarian crowd and an invitation to those of Jehovah's Witnesses to their God and their King and live. The obligation is laid upon Jehovah's witnesses and their companions, the Jehovah's Witnesses, to deliver this message—an obligation that cannot be side-stepped.

Continue to use the new record, "Relief," Preparation P-151, P-152, in the regular house-to-house witness, which will materially aid you in arranging for studies in the homes of the interested ones. At these back calls, use the "Warning" and "Violence" series of records.

(Continued on page 6, column 4)
Plan for Greatest of All Witnesses

It is not the purpose here to go into the details of the new worldwide campaign, when the booklet "Face the Facts" will have a tremendous distribution, but merely to make announcement of that campaign so that you may prepare to arrange territory and good-will names, and get ready for the offensive battle ahead. Face the Facts will have a far greater distribution of your message, and, by the Lord's grace, this will be accomplished by your chosen people and their companions.

Time

On January 1, 1939, everyone will be prepared, world-wide, to carry to the people of the earth this message and will press forward, even though it is past the beginning of the fourth world sphere when the campaign begins. It will continue until April 30, by which time spring will have arrived and you will be ready to open the campaign with a tremendous rally. The four months of the campaign will include two testimony periods: the one that will be made known in the Kingdom in September, and the other the world-wide testimony period that will follow.

New Year — New Quota

The Watchtower for the fiscal year 1939, namely, $1.00, is therefore essential that you be thoroughly equipped to carry out this campaign. It is time for everyone who wants to be identified as a witness of Jehovah's Theocratic Government, under Christ, and place ourselves under the mandate to righteous creatures to spread the vital message of judgment, warning and life for the people.

Face the Facts with this Informant describing the Society's arrangement for supplying these and other records. We have all the rich food recorded and printed in "Face the Facts", "Fill the Earth," and "Fascism or Freedom." Everyone in the Lord's army of righteousness, and who are in complete harmony and united in action.

Are You Properly Prepared with Sound Equipment?

In order to properly carry on the Kingdom field service each publisher should have a phonograph. We hope that everyone who has one will be thoroughly equipped to carry out this campaign. As you know, the lecture was also heard it. We hope that everyone who has a phonograph will take advantage of every opportunity to make use of it and to take full advantage of its power to spread the vital message of judgment, warning and life for the people.

New Organization Big Help

Effective October 1 the companies of the Lord's people were reorganized under Jehovah's Theocratic Government, in accordance with the Scriptural requirements. The regional and zone servants are now equipped and armed to carry on in every way possible assisting the reorganization so that a more efficient work than ever before may be accomplished. Some companies are wondering why on October 1 the zone servant did not call on them. He will within the next few months begin to call on you. In due course every company will be notified of the date of the zone servant's visit. At that time you will go into all details relative to the organization instructions. Mean-
“Watchtower” Campaign Four Months Long
New Peak in Publishers Should Surpass 35,000

English-speaking Countries to Receive More than 12,000,000 “Face the Facts”
Everything in Readiness for Tremendous Advance

The Multitude Must Hear

On September 11 Brother Rutherford delivered his lecture “Face the Facts” before a vast audience, both visible and invisible. Thousands of those who heard have already heeded the admonition given and are now on Jehovah’s side fighting for the Kingdom, ready to move forward in the winter? No. Neither will Jehovah be heed the admonition given and the opportunity to hear. Are you, as a publisher for the Kingdom, ready to move forward in the greatest campaign Jehovah has ever set out elsewhere in the Watchtower. The time has come to press the battle to the gate.

Offer

This four-month campaign is generally known as the “Watchtower Campaign” because the most important magazine ever printed will be featured. The special offer consists of a year’s subscription for The Watchtower, a copy of Enemies, Riches or any other bound book published by the Society, and the booklet Face the Facts, all on a contribution of one dollar. The Watchtower is the means used by Jehovah to feed the lovers of righteousness, and we must see that they get this magazine. To those who cannot subscribe for a year, offer a six-month subscription for a contribution of 50c, with a copy of Face the Facts free, but not a bound book. Those who want just a bound book should be offered Enemies, Riches or some other recent book. The Watchtower, a copy of Face the Facts, on a contribution of 25c. Persons who subscribe to The Watchtower, or take the book should by all means get a copy of Face the Facts. Stress the importance of this booklet at every place you call; and when nothing else is taken, offer Face the Facts for anything they wish to contribute, or free if they are sincere, express a desire to read, and are unable to contribute. In order to place the millions of Face the Facts booklets, we must try to leave a copy at every home, even though they will not consider The Watchtower or bound books.

This campaign is as far-reaching as the radio broadcast has been, because we expect in four months’ time to call on at least TWELVE MILLION homes in the United States, two-thirds of which should take Face the Facts. That means work; so plan now.

“Face the Facts” In Foreign Languages

Because of its importance, Face the Facts is being translated in every language possible, so that it can be placed in the hands of anyone who will read. Just as fast as these booklets are published in the various languages announcement will be made in the Informant, and the company servants and pioneers should order the supply necessary for their territory.

The World-wide Quote

The quota for this campaign has been set at 100,000 Watchtower subscriptions, one million bound books and twelve million Face the Facts. That means that every month at least three million books and 250,000 bound books must be placed, and 25,000 subscriptions for The Watchtower obtained. If each publisher strives to make the individual quota set out elsewhere in the Informant the world-wide quota will be reached without difficulty. It isn’t hard. If we place the Kingdom above everything else, put in the hours in door-to-door witnessing, in back-call work, and talk the Kingdom every hour of the day possible, this quota of twelve million booklets, one million books and 100,000 subscriptions will be easily reached.

New Publishers

Since the world-wide convention of Jehovah’s witnesses thousands newly interested have been coming to the company studies. These are new to the privilege of service and their responsibility, and we should do all we can to assist them. The campaign begins on Sunday, January 1, Monday, January 2, will be a holiday for most of the brethren. With these two full days to devote to the service, the Watchtower Campaign should get off to an excellent start, and we sincerely hope that at that time there will be 35,000 publishers in the field, showering praises of the Lord.

For the Aid of the Publisher

Jehovah has been good to the people in the earth who want to be his witnesses, by providing them with equipment. If this campaign one of the best instruments we have is the phonograph. Thousands of these are in use in this country, and another million more are being sent out. For the Watchtower Campaign Brother Rutherford will arrange sets in twelve different designs, which will assist the publishers in obtaining Watchtower subscriptions and in making back calls. “Miracles,” P-153, is a splendid record to read for the people at the door, because it makes them want to hear the thrilling stories of how people can get “Face the Facts” and “Fill the Earth.” In 45 minutes through this short speech Brother Rutherford will arrange a back call for you. All you have to do is to set the date and take the other records to the person. The other side of this disc, P-154, entitled “Instruction,” tells the people a convincing, plain-spoken reason why they should read The Watchtower. After running this record all over one will have to do is to show the people a sample copy of The Watchtower, the book Enemies, and Face the Facts, then tell them about the company servants. You can show them how to use The Watchtower and inform them where studies are held, and how they can get there. You may be able to call for them with your automobile. Anyway, they need the Watchtower magazine. They should study it, and if they do they will soon become a part of the Lord’s organization. This is a Watchtower campaign. We must talk Watchtower. We must use this record “Instruction” to obtain Watchtower subscriptions. Therefore the phonograph is going to be a great aid in this campaign in reaching the quota.

Additionally, for the benefit of those persons who do not have a phonograph Brother Rutherford has provided a testimony card, which is being consigned in a few days, and of which, if they can get one of these testimony cards, particularly those publishers who do not have a phonograph in their possession and the Society is trying to aid the publishers in every way possible to make the greater profit of all campaigns. Our equipment consists of a new record, a new testimony card, sample copies of the latest Watchtower, Face the Facts, the bound books, Watchtower subscription blanks, back-call slips, and plenty of time for field work and back calls.

Back Calls

If you are not able to obtain Watchtower subscriptions on the first call, but the people show interest and take a bound book or Face the Facts, arrange for a back call. Take with you one of the recent series of records, such as “Fascism or Freedom”, “Fill the Earth,” “Face the Facts.” Run the lecture through completely, then answer such questions as they may ask. Again present the Watchtower magazine. Call back within three weeks of their convenience, and run “Fill the Earth,” preceded by “Miracles,” and then we will do the same on Brother Rutherford’s record “Instruction.” Even though they have not a phonograph you will, if they have, they should read The Watchtower.

To all persons subscribing for The Watchtower, or offering Face the Facts, it is important of their attending Watchtower studies as well as service meetings. Thoroughly acquaint these people with the work the Society is doing. Give them an opportunity to read, and check up each time you call to see if they have any questions on the material they have studied. Keep in mind that all this time spent in back-call work is counted as time in the field service.

Servants in the Company

As a result of the new organization which has recently taken place, the servants have now been equipped to enter a campaign than ever before. The servants in each company have an important part to perform in the preparations for the Watchtower Campaign. Every one in the company must look well to the Kingdom interests committed to him, but the appointed servants have an added responsibility.

Conservatively, have you checked with all assistants? Have you cared for all of the detailed arrangements for this campaign that are necessary?

Stockkeeper, have you ordered the literature for this campaign? Do you have your supply of Face the Facts? Is your consignment on the way? Do you have plenty of bound books, Enemies, Riches, and others? Are your sample Watchtowers ordered? Is your Distributors’ subscription entered with the Society? Are you in position to supply every publisher with the weapons of war? Secretary, do you have the TWELVE MILLION homes? Are you in position to assist the company servant in every detail? Will you be out in the field with the company servants every week, as you have been doing for the past three years? Have you made arrangements for the handling of Watchtower subscriptions? Are you thoroughly acquainted with all of these details?

(Continued on page 2, column 1)
Have You Begun to “Turn on the Heat”?  

Keep New Records Busy  
“MIRACLES” WILL Help Your Back Calls  

By now you have probably noticed the new record series, “Fill the Earth” and “Faces or Freedom.” These new series have gone out to the publishers. We suggest that you make full use of these records by using them in your regular hearing in halls, churches and homes’ recordographs, you can run the entire lecture “Fill the Earth” in 50 minutes. Following this, 30 minutes could be devoted to the service meeting, at which time you should set the final calls of the campaign. So far, the response for the witness on Sunday, January 1, which is the first day of the world-wide campaign “Face the Facts” and a bound book, either “Enemies or Riches,” on a contribution of one dollar. It will also be the first day on which we shall start shipping our new quota of 35,000 publications.

Talk this meeting during the whole month of December. Even though the campaign “Face the Facts,” has been run for the company before and you have studied it in The Watchtower and weeklies, it should be run again for the aid and comfort of all the publishers as they move forward in this new business. We have found that we are not in United States alone at least 70,000 persons will hear this lecture during the first Sunday in January and at least half of them will be publishers the following Sunday.

If you have not ordered your new records yet, do it now. Be ready for the fight ahead.

Reporting Subscriptions  

The new report cards for pioneers and companies provide a space for new subscriptions. This space should be reported all new subscriptions for The Watchtower in this space. It will be determined what progress the company has made in and how long. Never report renewals.

Company publishers will report new subscriptions on their “Publisher’s Field Service Report” slips. Strike out the heading “Number of Persons Obtaining Literature” and write in the heading “Subs,” and report the new subscriptions in this space.

The company servant, before sending in the report card to the Society, should check all the subscription cards each day and see that every name is recorded.

Order the New Records Immediately  
“MIRACLES” and “Instruction,” P-153, P-154, to Play Big Part in Watchtower Campaign  

To aid the publishers in the field, a few days ago Brother Rutherford made two new record series, P-153, P-154, entitled “MIRACLES” and “Instruction.” These two series come along, and then get out in the name of Jehovah’s name and word must now with zeal move forward as one army, united under the strength of the Lord. The company servant, before sending in the report card to the Society, should check all the subscription cards each day and see that every name is recorded.

Every publisher, every company servant and, of course, all his assistants must now be determined to get one for every phonograph and bound books distributed, and twelve million “Faces the Facts” booklets.

This is a big task that has been set before us, but, in spite of the ever-increasing opposition, we can successfully fulfill it, and if we diligently do our utmost, by the grace and strength of the Lord.
Place “Vindication” Books

3 Bound Books the Feature

During the entire month of December, which is the “FAITHFUL AND TRUE” Testimony Period, every publisher should stress the offer of the three Vindication books on a contribution of 25c. At this amazingly low rate, Vindication 1, 2 and 3 should be given. This will enable the company to make a special effort to clean out all its stock. Persons who have already purchased some of the Vindication books are reminded not to order Preparation and Warning on a contribution of 25c. If they fail to do so, they then order Warning alone at 5c.

Every publisher should try to place at least two sets of Vindication books. The stockkeeper should see that all the publishers get a supply of the Vindication books toward the end of November and use it in December. Then check your stock each week to see how it is going, and talk these three bound books at every service meeting. Stress these books on back calls and urge every interested person to get a set. If the company does not get its Vindication stock, and has no more Preparation, use Prophecy, Reconciliation, or some other bound book, for the remainder of the month.

A testimony card will not be provided. Use your phonograph at every possible place, running the records “Relief”, “Resolution” or “Awake”. These records make a splendid introduction to the books and also help in arranging back calls.

As stated in the November Informant, the number of sets of Vindication placed should be reported at the bottom of your report card, if you desire credit on your account. Companies will be credited 25c for each set of Vindication placed and reported, and auxiliaries 13c. In reporting these sets, simply write at the bottom of your report card “Placed ______ sets of Vindication”, giving number placed.

Each Company, Each Individual, Should Set a Quota for “Watchtower” Campaign

Keep a Chart

Your Progress

It has always been most profitable for the Lord’s people to set a goal to aim at in their work. For the Watchtower Campaign the Society will set a goal for the following individual quotas:

Company Publishers Pioneers

Face the Facts 250 1500
Bound Books 20 200
New Watchtower Subscriptions 4 20

To aid the publishers in checking up on their progress each day during the Watchtower Campaign, a special form headed “My Daily Kingdom Service” is being provided for each publisher. The company secretary should see that each publisher gets one of these sheets. They are for the publishers’ own information, and are not to be returned to the Society.

Each company should also set a quota, based on the number of publishers in the company. For instance, if you have had an average of 100 advertisers during the last six months, then your company quota would be 100 times the quota for one man, or in one case, 25,000 Face the Facts, 2,000 bound books, 400 new Watchtower subscriptions. You may also consider the company prepare a “thermometer” chart like the illustration shown in the Watchtower of January 29, 1939. Look at a glance what progress is being made week by week. You will have one “thermometer” for booklets, another for books, and a third for magazines; the thermometer should be marked off, graduated, to show where you should be at the end of each month. The figures in the blanks are based on a company of 100 publishers.

Our Quota for Watchtower Campaign

January-February-March-April

Face the Facts 30,000 20,000 20,000 40,000

Envelope 40,000 40,000 40,000 40,000

The company should also set a quota of publishers. If we are to reach our quota of 35,000 publishers, each state company should have an increase of about 15 percent over your peak of last year. If your peak month was 100 publishers reporting, then you should aim at 115 or more publishers for the Watchtower Campaign.

Company Servants, Please Note

Company servants should apply to the Society, at the end of each month, one report card covering the month’s activities. This card has the heading of the Society printed on the front. The other card, which is not addressed, is intended for the zone servant which should be sent to the Society, but mailed direct to the zone servant at his PERMANENT address. Zone servants who have not advised all companies in their zone of their permanent address, please do so at once.

Notice

It has come to the Society’s attention that one W. A. Muson, of Marion, Georgia, is sending letters to his address on the Society’s list, offering to assist some pioneer if you buy pecans from him. Others have come from company to company making similar profession. This is to inform everyone that the Society does not approve such, and that selling goods and soliciting money in this manner is contrary to the Society’s wishes.

Stock on Hand in Companies

The 1938 inventory of stock on hand in the companies shows that a number of bound books are used in bound books from The Harp to Enemies. We anticipate that during the month of December the 0,000 sets will be used up, and the publishers will be very much cleaned out, if each publisher makes a contribution of one set, and sends it in to the Watchtower.

The other bound books in storage should be kept in good condition. During the month of December the publishers will probably use a good many of them, because many of them are unique. The Watchtower will have had Enemies and Riches and should therefore be offered to each company, and the publishers will send in the same bound book. The inventory shows there is a total of approximately one million bound books in storage in the various companies throughout the country. The stockkeeper should look well to and care for these books.

Take advantage of the December campaign to place your Vindication.

Notice of Change of Address of Pioneers

All pioneers, both special and regular, should advise us of this change of address of each of their choice of address. Always use the “Change of Address” slips provided by the Society. These slips are not sent to all pioneers only, not for companies. Send in your change of address at least two sets of “Change of Address” slips. If located in the eastern states; two weeks in advance if in the western states. You will see that the “Change of Address” slips is to be made out by you. Be sure that all the information called for, including your complete new address, street number, street name, and city and province is correctly written out. A separate change of address slip is to be made out by each pioneer, whether witnessing alone, in pairs, or in groups.

Forwarding Mail

Each time you move, be sure to leave forwarding address at the post office. Also, when changing address, call at the post office to see if there is any mail for you. First-class mail is forwarded, we guarantee it. Second-class mail is not forwarded, but third-class mail, such as Rolls of Consolation, The Watchtower, and Temple Garden, is forwarded. Such mail is forwarded by the post office only on receipt of proper postage. If you do not supply the postage when you move, or if the publisher or your address is changed, you are not to have your mail pay postage for its return. In addition, we have to check and trace them; this takes time which results in considerable delay. This delay and expense is avoided when you pay postage.

Just before any mail is sent to pioneers, the change of address slips are collected and put away. Therefore, if these slips are in order in time and made out correctly, you will receive your mail promptly.

Notice to the Syrian Brethren

It was thought a year ago that the Watchtower would be published in the Arabic language. Sufficient subscriptions, however, have not come in to warrant the publication of The Watchtower in Arabic. Those persons who sent in subscriptions for The Watchtower in Arabic will have their subscriptions refunded. They should do with the money they sent for the subscription as they see fit. If you wish to support the Society in the Arabic language, or books and booklets, we will apply the money to that. If this is not what you wish, we will consider the money you contributed for The Watchtower in Arabic as a donation to the Society.

Pioneer Territory Reports

County assignments to pioneers are given on Pioneer Territory Reports, for only six months. Pioneers holding such assignments are expected to fill them to the best of their ability during these six months, but when the time limit expires, this work is no longer necessary. If you have nothing better to do, then do not hear from you, we will consider the money you contributed for The Watchtower in Arabic as a donation.
The 100,000 "Watchtower" Subscriptions

What to Do When You Take a Subscription

How to Send Them in to the Office

Be Accurate—Write Plainly

In order that the 100,000 Watchtower subscriptions which we expect to receive be handled promptly and efficiently, please carefully note and follow the instructions set out here.

Use Forms Provided by Society

Each company or pioneer will have at hand a supply of Watchtower subscription slips and Subscription Record sheets. The proper use of these forms will greatly aid us in making it easier to new subscribers. When you need more of these forms than those you have on hand, they will be sent a supply of them at once.

Subscription Slips

The secretary, or an assistant selected by him, is to carefully check each subscription slip turned in by the publishers to see that the complete name and address of the subscriber is plainly written. If the address supplied is not legible, the secretary should see the publisher who turned it in and have it properly filled out. The addresses should be written or stamped on each slip under the space marked "sent in by".

Subscription Record Sheets

The Subscription Record sheets provide convenient means of keeping a record of the subscriptions sent in, both for the Society and for the companies, so that if an error occurs a quick check-up can be made. These sheets are to be made out in duplicate. The original sheet is to be sent to the Society with the subscription slips and remittance to cover the cost of the Watchtower subscription and the following month's Watchtower.

Publishers Must Co-operate

In order for the society to perform its work, it is necessary that each publisher turn in his subscription slips correctly made out in full detail. When a subscription is received, the person's complete name and address, and to be sure that his subscription check over the slip personally. Make out these slips in duplicate. The first slip is to be signed by the companies, plus the company publishers. This should be recorded on a separate sheet. Number the sheets consecutively.

Place Your Subscription for "Watchtower" Distributors' Copies

Watchtower Published in Many Languages

Every company or pioneer will have an extra supply of the Watchtower magazine the same as they had of the Watchtower in other languages. This special offer on English Watchtower distributors' copies of five copies of each publication at one dollar per copy, if five or more copies to one address are ordered. We suggest that all companies begin their subscription with January 1, and recommend that the subscription be for a year rather than six months, as you will need extra copies not only for back-coll work in this campaign, but also for newly interested coming in.

The following are the month-six month subscriptions on this basis, making it 30c for six months, per copy, if five or more copies to one address are ordered. We suggest that all companies begin their subscription with January 1, and recommend that they be for a year rather than six months, as you will need extra copies not only for back-coll work in this campaign, but also for newly interested coming in to your Watchtower studies.

The processing department should be able to get their sample Watchtowers for 5c, for field service. However, every company or pioneer should have at hand a supply of Watchtowers for the study, either by publishers or by strangers, who should charge them a cost of 10c.

Distribution of these subscriptions will be charged to the company account if desired, but a partial remittance will be made to the company with the order, and the balance paid monthly until the charge is liquidated.

Where there are large foreign-speaking populations, such as Italian or Polish, you should have sample copies of The Watchtower in these languages. Herewith we publish the following foreign languages:

5 copies to Published one address, Langue.

For your province:

<table>
<thead>
<tr>
<th>Language</th>
<th>English</th>
<th>Bohemian</th>
<th>Flemish</th>
<th>French</th>
<th>Greek</th>
<th>German</th>
<th>Hungarian</th>
<th>Italian</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM</td>
<td>$1.00</td>
<td>$1.50</td>
<td>$1.50</td>
<td>$1.50</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
</tr>
</tbody>
</table>

SM $1.00: semi-monthly; dated 1st and 15th.

New Publications

Since the printing of the March 1 cost list, the following items have come into stock:

English: The Facts, Face the Facts. Their assistance is required for Model Study chairman, see the back copy on the back. This in the usual way. Note the territory number on the back call slip, so that you have to be looked up by the back caller.

Bethel Family Has Good Report for October

The kingdom publishers working at Bethel have a wonderful privilege. Not only do they spend more than 8 hours in service in the factory and office each day, and, as

New Publications

Since the printing of the March 1 cost list, the following items have come into stock:

English: The Facts, Face the Facts. Their assistance is required for Model Study chairman, see the back copy on the back. This in the usual way. Note the territory number on the back call slip, so that you have to be looked up by the back caller.

Bethel Family Has Good Report for October

The kingdom publishers working at Bethel have a wonderful privilege. Not only do they spend more than 8 hours in service in the factory and office each day, and, as

New Publications

Since the printing of the March 1 cost list, the following items have come into stock:

English: The Facts, Face the Facts. Their assistance is required for Model Study chairman, see the back copy on the back. This in the usual way. Note the territory number on the back call slip, so that you have to be looked up by the back caller.

Bethel Family Has Good Report for October

The kingdom publishers working at Bethel have a wonderful privilege. Not only do they spend more than 8 hours in service in the factory and office each day, and, as