Thrilling “Watchtower” Campaign Begins!
This Campaign Is the Most Important Ever
Are You Prepared to Do Your Share?

Time the Main Requisite
With a Watchtower, a Book and Face the Facts
In every land throughout the entire world, commencing Sunday, January 1, and continuing every day and evening thereafter for four months, till April 30, Jehovah’s faithful remnant and their companions will obediently and enthusiastically march forward in the “hottest world-wide campaign that has ever been prosecuted by Christians on earth. In Germany and like dark places where God’s true people are cruelly oppressed and hindered in every conceivable way, they will be united with us to the extent they are able, so that, in reality, we can and will, as a token of our love of and love the Lord will be found in the “hottest” campaign that has ever been conducted anywhere in the world. 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January Issue a Stimulus to "Watchtower" Campaign

The Watchtower has pleasantly surprised them when they received the January 1 issue. In keeping with the democratic government, the Watchtower appeared in a new dress. Note the changes that have been made in its two color-revised title, a new scripture text at the head of the "Contents" block, a more eye-catching ad for the organization, and—well, we'll let you see for yourself how many more things you can appreciate in the new Watchtower, appearing on the back page. Companies should study and discuss these changes in their service meetings so that other publishers may improve their own methods of current and future issues.

Now that Jehovah through his organization has provided this new "package" for The Watchtower, let's show our appreciation by engaging with joy and zeal in the Watchtower Campaign.

Use Subscription Blanks

For some time now, our brethren have been very dependent in the use of the Watchtower and Consultation blanks. In the columns of the Watchtower, some have been inserting in their subscriptions on almost anything. This, of course, causes confusion of the office. If the brethren, in renewing their subscriptions, will use the renewal blank through the Consultation when it is expiring, and send these slips in promptly with an accompanying payment to the office, it should help. Particulars during the Watchtower Campaign stress the need of proper blanks and sending in subscriptions through the company organization. It will assist the fellow-publishers in listing their subscriptions on the transatlantic form provided. Your heartily cooperation in the sending of these blanks to the office, where all have they can do.

Face the Facts in Foreign Languages

The Watchtower can be ordered and will be shipped immediately in any of the following languages:
Bohemian Norwegian
Finnish Portuguese
Greek Swedish
Italian Ukrainian

Face the Facts can be ordered and will be shipped immediately in any of the following languages:

Pioneer Mail
Owing to the large number of letters that have been received, "Pioneer desk" on envelope, it is necessary to mention again that this commentary is not for the handling of these letters or other loss of time, save at the office. Also, on each company statement should be written how many kilometers he should give his complete name and full address. Much time here might be saved if we will make our statements. This will seriously assist the publishers with their important work.

Coupons
Gundles should be sent in the World's Publishing Department. These coupons are not redeemable for cash and should not be included in packing. They will receive a percentage, kind and value of coupons being sent. Do not lose this in packing.

The Health Club coupons are redeemable at $5.00 per thousand instead of $4.00 per thousand. Coupons from Companies, publishers, friends and those sent in by the members of the Watchtower, Consultation, Kingdom Business and Watchtower Pioneers.

You can Help
When a company servant or unit servant changes, it should promptly notify both the Society and the zone servant of this change. When notifying the Society, be sure to state that the change is for your address as company or unit servant, otherwise the address will be listed as just a "new servant" and will have no value. This applies to the Watchtower, Consultation, Kingdom Business and Watchtower Pioneers.

Attending Zone Assemblies

The zone and regional servants' reports contained in the Watchtower indicate that many of the brethren do not attend the zone assembly on the appointed day. Please try to be present if at all possible. Apparently some do not appreciate the importance of the new assembly because they are unable to get effective results in their own territory, and try to get away from this call. In this way let him know in advance that you intend to be there at the appointed time.

The matter of getting time in the field is a matter of personal plan- ning. By our efficient plan- ning and careful supervision, his followers must seek first the kingdom of God, and his righteous cover is significant of the life-giving message of comfort, hope and joy that the Watchtower has been announcing by its new title, The Watchtower is truly a "herald of God's Kingdom." There would be no reason to wonder why it would enjoy the benefits under that kingdom. However, as before the brethren have their share of the benefits through the columns of The Watchtower. It is another feature of which we don't want to overlook and which serves as an aid to the publishers, is the "new book: More to Consider" appearing on the back page. Companies should study and discuss these changes in their service meetings so that other publishers may improve their own methods of current and future issues.

The "new book: More to Consider, "unfortunately, is not a new edition of The Watchtower as many of the publishers are used to calling it. As expected, this feature will be printed in the Watchtower, Consultation, Kingdom Business and Watchtower Pioneers.

Pecans
The December 1 issue contained a notice with reference to the sale of pecans to aid pioneers. There seems to be a great deal of confusion about this notice. It is the privilege of anyone to sell his products to anyone for the purpose of that notice is to inform others that the Society is not either directly or indirectly involved in pecan sales, and that neither the Society's name nor that of the pioneers in its service should be used to induce others to purchase. To be sure, anyone can buy pecans as he pleases, but pecans cannot be connected with contributions to the Society's pioneers.

Can You Arrange for Full Time?

The December 1 Watchtower announces the discontinuance of the "full time" application service. (See article "Kingdom Activities." While many of the auxiliaries enrolled on January 1, having made definite arrangements to increase their time in the field, their requests will be needed to properly care for the Kingdom work in the United States at this time. It will be remembered that many of these auxiliaries are now active as zone servants.

There is much territory that requires the witness. As a result of the world-wide convention in September, many of the country, composed, in the main, of newly interested persons, require the assistance of the auxiliaries to instruct them and aid in covering their assigned territory.

Auxiliaries have had in the field, taking the lead in using all the instruments of grace, including, using the phonograph consistently in their meetings, model studies, making back calls, etc., equip them remarkably for the change. It seems that those enrolled as auxiliaries will wish to increase their service to the Lord. We urge once again that they hear from you immediately! A pioneer application will not be necessary from those now enrolled hereafter. We urge you to "Transfer me from auxiliary to pioneer service." Company publishers are invited to circulate this application and information letter.

Some of these already enrolled as pioneers are now approaching you now entering. Some may have space in their trailers and will welcome a call. We should like to hear from such, advising us just what accommodations they have available for these new Kingdom pioneers.

The Messenger
Due to late orders and a very heavy demand for The Messenger, a second edition was put on the press. It would have been better had there been some real necessity to mass mail literature. There will be of real assistance to newly interested persons to appreciate the witness that is given through the Jehovah's witnesses. Therefore, extra copies of The Messenger were printed on the second edition, and will be offered at 5c a copy (refund to company order) when five or more are purchased on one mailing.

These can be placed with the newly interested people at 5c a copy, and we are sure they will get a rich blessing from it.
Increased Activity During "Lovers of Righteousness" Period

Publisher, Have You Made Your Quote?

One Month Gone! Will It Be 40,000 Publishers?

Jehovah, the Great Creator, is the righteous One. He commands reasonable creatures to cultivate a way of righteousness, to fear him only, and to hate evil and evildoers. Can this be done without using the unreasoning and unreasoning power of the world? Not at all. How? In the earth the "lovers of righteousness" must boldly and unceasingly go forth and proclaim the Kingdom of God under Christ the King.

Are you one of the "lovers of righteousness"? Do you appreciate the deadly monstrosity between the remnant and the Kingdom? Are you convinced that Jehovah and his King, the Eternal One, has many obvious benefits. It enables the publisher to be immediate in the "strange work" which Jehovah has set forth in the Watchtower article "Kingdom Activities," you will have to be the publisher who is actually doing the work. In most cases the publisher will find such individual territory around their homes to be so helpful that they will want to work on it. In most cases the publisher will find such individual territory around their homes to be so helpful that they will want to work on it.

Make it your business to reach your goal during the special period of February, a month in which all "lovers of righteousness" should be fully using every available hour they must witness in territory near by. They should see that one near by who under the circumstances it will be accepted just as readily as a book and booklet. At face value it is principally through the same publisher's continually calling on the people of good will that they become convinced planning can be done in various ways and made at all times. It is through the running of the Watchtower that the publishers who place the offer means that you must have a copy of the Watchtower, a book and a booklet for each subscriber.

Back Calls Highly Important

It is principally through the same publisher's continually calling on the people of good will that they become convinced planning can be done in various ways and made at all times. It is through the running of the Watchtower that the publishers who place the offer means that you must have a copy of the Watchtower, a book and a booklet for each subscriber. The company servant should see that one near by who under the circumstances it will be accepted just as readily as a book and booklet. At face value it is principally through the same publisher's continually calling on the people of good will that they become convinced planning can be done in various ways and made at all times.

Stress the Entire Combination

To place the special offer of a year's subscription for The Watchtower, a bound book, and Face the Facts booklet, it is necessary to bring this entire offer to the attention of the people as quickly as possible. Whenever a subscriber does not read the phonograph this is easy to do. But also at the homes where one cannot reach the rest of the publishers need to show the entire offer. Do not just merely offer the book, or the package of the Watchtower and Face the Facts booklet. There is something very important that everyone can do towards advancing the interests of the Kingdom, and each one should see that he is busily doing his share. Each one must do his own part; no one can substitute for another. In February we hope to see 40,000 warriors in the field! Will you be one of them?

February 13 and 22

These are two days when most people are free from secular employment and when there are free to do the things they enjoy most. Jehovah's witnesses and their associations will devote the major portion of these two days to honoring and magnifying the name and word of their God. All-day witnessing arrangements should be made by each company for these two days, with special plans being arranged for the three days of February 11-13. Company servants should see that every publisher is well supplied with literature and territory, and the publishers, in turn, should cooperate with each other as to the witnessing.

Try to Leave a FACE THE FACTS BOOKLET in EVERY HOME!

Face the Facts

The Face the Facts booklet is now available. It is through the running of the Watchtower that the publishers who place the offer means that you must have a copy of the Watchtower, a book and a booklet for each subscriber. The company servant should see that one near by who under the circumstances it will be accepted just as readily as a book and booklet. At face value it is principally through the same publisher's continually calling on the people of good will that they become convinced planning can be done in various ways and made at all times.
Quota of Hours

President of Society Writes Publishers

It Should Greatly Increase

The Watchtower article of December 15, 1937, on "Kingdom Activities and Brother Literature" (page 24) for January 1, 1938, bring to the attention of the Lord's people everywhere where the letter is read, the need and demand among their integrity before the Lord.

In arriving at your quota of field service, during the preceding year, a number of publishers, whether company or not, have shown their dedication to the work in the Kingdom. They have shown that they are willing to give their time to the Lord's work and to do their part in bringing the Kingdom to fulfillment.

When the brethren in each company are aware of this dedication, it will be much easier for them to find these records of considerable interest to the brethren in their work.

But the brethren in their work will be taking their call, whether company or not. And when they turn the call, they will report progress.

Active publishers can help themselves by making the back calls, no notation will be had at the company.

The back call servant, without the back call, will report progress.

It should be noted that all companies shall keep a record of the number of hours their publishers are working in the Kingdom.

During the preceding year, 58,117 publishers in field during "Jehovah's Battle".

The World-wide Report for October, Great gain over Preceding Year

The world-wide report for "Jehovah's Battle" campaign, which embraced the entire month of October, 1938, shows a marvelous increase over the corresponding month in 1937.

You will note from the summary set out here that there has been an increase of 3,000,000 in the Work of체라히. Of considerable interest is the fact that 58,117 publishers were out in the field, an increase of 1,000,000 above last year.

These publishers distributed 2,828,886 pieces of literature, in the field during the month of October.

The Special Report of 1938 gives an interesting picture of the work being done in the field.

Help the Office with Your New Subscriptions

Do the following to help subscribers to get their magazine early:

1. Type or print in ink or a red pencil.

2. Write in full the name of the street and the city. Abbreviate only in the case of states.

3. In each subscription, either as NEW or RENEWAL, at the place provided on the subscription slip.

4. All secretaries of companies, and others handling the subscription slips, must be kept informed of anything ever reported before for company publishers, averaging 8,300 publishers. From the report below it indicates that January of this year, 1939, will be April of last year. The final report will be very interesting.

Japanese Records

There is now available in the Japanese language the record PF-101, "The Value of Knowledge" and "Riches". Considerable progress is being made in the Japanese language the publication of records by the Jehovah's witnesses. Men are enjoying the work and how you are doing.

Follow Up the New Interest

Every company, large or small, should have a service meeting devoted to new interest and back calls. This meeting should be held in conjunction with a study meeting. Follow up the new interest by conducting a study in the hall should properly prepare him for a back call. A back call and conducting a model study would be just as thoroughly equipped as a chairman of a study at the hall.

However, none should be discouraged, and every effort to conduct a study meeting, be because of feeling incapable. Anyone who has sufficient knowledge of the truth, sees the Kingdom, and knows how to tell the Kingdom in the Bible, with the aid of the Model Study booklets and the other books and booklets provided for this purpose, is thousands of others who may have had to go through another way of getting along. The majority of the people appreciate such friendly interest and usually invite the publisher in, and it affords an excellent opportunity to put on some recordings.

Back Calls and Model Studies

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Consignments to Be Made to All Companies

Jehovah continuously provides his people with new instruments of war, which they use in their fight against the Devil, his false system of religion, and also against false alliances, which they use in their fight against the Devil’s men. These instruments are very powerful and effective in exposing the racket of religion, and also aiding Jehovah’s witnesses in magnifying the name of the Almighty and in proving the existence of the rackets under which they are operating.

This time the new instrument is a 4-page booklet entitled, "Fascism or Freedom".

Many have been wondering when the lecture by Brother Rutherford, during which he proposed a new model study, would be put in print for world-wide distribution. The enthusiasm of the publishers and Jehovah’s witnesses added pain to the religionists and had to date.

The presses at the Watchtower plant at Brooklyn are already printing this booklet. It will be leased to the public on April 1, the following month at 5c a copy.

To take either of the two booklets, Face the Facts and Fascism or Freedom, a subscriber must pay 10,000,000 First Printing.

The presses at the Watchtower plant at Brooklyn are already printing this booklet. They are working day and night to get ready the millions of copies that will be required. Initial shipments are already on the way to Australia, South Africa, India, and other distant points, and we expect that stirring and another timely message by Brother Rutherford and Jehovah will soon be put in print for world-wide distribution.

The enthusiasm of the publishers and Jehovah’s witnesses added pain to the religionists and had to date.

The presses at the Watchtower plant at Brooklyn are already printing this booklet. It will be leased to the public on April 1, the following month at 5c a copy. Always have in mind the importance of these people's standing, the joy and the Lord. Point out to your Kingdom hall to the weekly series, which should be running there regularly.

Beginning April 1 is the following the will be the offer: (1) A year's subscription for The Watchtower at the regular rate, with a bound book and two booklets, Face the Facts and Fascism or Freedom, free as a special premium. This will be an added inducement for persons to subscribe for The Watchtower.

Never before has the Watch Tower made such a sacrifice. You cannot subscribe for The Watchtower will be offered a bound book and two booklets, Face the Facts and Fascism or Freedom, on a contribution of 25c. (3) Persons failing to take 3-month subscriptions for The Watchtower.

Those people who are really interested but too poor to obtain any literature should be left one booklet, Face the Facts, free. Take the names and addresses of such persons for booklets and, when you call, leave the booklet Fascism or Freedom and, if the interest warrants it, add the Watchtower. This should greatly increase back-call activity and result in many new subscribers.

The special offer, the zeal and joy of the publishers should know how to send for the Watchtower and the "New Heavens" Testimony Period should be the greatest feature to the Religionists and had to date.

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Unexcelled! Wonderful Start for New Year
30,887 Publishers, Monthly Average

Back Calls Yielding Fruit
The three-month report, October, November and December, 1938, set out the following facts: This will be made up for in the Watchtower Campaign. The sound attendance reported showed the large interest in the Kingdom truths. The friends are greatly enthused.

THREE-MONTH REPORT
October, November, December, 1938
Compared with
October, November, December, 1937
1938 1937 Increase
Books 509,312 517,165 7,853
Booklets 2,458,025 2,350,188 107,837
Total 2,967,327 2,867,353 99,974
Av. No. Pub. 35,337 23,693 6,994
Field Hours 1,728,206 1,461,318 266,888
New Subs. 9,735 No record kept
Sound Att. 23,604,014 7,035,907 16,548
Back Calls 218,563 205,929 12,634

It is a wonderful start for the new year of 1939. The best month (30,887 publishers) in the entire history of the World Watch Tower Society was not so high, but this will be made up in the next three months when so many more people assemble to hear the wonderful truths of the Kingdom of God. The Lord has blessed the Society and the friends in every country where the English language is spoken.

The facts contained in this report are so encouraging, so remarkably successful, that they must give every good person a feeling of great joy. The Lord’s blessed hand is in every detail.

New subscriptions were received in response to the literature, the friends are enthused. This is being reproduced in every country where the English language is spoken.

Many people refuse to allow publishers to come in and trade with them. A hostile attitude is usually caused by lies spread by the religiousists; and when the people hear for themselves the message of truth it is entirely different from what has been said about it and they are willing to hear the message with an open mind. The message we have is the most important one in the world. Let us not be turned aside by idle excuse.

Back Doors Yielding Fruit
The calls made this month, 218,563, were much more important than those made the previous month, 205,929. They include the doorstep method and the back-call service.

In the doorstep method the publisher called on those who have already heard the message and have shown interest. In the back-call service the publisher called on those who have not yet heard the message. The instruction is to make both methods productive, to get around those who refuse to allow the publishers to come in.

The cars could have supplied more sound calls, but they came only as long as a sound car could be secured for each of the two sound cars in the field. The time was from 2:30 to 4:30 p.m. The cars were kept in motion throughout the busy downtown section. Two sound cars accompanied the Watchtower State and provincial advertisers in the field and in back calls, 6,909, 4,072 in total. The fact is that in the field the next three months will probably surpass these figures, even though the weather of winter.

Books and booklets are coming along fine, New subscriptions were received even though the weather of winter.

The following is the report of the Watchtower campaigns:

FDAY's, Domesday Day
In the Watchtower campaign the Society is furnishing all pioneers five free copies of each issue of The Watchtower magazine to use as samples, in addition to the usual five copies printed in one wrapper. If additional copies are desired they must be paid for, and they will be sent in the ordinary way. The next issue will be out about one month from now. The Address slip used for the regular pioneer files, and the other one in the circulation file where Distributors’ subscriptions are kept. One should be marked "For Watchtower Distributors’ Copies" if the address is not to be used, or if the address is not to be used for the regular address. If the Address slip is used for the regular pioneer files, and the other one in the circulation file where Distributors’ subscriptions are kept. One should be marked "For Watchtower Distributors’ Copies" if the address is not to be used, or if the address is not to be used for the regular address.

Practise the name, follow up the Watchtower campaign.

Follow Up Expired Subscriptions Sent You
Splendid results have been obtained in following up the Watchtower and Consolation names sent out by the Society. One zone servant reported:

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

"An advertising campaign to send out the Watchtower and Consolation names was suggested. Another day in the future," sandwich parade" were inaugurated to advertise the public meetings. This proved to be a great success. The friends are greatly enthused.

"Just reflect that in the past year the Society has been in business under the name of the Watchtower and Consolation for 20 years. It is great progress. Let’s make this year a great success for the Lord. The friends are greatly enthused.

"In the future, the Watchtower Society must be greatly expanded and the friends must take a hand in spreading the message of the Kingdom of God."
"New Heavens," April 1-30, Outstanding Period of Year
"Fascism or Freedom" Released to Public

Faithful, Intense Activity Required of Those Who Serve Under Theocratic Government

We Must Put Out More Booklets

The “New Heavens” Testimony Period, April 1-30, is the last month of the Watchtower Campaign. During that time, we hope, there will be upward of 40,000 persons in the United States engaging in the proclamation of the Kingdom. The new booklet Fascism or Freedom will be released to the public, for the first time, in April. With this new booklet, plus the benefit of three months’ experience in offering The Watchtower, Face the Facts and a bound book to the people, the publishers will be well equipped to make the month of April the greatest yet in the distribution of literature. There will be no slackening of effort by those who are on the Lord’s side.

Shall We Make Our Quota?
The quota set for the world for the Watchtower Campaign was 12,000,000 booklets, 1,000,000 books and 100,000 new subscriptions. Taking into consideration the number of publishers in the United States, compared with that of the rest of the world, the publishers in the United States should assume the following part of the world-wide quota: 7,000,000 booklets, 600,000 books, and 50,000 subscriptions. Therefore, that during each of the four months we should put out 1,750,000 booklets, 150,000 books and 12,500 subscriptions. Examining the report for January, we find that 34,123 publishers in the United States put out 1,191,376 booklets, 130,475 bound books and obtained 29,399 subscriptions. We are doing very well in our first month, but our goal is higher. Here are some suggestions:

1. Each publisher should strive hard to get as many subscriptions as to how they present the special offer; then let all publishers note the good points and adopt them. Remember to place a booklet in every home, if possible. If during the service presentation of the meetings in which you see that the person is about to dismiss you, immediately drop to the two booklets, Face the Facts and Fascism or Freedom, on a contribution of $1. Emphasize the importance of using these two booklets. If one is unable to contribute anything, but manifests interest, try to make it up by the end of the month. Every book and two booklets will be well equipped to make the distribution of literature.

3. Put more time in the field. April is the best time to change callers, as far as we are concerned, and every publisher should be able to put out double the quota than in the preceding months. Work more hours in your regular advertising, Saturdays, Sundays and weekdays.

4. Set aside one evening a week to concentrate on booklets. Get some territory that can be quickly reached, and specialize on the two booklets, Face the Facts and Fascism or Freedom, on a contribution of $1. Make your testimony brief, and hasten on to the next place. Have a booklet or two in your bag, and if you meet someone who shows special interest, offer the book and two booklets on a contribution of 25¢. If you find interest, take the name and address of each interested person, and offer another copy to the next caller. If you meet new ones in your company who have not yet engaged in the service, invite them to book and two booklets in this special evening work. It is a splendid way to get them started in the regular witness work.

5. Distribute booklets in “sandwich sign” parades. (See detailed data on this elsewhere in this Informant.) When advertising your publications in this manner, let each car carry a supply of booklets and two booklets to passers-by on a contribution.

6. Place booklets in popular streets. This can be worked very successfully in small towns, but in country folk come to town to do their shopping. If you have a sound-car, it can be used effectively in producing booklets Fascism or Freedom and Face the Facts to people on the streets, and other publishers can go through the crowd and place booklets. Another method that has been used successfully is to let a publisher stand on a corner with a poster announcing the two booklets, such a poster, mounted on two sides of a frame and held up by passers-by will have to notice it, could be worded as follows:

[Plaster your booklets here] READ [Plaster your booklets here]

FASCISM OR FREEDOM
and
FACE THE FACTS

By Judge Rutherford
Get Your 2 Copies Here
Only 50c

If a group of brethren work in a crowded area with such signs it will make the witness still more impressive to the people.

7. Carry a few booklets with you wherever you go. On your way to work or run errands, you may have opportunity to place a few.

Don’t Let Up on Subscriptions

The above suggestions are offered primarily to increase our placements of booklets. However, keep in mind that we want to get as many subscriptions as possible, too; so, in your regular witnessing work from house to house, continue to stress the special offer of a bound book, two booklets, and a year’s subscription for any booklets on a contribution of $1.00. During April, call on all the interested persons whom you have met that have not yet subscribed for The Watchtower. Remind them that the time of the special offer is drawing to a close.

Make Every Hour Count

All of this, of course, means much more time in the field service. It means careful planning and being on the alert at all times. But those who have faith that the Kingdom is here, that the new heavens are in operation, will gladly render this extra service. The Brooklyn office and factory have been working in two shifts, day and night, during March to supply all the publishers with Fascism or Freedom for the April campaign. Now it is up to you to do your part, and the Bethel factory will be glad to help to that end, too. Every opportunity, fighting should to shoulder with the rest of their brothers to make this the greatest month to date.

Philippines Report

Since Brother Rutherford’s letters of January 1 every effort has been made by the publishers to meet the 60-hour quota. “Results astonishing . . . placements more than doubled. . . . Jonathan class are fast appearing through their faithful attendance to back-c its service.”

40,000 for April Our Goal

34,123 Publishers Report in January

It is a real pleasure to announce that during the month of January there were 34,123 publishers in the field in the United States. That is the highest number to date, and it is still more remarkable in view of the severe weather in many sections. These publishers did well, too, over, aging (exclusive of the pioneers and zone servants) a little better than 15 hours per publisher. This shows what can be done when we have the zeal of the Lord, and further proves that now is the time for a steady increase among the ranks of the Lord’s people. All of this brings us much joy.

If, in one of the worst months of the year, we had 34,123 publishers, then surely in April, when conditions are more favorable, we should have 40,000 or more. Our purpose is not to drive anyone to serve the Lord, but to properly do what we can to assist one another in proclaiming the Kingdom message, and especially to aid the newly interested ones in taking their stand on the Lord’s side. Reports from the zone servants show that there are more than 37,000 regular and irregular publishers in the various companies. This is an encouraging report. There are 40,000 for April is not an unreasonable quota.

How many regular publishers are there in your company? How many irregular? How many associated with your company have never been active in the field service? What are you doing to aid these irregular and inactive ones? There are some, of course, who, because of old age, infirmity or illness, find it difficult to engage in the service in midwinter; others, in isolated sections, are hindered because of impassable roads; but with the return of better weather many of these can become active again. The company servant of each company should make a personal check-up list that can be done to aid the irregular publishers. Zone servants should also assist in this. Additionally, aid the newly interested persons. Encourage these people to attend your service meetings and come with the Informant, conduct model studies, and try to get them to the company meetings. There they will get the spirit of the organization and a desire to engage in the Kingdom work. Get acquainted with them; make them feel at home. Give them every assistance you can. Let them accompany other.

(Continued on page 5, column 2)
Watchtower Campaign

Subscriptions Coming In Fine Books and Booklets Lag

The distribution of books and booklets is lagging, and it is considered essential under the quota set, and it means that each publisher must make every extra effort to catch up. Each one should check his personal record, “My Daily Kingdom Service,” and each Watchtowerer will do well to see that his subscriptions are all accounted for. If you are not getting enough foreign-language subscriptions, consider the possibility that your congregation may be interested in the books, but just do not know about them. With the exception of a few books, such as ‘The Watchtower’ and ‘The Kingdom’, all Watchtowerers have them in their possession. The Watchtowerer can do well to repeat these points to his congregation, especially to the men and women who are attending the meetings.

“Hours of Field Service” Defined

Report All Time Advertising the Kingdom

Many of the publishers are making inquiry as to what time may be reported as “Hours of Field Serv­ice.” The following article on “Activities” brings forth the need of directing every effort toward the Kingdom’s interests and, therefore, increased hours in the field. To attain 60 hours per month in witnessing门work on the part of every company publisher. In order to reach this goal, each one must be put in regular door-to-door witnessing and in back-call service. These are the two important means of witnessing today.

The question has arisen as to whether “Sandwich Sign” parades, in handing out announcements and in other similar campaigns, can count as “Hours of Field Service.” As these features have directly to do with advertising, the time should be reported as such. Beginning April 1, “Hours of Field Service” will be counted and reported according to the following definition, which definition applies to company, pioneer and special pioneer publishers. Have in mind this new goal:

<table>
<thead>
<tr>
<th>Hours per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company publishers</td>
</tr>
<tr>
<td>Pioneer publishers</td>
</tr>
<tr>
<td>Special pioneer publishers</td>
</tr>
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</table>

Definition: “Hours of Field Service” will be counted and reported for any time in which the publisher makes a conscientious effort to reach the Kingdom to the public in any manner approved by the Society.

Under this rule the following will properly be reported:

- Time spent in witnessing from door to door.
- Time spent in back-calls or in model studies as explained in pages 3 and 4 of the Model Study booklet.
- Time spent in distributing booklets in the Kingdom.
- Time spent in advertising this series of lectures, and other studies arranged for the company. Model studies or lecture series (including your local company’s advertising) (local headquarters) should not be counted as time in the field. (The publisher is encouraged to put count time spent in public meetings held throughout the city or rural (territory use count time stated above in section 3.)

Do not count time spent in giving an occasional witness, such as while traveling on a train or streetcar or some place between meetings. (Exception: In the case of brethren that cannot go from door to door, they may use a small “Sandwich Sign,” carry the sixth person in the parade, and reach persons by one. In addition, the packet contains 20 large placards which announce the lectures “Fascism or Freedom” and “Au­thoritative Evidence.” The local company passes in a strip showing the time and place of meeting and gives the number of hours in over and over again, until worn out; and when the meeting place is changed, a new small “Sandwich Sign” is made.

In a “sandwich” parade each person should have suspended over his head a poster, and these placards announcing the public meeting. In addition, every third person carries a “face sign” arranged with a first person the overhead sign has the words “Religion Is a Snare and a Racket” and three small signs, with the local company passes. As announced previously, the Society has printed special folders for advertising this series of lectures, and other similar advertising, to be success­fully. These small boxes are to be used by the publishers, and they must be printed or stamped on the folders locally by the companies, as announced previously, the Society has printed special folders for advertising this series of lectures, and other similar advertising, to be success­fully.

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“Watchtower” Campaign to Another Month to “Turn On The Heat” Too Good to Stop

The results of the Watchtower Campaign to date are thrilling. It is manifest that the Lord’s rich blessing has descended upon our efforts, and truly “this is the LORD’S portion; it is marvelous in our eyes”. As this has been particularly a campaign to obtain Watchtower subscriptions, all are pleased to see the large number obtained.

Because of the vital importance to those of good will of the life-giving truths contained in The Watchtower, they extended another month. In other words, throughout the entire month of May the publishers will continue to offer a bound book and Face the Facts, also Fascism or Freedom, free with each new subscription to the Watchtower. This will add an excellent opportunity to build up your back-call and model-study work in the rural areas for the summer. Each Watchtower subscriber is a potential publisher. The current issues of The Watchtower definitely show the dedication of their responsibility toward the Kingdom service; and so these should be called on and assisted.

Brother Rutherford’s letter of January 1 has been thoroughly appreciated by the brethren throughout the world, and a real effort has been put forth to increase their Kingdom activities. Now that winter is definitely over, most of the conditions have been hampered until materially increased their time in the field, and the month of May should additionally, find more publishers engaging in the Watchtower Campaign.

Take advantage of the good weather conditions and long daylight hours. The longer days, most of the people will be on the streets. Take booklets with you and pass them as you go. Engage in good conversation and explain your reasons for your work. Do your best to talk to some of the publishers on the field, since everyone is striving to put in more time, and since we now have two booklets to distribute, instead of one, we should easily surpass our previous high mark of 34 million booklets in one month.

How Can We Do It?

Check your quota. See how many booklets you must still put out until the end of April. Each subscriber should get from the Stacker a sufficiently supply of Face the Facts to cover this quota, and a like number of Fascism or Freedom. Then go to work with the Stacker to the last of the year. After these booklets by the end of April. In order to do this it will be necessary to put in time. It is a real joy to see the splendid increase in hours put into the field service by the publishers, and now, with spring coming on, and good weather, we should expect the hours in the field to be doubled by company publishers, and our thoughts should be directed toward the meeting of the turn on the heat.

Place Booklets During April and May Make Your Thermometer Overflow

Fascism or Freedom Being Added to Combination

A large percentage of the companies are behind in their booklet placements for the Watchtower Campaign. We have entered into the last month of the campaign, April, but because the Watchtower magazine is going so well and is so greatly appreciated by the public, the campaign is being extended for one month. This additional time not only will increase the circulation of the magazine and booklets, you will add all company publishers and pioneers to place their full supply of Face the Facts and Fascism or Freedom.

April, as well as May, should find a tremendous increase in booklet distribution over any previous month. Last June, during the Cure campaign, there were 33 million booklets placed in one month. This can be duplicated if the same effort is put forth by the publishers. Since there are more publishers in the field, since everyone is striving to put in more time, and since we now have two booklets to distribute, instead of one, we should easily surpass our previous high mark of 34 million booklets in one month.

Low on Books and Booklets

The Watchtower Campaign has entered its fourth month. With better weather, and longer days, the publishers will be able to put in more time in the field and place more literature with the people.

Be sure to call on all your Consolidation subscribers with the Watchtower. This will win you the loyalty of subscribers, and the loyalty of their friends. This is the method of getting the message into the hands of the people. The Publishers, the members of the congregation, are the publishers, and the people will not be satisfied with the message unless they have heard it from their publisher. We should work on the basis of one publisher per family.

It is expected that by April 30 most companies will have been able to thoroughly cover their urban territory and be ready to take The Watchtower, Enemies, Face the Facts and Fascism or Freedom in the rural areas. Be sure to call on all your Consolidation subscribers with the Watchtower.

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Back-Calls

Back-calls are going to increase the placement of booklets, because with every one of your back-calls you will receive Fascism or Freedom, and those people on whom you have made a good many calls should be offered a supply of these booklets, Fascism or Freedom, Face the Facts, and一本 Watchtower.

By April 4

$5,211 new Watchtower subscriptions were entered by the Society.
New York City Center of Activity for June

Brother Rutherford to Speak in Madison Square Garden

Expect 8,000 Publishers First Two Days of Convention

Many More Sunday

Convention to Do

Extensive Advertising

The story is in and about Greater New York have been hoping for some time that it might be the scene for some big meeting. The situation now is very favorable. An organization of enthusiastic and anxious to have everything properly arranged and moved forward to make the New York Convention, June 23, 24, 25, a scene of great activity. Their address is 78th Street, New York City!

Advising

For weeks prior to the convention the advertising will be as no other in the past advertising. It will be advertising by handbills, "sandwich sign" parades, silk screen signs, electric signs, and posters, not merely where they can make known the big public meeting to be addressed by Brother Rutherford, but and held at the Madison Square Garden. While every effort will be made to convey this information to the public as far in advance, they will need the help of many thousands of publishers who will aid in advertising, starting in the Hattan Center two days prior to this big public meeting.

Ordering Phonograph Parts

Every large company has a sound servant appointed by the Society. Ordinarily this responsibility will look after the sound equipment in the county, whether owned by the company or by individuals, All publishers should take their troubles to their sound servant for the needed repairs. He will repair the equipment for you or will order parts through the company secretary or even have the instrument repaired locally, then the sound servant will have to order parts and see that they are greatly aid the Society if all ordering of parts and returning of equipment are done through the sound servant and company servant, the company servant in all instances signing the letters. Individuals should not order from phonograph dealers or directly to phonographs, unless they are isolated brethren or pioneers not working with companies.

In a great many instances it would save the pioneer much trouble if he took his phonograph or whatever sound equipment he has in hand to his servant, even though it is necessary to pay for his time. It may be cheaper than sending the entire equipment to Brooklyn.

In writing for repairs on any equipment, give the model number if there is a number on it on, give us a description of the part to be repaired. If you have a phonograph, and cannot have it repaired locally, it is necessary to send the entire equipment to the Society, but only the motor. Pack it carefully, so that it will not be damaged in transit. Do not send any parts to the Society. For repairs without writing why you are sending them and what is wanted. Always write a separate letter regarding such matters. This will save time in the office and make it possible to check on the parts and return them at an early date.

Phonographs

It is indeed gratifying to see the large number of orders coming in for phonographs and records. It is important for everyone to keep up with the demand due to the delay in the manufacture of parts orders now on hand for phonographs will be shipped in four to six weeks.

"Crusade Against Enemies"

In answer to numerous inquiries received, we wish to state that the book Crucade Against Enemies is available only. It has not been published in English.

Testimony Cards in Foreign Languages

We have on hand a limited supply of foreign-language testimony cards for the book Riches and the three-volume publications. These are in limited supply and may be issued only on request and requiring several months to be of any value. You can obtain testimony cards in various languages:

For book Riches: Bohemian, Chinese, Dutch, French, German, Greek, Hebrew, Italian, Polish, Portuguese, Spanish, Swedish, and Ukrainian. For three books: Armenian, Chinese, French, German, Greek, Hungarian, Italian, Polish, Portuguese, Spanish, Swedish, and Ukrainian. For three books: Armenian, Chinese, French, German, Greek, Hungarian, Italian, Polish, Portuguese, Spanish, Swedish, and Ukrainian.

(Continued from page 1, column 4) and at the noon hour talk to those publishers who plan to attend the lunch, and offer them the booklets. A report was recently received stating that a small group of publishers placed over 2,000 booklets and a number of copies and obtained subscriptions in an early post. The brethren were aggressive and took advantage of every opportunity. Let our slogan for the remainder of the year be, "Make all three thermometers over!" This can be accomplished if every publisher puts his booklets into the hands of his person by the end of April. If not by the end of April, every brother must be on the watch. Let each one of us first strive to reach our quota on booklets, booklets, booklets. Let us set our minds to the end of April.

The message contained in Fact or Fiction has been reprinted in the publication, contains very essential Information for the people of good will. They must be informed about the Theocracy and see their responsibility toward the Kingdom. The great responsibility rests upon us to see that this new booklet, along with the other literature that was made to each company, is properly distributed and made available for all people of good will. Publishers of the Facts must be on the watch and keep an eye on the Lord's interests and magnify the Lord's work. Everyone should enthusiastically participate in this.

Let us make this a great meeting at Madison Square Garden and tell the people of the great things that the Lord has in store for them. There is a great blessing waiting for them.

Parades to Advertise Meetings

Have You Your Placeards?

We are receiving many favorable reports of the splendid results obtained from advertising public meetings of the Society. It is quite simple to do. It is a matter of distributing a few leaflets or even one leaflet. Some of the brethren, however, are having a little difficulty in getting started in this branch of the work; they seem to be a little fearful.

No one should be afraid or in any way be held from doing this or any other feature of the Lord's work that will advance the Kingdom work, because of fear of man or false pride. The question each one should ask himself is, "Will this help to advance the Kingdom interests?" The answer in this case is, unquestionably, "Yes." That is the answer in all cases. If it will advance the Kingdom interests and magnify the Lord's work, it is not only desirable, but should enthusiastically be participated in.

It is hoped that every one who has not yet started in this branch of the service will receive the instructions contained in the April Informant, get their hands into this work, and be in New York during this time of the year for the convention. We hope to see every one of you at the great meeting at Madison Square Garden and tell the people of the great things that the Lord has in store for them. There is a great blessing waiting for them.
The greatest advertising campaign ever arranged for a public discourse will be carried on to let the people know of the lecture: "GOVERNMENT AND PIEACE". Some of the means that will be used in this convention are herewith mentioned. In all convention cities before the date of the convention the publishers will start using a special handbill announcing the public meeting. This handbill will be used within a radius of 100 miles of each convention city.

Another special handbill will be prepared for each convention city to use during the week the convention is held. This will be designed differently and made more attractive, and with thousands coming to the convention, great portions of each city will again be covered with an announcement of the public meeting.

Thousands of placards will be placed in conspicuous places throughout the cities. "Sandwich sign" parades will be begun in each city at the time of meeting, and as the date of meeting draws near more intense advertising will be done by this method.

Silk screen signs of the size appropriate in the cities will be made and displayed in windows, posted on outdoor boards, on sides of houses, on trucks and on backs of automobiles—in fact, any place where these signs can be posted they will be used. These special signs will be printed for the electric flasher signs, which will be used extensively throughout all conventions cities. These signs should be changed every three days, thus attracting much attention.

Sound-cars will soon begin announcing the public meeting over their equipment. From now until the time of the convention on all their back-calls the brethren will point out the importance of attending the convention. All conventions will be prepared by the Society and will be mailed to every Watchtower subscriber. In all convention cities a radio chain is being operated at home and able only to tune in on the special rate on renewals. Pioneers and company servants should give their full name and address at the upper right-hand corner of each letter.

Company servants living outside of the town by which the company is known should always show the name of the company at the head of each letter. The pioneers who are also serving as company servants should definitely state in their letters whether they are a pioneer or a company order, whether remittance is for the company servant or for an event. The instructions for the pioneers are in the Radio Folders which are being consigned to all companies sometime before the date of the convention. The responsibility rests upon every subscriber to send a report of their reception immediately. If so, the telegraph and cable address is "Watchtower, Rutherford, Brooklyn, N.Y." It is also hoped that publishers will send a letter to the Brooklyn office to which they are listening, relative to this program.

Convention Expenses

In cities where conventions will be held June 22-23 brethren are asking the privilege of paying the expenses as far as is possible for their local churches. Can you participate especially in the expenses of the general convention in any way? Subscriptions to the Watchtower, etc., should be placed direct to the Brooklyn office.

—Don't Forget Subscriptions—

Electric Flasher Signs

The Society still has a supply of the electric flasher signs in storage. It would be much better if these were in use throughout the country, advertising the Kingdom. In order to get all of these in use the Society is offering two signs for $5. In the convention cities these flasher signs can be put to very good use between now and the convention in advertising the public meeting. In other places you can advertise your local radio station, or, if in the chain, and at all times you can use these signs to advertise your local public meetings as well as Watchtower studies. Order should be placed through the company servant for those you desire. We should like to get them all in use during the month of May.

On going to press May 9 there were 106,758 new "Watchtower" subscriptions reported (world-wide). What will it be by the end of May? Don't Forget Subscriptions
Our Work During May

Watchtower Campaign Continues

In the "box" is shown the total of new Watchtower subscriptions in the offer published for the entire year. Our 100,000 goal is exceeded and not all reports are in. This is accounted for in part by the success of the "Box" offer during May and get just as many new subscriptions as possible.

The Watchtower offers are severe, however, are not so good, and indications are that to reach the quotas it will be necessary to offer at least temporarily stress books and booklets during May.

With the Watchtower Campaign extended another month, many companies should be able to cover much of this extra cost. The first four days and Tuesday the 30th with the special offer, blanketing all their small towns with the two "half-stones" of truth, Face the Facts and Fascism or Freedom, and spending evenings during all of May in booklet distribution. Keep in mind that all the Face the Facts in stock should (due to the special offer chances are it may be disposed of as soon as April 30 as possible. Publishers may go out after the 30th of April to do their work, leaving the two booklets on 5c contribution or the Face the Facts booklet behind. This can be done. Longer daylight hours (and daylight saving time in many places) make this evening work available to all.

Keep in mind, too, the various other methods suggested in previous issues of the Informent, for placing the booklets. Reports reaching us in good faith auger well for the success of placing booklets in "sandwich sign" places.

To aid in this, the two booklets may be tackled, one above the other, to a height of fifteen feet or more, using the "Serve God" signs, with a square carboard reading "5c" so it is not necessary to go down and fail to new booklets to stop and explain to the people along the line of march.

The Watchtower does not end the Watchtower Campaign, but also the very special rate to pioneers and competitively priced booklets. Beginning June 1 the cost of all self- covered booklets will be raised to the same rate that now applies on Safety and Armageddon booklets. All orders received June 1 onward will be charged more. However, during May we will mail all the Face the Facts and Fascism or Freedom booklets you may need, and hope all these booklets will be placed in the books of the people by May 31.

The special Watchtower Campaign, yet every publisher should continue to offer Face the Facts and Fascism or Freedom, leave the Face the Facts to the interested people at every opportunity. A goal of three more new subscriptions for every seven booklets will be set for each company publisher, while the pioneers should set a goal of five. This is more than offset by the decrease in bound books, the net result is evidence that we are seriously assembling in the first few rows of the booklets. Publishers may go out after the 30th of April to do their work, leaving the two booklets on 5c contribution or the Face the Facts booklet behind. This can be done. Longer daylight hours (and daylight saving time in many places) make this evening work available to all.

Six-Month Comparative Report

Best We Have Ever Had

There is shown herewith report of field activity during the first six months of this fiscal year compared with the same period of last fiscal year. There is a decrease in bound books, this is more than offset by the splendid increase in booklets, the net increase in pieces of literature being well over a million and a half.

Note that the average number of publishers increased from 1,528 to 1,880 over last year, is an increase, as well, over the 1,858 peak number of publishers who were in our employ last year. As one might expect, it increased in March; and, without doubt, 35,000 and more will have been on the field serving during April. Each company should see that its present peak is maintained and every effort made to keep it up during the next few months, remembering our goal of 40,000 publishers for 1939!

The increase in sound attendance is evidenced in the fact that the attendance of our conventions in May was greater than in any month in the history of the Society.

(Continued from page 1, column 2)
World-wide Convention Expanding
Brother Rutherford to Speak Twice

21 Cities Already Tied In

"Government and Peace"

As this Informed goes to press arrangements have been made for accommodations to the
in 21 cities to the world-wide convention: 10 in the United States, 10 in the
British Isles, and Hawaii. In the South, at Mobile, Ala., a special assembly is being arranged for the Colored brethren.

In New York City, the key convention city, as well as in every other convention city, the publishers are zealous inforeaching every detail for the comfort and convenience of the conventioners and for a mighty, united witness which will be offered to the honor of Jehovah’s name.
The big job is to advertise "Government and Peace," which Brother Rutherford will deliver at Madison Square Garden, June 23, at 4 p.m. Three conventions will be heard simultaneously in all the convention cities and over a coast-to-coast radio chain. Our aim is to pack out not only the Madison Square Garden, but also the auditorium engaged in each convention city. To do this will require strenuous effort by all those coming to the convention. Therefore, come prepared to witness for the Kingdom, to join in information marches and to advertise the public meeting by every available means.

On Saturday, at 3 p.m. Brother Rutherford will deliver another address to the publishers in all the convention cities, and the speakers are eagerly looking forward to both of these sessions as well as all the other lectures which will be offered.

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

NEW YORK, N. Y.
Friday and Saturday—Manhattan Tabernacle
34th St. and 8th Ave.
Sunday—Madison Square Garden
50th St. and 8th Ave.

CHICAGO, ILL.
East Erie and McClurg Sta

COLUMBUS, S. C.
Columbia Township Auditorium
1703 Taylor St.

DENVER, COLO.
Rainbow Ballroom
Fifth Ave. and 15th St.

HOUSTON, TEXAS
Scottish Rite Cathedral
1229 Post St.

KANSAS CITY, MO.
Ivanhoe Masonic Temple
14th and Main.

LOS ANGELES, CALIF.
Embassy Auditorium
700 S. Grand Ave.

MOBILE, ALA.
Casino Mobile
208 Convent St.

OKLAHOMA CITY, OKLA.
Municipal Auditorium
1st and Walker Aves.

PORTLAND, OREG.
Portland City Auditorium
236 "C" St.

San Diego, Calif.
(Public Meeting Sunday only)

LAST MINUTE NEWS

FOR THE WATCHTOWER...

Rooming Accommodations

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

NEW YORK, N. Y.
Watchtower Convention Room Committee
117 Adams St.
Brooklyn, N. Y.

CHICAGO, ILL.
Watchtower Convention Room Committee
5650 N. Richardson Ave.

COLUMBUS, S. C.
Watchtower Convention Room Committee
1641 Main St.

DENVER, COLO.
Ted Conoley
4529 Quivas St.

HOUSTON, TEXAS
R. H. Conrow
401 R. St.

KANSAS CITY, MO.
Clarence Sanders
401 E. 13th St.

PORTLAND, OREG.
G. J. Jansen
908 S.E. Hawthorne Blvd.

32-Page Report of Convention

Order Now — 5¢ a Copy

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

It Can Be Done

3½ Million Pieces of Literature Placed in June

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

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

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

The job before us is to advertise and attend the greatest convention of all times and place three and a half million pieces of literature in the hands of the people. Let us not be discouraged because the job can't be done. IT CAN BE DONE. Last June we placed three and a half million; this month we will increase their time in the field by placing before each company publisher a 60-hour quota of literature. In June, we have more hours. We have over 100,000 more good prospects besides the millions who have already been served, or Freedom and Face the Facts. IT CAN BE DONE. But we must plan and work; we can't do it through advance. You can help us advance. You can help us. We have done it last June, and can repeat it this June. It is important. If we put in the time and present the combination properly the rest will take care of itself. Our time quota is two hours a day. What we lose of this for any reason should be made up Saturday and Sunday, so that at the end of the week we have our 14 hours, or 60 at the end of the month.

Brothers who have consistently participated in evening house-to-house witnessing are enthusiastic about it; more people are at home, telling in mail boxes.

Don’t Deposit

Printed Matter in Mail Boxes

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

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

Bohemian and Hungarian

Consolation Discontinued

The publication of the $80/lation and the Hungarian Consolation is discontinued. It is with a feeling of regret that we announce the discontinuance of these publications. But the work is not to be done. The Watchtower will be published in Hungarian and Bohemian, and any one speaking these languages should be encouraged to subscribe for The Watchtower.
The Four-Month Campaign in United States

A Mighty Witness Was Given

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

Books and Booklets

It was in the bound books and booklets that we fell below our quota, though the results were far from ignominious. We showed up excellently, too. The total June and July will be booklet months.

The Watchtower subscriptions showed up excellently, too. The total of subscriptions in the office for the United States and foreign countries is now over 3,663.

Information Marches

Many inquiries come from publishers throughout the country relating to marches like the one in 1939 Fascism or Freedom. It was hoped that we could show the same zeal and enthusiasm throughout the earth, and it was shown by the "expectancy" of being able to make up the three months' deficit in April and May. The lesson which all of the brethren should learn: that the Lord is directing his organization from his temple, is that each one who enters into or participates in a campaign the work should be taken very seriously. Time is a very precious commodity.

The Watchtower, May 29

The response for additional publishers was excellent, reaching a peak of 28,825 in April, well over the fifteen percent that we set as our quota. In fact, this proves that our new quota will not be any higher. Publishers will be attained ere long.

The splendiferous thing that was done during April indicates we might have reached our quota of books and booklets if we had shown the same zeal and enthusiasm throughout the whole three months as we had shown in the "expectancy" of being able to make up the three months' deficit in April and May. The lesson which all of the brethren should learn: that the Lord is directing his organization from his temple, is that each one who enters into or participates in a campaign the work should be taken very seriously. Time is a very precious commodity:

Take a whole, as though, the publishers were mighty witnesses throughout the earth, to the glory of the Lord, and all of the Lord's people are truly grateful to him for having some part in.

The month of May was an extension of the Watchtower Campaign, but not included in the above totals. Jurors. Each call-penny servant and his assistants should plan every feature of the work very carefully. Publishers should make complete use of the advantages in the name of the Watchtower Campaign and look forward now to the fight ahead as the way to be done.

General Information

Pioneers should always remit for Watchtower and Fireproof freights and renewal subscriptions, whether the subscriptions are for six months or for a longer period. Under 1,000 Calendar is out of stock; do not order.

Dispense with the term "sandwich-sign" parade. Use a parade. "Illigil Information marches" and "Information marches" on definite schedule arranged by company publishers will be the same as for any other feature to aid in finding the name and whereabouts of the publishers.

The Fact books are now available in Polish.

Electric Flasher Signs

The publisher should be sure to have a name of a letter, or a group of two letters to denote the locality. Under Japanese, page 17, bound books should be the same as for any other foreign language.

Informative Marches

The Society has been furnishing a packet of 20 large booklets and 6 color booklets for use in every community. The use of these is more expensive than anticipated, and therefore it is necessary, if not for the whole country, to raise the charge on each packet. Henceforth a packet of Information Marches will be 60c.

Keep Pushing Booklets 40,000 Publishers

All during June ("New Year" Testimony Period) the special combination of four colored-cover and three self-covered booklets are being favored. This combination was, as previously outlined in May Extra Informant, which see for detailed information. Many publishers will be attending one of the conventions, using time traveling to reach July quota. Unusually be spent in placing this combination, this offer will be continued through this period, as to allow adequate time in which to cover as much of our territory as possible.

The Four-Month Campaign resulted in that they had large quantities of certain booklets in stock, and so ad-

Information Marches

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Watchtower Subscriptions to date

New Watchtower Subscriptions to date, world-wide

Reported May 29 by

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

Bookmarks

Place One in Every Bound Book

The Society is inaugurating another feature to aid in finding the people of good will and directing them to the Kingdom. This feature is a bookmark, attractively printed in two colors on material of good quality and backed with the full program of the Watchtower. The bookmark reads thus: "Dear Reader, Have you a QUESTION? Get it answered at our study meeting. Or write WATCH- TOWER and a volunteer will explain. Our goal is to have the good of good will to come to better understand God's purposes." On the other side is a statement of the name of your local hall, its address, and the time of your various meetings. This will be the most accurate printing of these bookmarks on your order. When ordering, use Special Order Blank enclosed.

Markets

In one section of the Watchtower it was hoped that we could show the same zeal and enthusiasm throughout the whole three months as we had shown in the "expectancy" of being able to make up the three months' deficit in April and May. The lesson which all of the brethren should learn: that the Lord is directing his organization from his temple, is that each one who enters into or participates in a campaign the work should be taken very seriously. Time is a very precious commodity:

New Watchtower Subscriptions to date, world-wide

Reported May 29 by

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

—Don't Forget Subscriptions—

all publishers should co-operate in getting these out. The same should be true with respect to the foreign-language booklets. Throughout July the publishers during August and June, to draw on company stock, the company servant sending in Trans- (Continued from page 1, column 9)
Fascist Attempts Fail

"Salvation" Simultaneously Released at All Conventions

Jehovah Blesses World-wide Broadcast

By far the most blessed and enthusiastic convention of the Lord's people to date has come and gone in the General Convention emanating from New York, June 23-25. The high point, and by far the most important part of this convention was the address delivered by Brother Rutherford, at the conclusion of his Lord's prayer, in which he told the audience about the manner in which the convention came to all.

"Salvation"

While Jehovah reveals they have been telling the audience about at that ports from various addresses, we are here to introduce and released the information marches were another outstanding feature of the convention. Between 3,000 and 4,000 brethren participated in these marches giving New York City the greatest witness it has ever had, and one which it will not soon forget. There was much enthusiasm and joy manifested by the brethren who participated in this most effective means of advertising.

The enthusiastic and thrilling Declaration meetings indicated the Lord's blessings were many upon his people. Space will not permit telling at this period about. Read it all in The Messenger.

Remember, "Salvation belongs unto Jehovah and to his anointed." This message he had to work through the company to be read "Salvation" as stated in The Vine Mandate Testimony Period, commencing August 1.

3. Many honest Catholics in the Madison Square Garden, and those attending the other assemblies, and those listening to the radio, have indicated that they are heartily disappointed with and abominate the disgraceful tactics of Catholic Action. Evidently this is also percolating through to the Hierarchy; for they are breaking their necks to discountenance what happened, claiming that it was muddled Combinations that were responsible and that these were only a minor faction of Catholicism and do not properly represent their organization.

However, they waited too long. Their true position before they could be stopped, and honest people are getting particular care. Not only that, but the whole disgraceful action on their part has, under the Lord's direction, been recorded and will circulate the earth again when this is reproduced in the homes of the people by the photographs of tens of thousands of Jehovah's witnesses. This honor have all his saints and also these present ones.

Another high point was Brother Rutherford's speech on Saturday afternoon, entitled "Victory," clearly stating the time when the Lord's people are to take aggressive action; that they are to form like locusts; not killing the people physically, but destroying the pride in which the enemies have dished up for the people.

Salvation

By their own words they stand condemned and by their own words are responsible for the upheaval and the great multitude. The Hierarchy's speech on "Victory" was a thrill to all who attended.

"Another high point was the release of the new book, "Vine Mandate," which is a very important step in the progression of the Lord's arrangement. particularly in providing for the great multitude.

All through the convention the Hierarchy has continued their program "Salvation belongeth unto Jehovah;" so when Brother Rutherford mentioned the book, the significance of the quotation came to all. Surely "Salvation belongeth unto Jehovah," the knowledge of which he has committed to his people that they may publish the glory of his name and to the blessing of the people of good will.

Salvation was simultaneously released in all convention cities at the same time, in Australia, the British Isles, Canada, Hawaii and the United States, each point receiving its respective consignment on time. The brethren eagerly devoured its pages between sessions - reluctant to waste one precious second.

Another remarkable indication of the Lord's supervision of the entire convention was the unanimous reports from all parts of the earth that the reception was excellent.

Both lectures circled this planet. Reports have come from every part of the world indicating unusual reception. One engineer handling the overseas service said, "You people never build up a project like this. Jehovah supervises these arrangements to His praise.

The key city for this convention was New York. There the convention opened in Manhattan Center. This spacious auditorium was well filled by Friday evening. Saturday it was crowded out, and some 2,500 to 3,000 could not get in to hear Brother Rutherford at all on the subject of instruction. Saturday afternoon the convention moved into Madison Square Garden without confusion or commotion. Sunday morning the brethren assembled there for the final day's services.

Forty Thousand Publishers During "Divine Mandate!"

Reach the Goal in August

In April, 1939, by Jehovah's grace, we were able to inform our most evolu­tionary brethren in the Body of Christ of the importance of this new book. Now Jehovah haspublished a new book, with orders for the autographed edition being released to the company. The cost is five cents per copy. Reprint with order.

Reprint with order.

Salvation Autographed Edition Released

It was a thrill to all who attended one of the convention cities, or who attended "by radio," when Brother Rutherford, at the conclusion of his address on "Victory," held aloft the new book Salvation and announced that this new book was being released. Not only were these books released at the New York City convention, but every convention city was supplied with sufficient copies of the Autographed Edition so that all who desired a copy could obtain one.

The "food convenient" therein is right "up to the minute," provided now by the Lord for his people, and especially for the "great multitude!"

Those who were unable to attend, or who attended "by radio," should order now. The Autographed Edition is fifty cents per copy, and can be obtained by a company who should always be supplied by the Company Servant. Orders for the new book Salvation, Autographed Edition, August 1 marks the time for general distribution of Salvation to begin.

against the Lord's people, they shall not prevail."

The information contained in the various addresses, and particularly in "Victory" and "Government and Peace," was for a purpose. This wasn't just "another Convention." It wasn't a time to meet "old friends," nor a time for "fellowship" or a time to apply the tip. It was a period of instruction and preparation for the battle ahead. Representatives from the enemy's camp were there. The Hierarchy and of those once posing as our brethren. They heard what was said about the manner in which Jehovah's witnesses will hereafter "push the battle to the gate of the men who are enemies to peace and without compromise. Now let's prove to them that we mean business."

That's why every person why "all [spiritual] Israel" and all "strangers [Tonsabhe]" should zealously apply themselves. Only in and advance the Kingdom interests by taking the message of Jehovah's government to others of good will, thus affirming the opportunity of accepting the King-

(Continued on page 2, column 4)
Study the “Order of Trial”

It is apparent from correspondence that comes to Brooklyn that many publishers have not studied their Order of Trial. It is especially noticeable from the comments in earlier issues of The Watchtower and its weekly Watchtower Letter. As already announced by postcard, a copy of the Order of Trial will be shipped to every pioneer who is now actively engaged in the field, for use in conjunction with the monthly study that is given by Brother Rutherford in his letter in the Autographed Edition.

The Order of Trial is designed to make all the necessary plans in advance of a meeting with the public. It will help each one to develop useful habits of study and prepare effective messages. It will also help in securing an audience.

To study the Order of Trial, read the following carefully. It is given in a way that makes it easy to understand. If you have any questions, send them to the Science Correspondence Department, Brooklyn, New York, for a reply.

1. Study your Order of Trial. This applies to the publisher individually and to each one of your associates. Study it by yourself and in your company gatherings. in your study efforts consider the following:
   a. What is the Order of Trial?
   b. How does it help you to prepare and give messages?
   c. How does it help you to secure an audience?

2. As part of your study, ascertain in advance how to secure a warrant for the arrest of any person who has unlawfully interfered with your Kingdom activity. Delegate a member of the company to investigate this subject and report clearly to the company the exact steps required to get the warrant to secure a warrant.

3. Self-defense is justifiable under certain conditions of law. God don’t let any Papist subject or other religionist maun’ you in the dirt or hurt you without your resistance as you are able to give.

4. Prepare for trial. If you are assaulted and unlawfully beaten or struck by one or more persons, get the name and address of each of such persons; also get the name and address of each witness the police may have in the affair. Talk with these witnesses and have each one write out a statement of what he heard and what he saw. Send this to the police, with the names of the persons who witnessed the affair. If necessary to furnish the facts in such statements to the prosecutor and to the court, prepare as many copies as are necessary. Be careful in the use of these copies, so that they may be delivered to the persons who have witnessed the affair.

5. Get a warrant for the arrest of each of the lawbreakers. Then go to the place to get the warrant is determined by your local conditions. It may be from a justice of the peace, from the police court, or from a municipal court, or it may be necessary to see the district attorney, the city or county prosecutor, as suggested above, find out in advance on your own. Procedure. Inform each publisher.

6. Sue them for damages. If you are assaulted and unlawfully beaten or struck by one or more persons, it may be necessary to follow up the criminal proceedings with a suit for civil damages.

7. The Order of Trial is the protection which you enjoy as a member of Jehovah’s Witnesses. It is a way to protect your right to publish and witness and to be protected in this right. This protection is given to you because you are in the service of Jehovah and are in the service of God. God will help you to protect your right to publish and witness. This protection is given to you because you are in the service of Jehovah and are in the service of God. God will help you to protect your right to publish and witness.

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“Divine Mandate” World-wide Testimony Period Begins

Entire Month of August Set Aside

A Period of Intense Activity

Offer Salvation

Jehovah graciously furnishes His people with information for their guidance and salvation, and then the command is: “Freely ye have received, freely give.” The book Salvation, now provided by the Lord, contains information that is vitally necessary for all who expect to receive the protection of the Lord during “His strange act,” when the wicked will be annihilated, and the responsibility to warn them from the truth will devolve on those who have been advised.

In order to properly obey these commands, reporting, reviews, etc., have been set aside for the purpose, and the entire month of August, appropriately designated “Divine Mandate” Testimony Period, will be used in taking to those of good will the fully published “Great Multitude,” including a large number of them in the book Salvation. The book will be offered for sale, with a contribution of 25c. Always be prepared to offer a combination of booklets where you do not take Salvation. A bookmark should be left with each one taking Salvation (and, for that matter, any other bound book) and each individual should be briefly encouraged to come to the study at Madison Square Garden.

Every one of the remnant and great multitude will have determined to spend every moment possible during the month of August, setting aside some time each day for sharing with other lovers of righteousness in bearing these tidings of good to the people. As both Jehovah God and Christ Jesus are unsleeping, and so are all true Christians, and we will therefore unsleepingly devote ourselves to the Lord’s service at this time. To have this rare privilege now is a joy immeasurable.

“Divine Mandate” Testimony Period should see not only an increase in the number of those who, by Jehovah’s grace, attain the 60-hour goal, but many of our back-call and model-study servants will be spending a large part of their time in the witness. Encourage those early to take a definite stand for the Kingdom! There is danger in waiting! The responsibility rests on us, particularly the anointed, to extend the call. The test comes now by way to Zion and invite them to go along with us and see the King’s zeal for the entire month of August, setting aside some time each day to study, and then going on to the Lord’s commandments, in special periods having a share for the first half of August and the second half, when Jehovah graciously furnishes His protection of the entire month of August, appropriating it to the Lord’s service.

Those serving the company will also check the stock of these two booklets, because it is a message the people should have.

Don’t Forget Subscriptions

Kingdom News” Gives True Story of Madison Square Garden

One Million Distributed in New York City in Five Days

All Newspapers to Be Served with Copy

Newspapers of New York City and throughout the entire United States of America, and of the British dominions, are to be given an opportunity to read the true story of the Kingdom. The “Kingdom News” will bear a message to the classes mentioned in the Bible that to the people of good will, these can prevail against evil.

Kingdom News will be distributed by the extra copies of the “Divine Mandate” Period by everyone’s joyfully participating in the Kingdom service—40,000 or more publishers in August and for evermore.

Extra Copies of “Kingdom News”

If the company desires to have some extra copies of Kingdom News for their own use or for distribution throughout the people, these can be ordered from the Society—1000 copies on a contribution of $1.00. This paper will be of real interest, particularly to those people of good will who will listen to the lecture, “Government and Peace” when run for them in their home on a back-call.

Jehovah God is now carrying forward His “strange work,” and we are to act in the prescribed faith and work, by giving the “Kingdom News,” which is being performed in this day.
"Government and Peace" and "Victory" Records Available

Each Publisher Should Have Record P-204, "Snare and Racket"

Order Blank

With this Informant there is being sent an order blank which every company servant should fill out promptly. Place your orders to the number of sets of "Victory," "Government and Peace" you need, and mail your order and any additional records, P-203, P-204, you will require for each of the publishers. By using this order blank, you will save time, as you will not have to send your orders to the Brooklyn office before October 1 you will be able to take advantage of the special rate the Society, making of 50c a disc. However, complete sets must be ordered, and as many additional discs of "Snare and Racket" as are required; this is to be made all in one shipment, so as to save on carrying charges. These records will be ready for delivery immediately after the factory reopens on August 7. No need to send your orders in before that time. Along with the order for records you may order Salvation and other books and booklets that you require.

The Lord has provided us with the opportunity to use our records in back-calls and public meetings. Let's use them. Our September Service

Our September Service

By the end of August we shall have been thoroughly "broken in" to the principles of the book Salvation, and so we will continue with this offer during the month. The "Victory" set was mentioned on both Saturday and Sunday at the end of our September Service. The last of the latter of which was broadcast worldwide, and therefore it is our duty to reach all of those who have been advised of the book and desire a copy. We should get our individual territories covered as quickly as possible.

Additionally, witness parties should be arranged during the month, particularly during week-ends. September 2-4 furnishes a good opportunity for rural activity, as many engaging in secular work will be free on these three days to engage in Kingdom service. Let's try to get our rural workers covered before winter sets in and close that field to us.

September marks the fiscal year and a special endeavor will be made by publishers and companies to meet quotas of 1,000 copies of each of these books before the end of the month. Always take plenty of Salvation along with you when you can. Place additional orders with the Society for your September needs now. The purpose of the bookmarks is to work evil, coupled with the distribution during the early months of their release. Let's do all we can to make this plan effective. If the use is drawn more clearly, and those of good will are more anxious to assist in the advancement of the cause, we will have seemed to be better publishers. We have more publishers, and expect to have many, many more. Let's try to work together in every reason why we should make September the biggest month ever. By the Lord's grace, we shall. We had a quota of 8 Salvation per company publisher during August. Let's equal or surpass that during September!

Phonograph Orders

We have promised those ordering phonographs that they will be shipped in about 6 or 8 weeks. We regret that we have fallen behind in fulfilling our promises in connection with our September Order blank. We have a large second edition of "Victory" ready for mailing an order blank for the phonograph. The Society has prepared three phonograph inserts for advertising the Salvation. With this Informant you have the opportunity to create the greatest amount of interest. It is to the advantage of the company servant to advertise them. The special offer of two of these inserts is for 60c; 10c; 60c; 10c; and 10c; respectively, so that the opportunity to make a big distribution is not missed. Each publisher in arranging for back-calls and placing Salvation.

Filthiness of Flesh

In view of correspondence coming into the office indicating that some excerpts are published, as taken from The Watchtower, March 1, 1935, please have the following published in the entire article appearing in said Watchtower be taken up and discarded at the next service meeting of all companies:

"Is the use of tobacco, then, clean or filthy within the meaning of the Scriptural pronouncements? Tobacco is exceedingly filthy, regardless of the form in which it is used. It brings forth all of the accoulements of filthy things. It makes the user offensive to those with whom he comes in contact, and works great injury to himself as well as to theuser and is a disonor to God and Christ. The use of tobacco has given forth all of the accoulements of filthy things. It makes the user offensive to those with whom he comes in contact, and works great injury to himself as well as to the user and is a disonor to God and Christ. The use of tobacco has given forth all of the accoulements of filthy things. It makes the user offensive to those with whom he comes in contact, and works great injury to himself as well as to the

Orders and August Work

Companies whose account and activity justify it have been sent a reasonable consignment of Salvation. However, there is the possibility that some companies will run out of this new book before another order is needed. If this should happen, do not stop work.

August is a bound-month. It is advisable to order all your Enemies, Riches or any other bound book. Keep pushing the campaign with the bound month. The bound book is filling as fast as possible.

Pioneers have been requested by post card and in the July Informant to get their orders for Salvation in and before the Bethel home and factory close. Orders are still coming in. Do not stop work, but push the campaign with Enemies, Riches or some other bound book.

Books

The purpose of the bookmarks which the Society furnishes is to have the reader of the books attend a local study. So that the people may have the opportunity to conduct a local study, the Society prints on these bookmarks the address of the company territory to which the order is to be sent.

When a company sends orders to the Society for bookmarks the Society furnishes a post card for this purpose. Be very specific as to the name of the hall, the territory, date and time of meeting. Pioneers in company territory should show the people of the territory that they should mark such bookmarks as they need, as this is to the advantage of the company servant.

Isolated pioneers have no use for the bookmarks unless they begin a new service. Place additional orders with the company as soon as possible. Orders for bookmarks will not be accepted if for less than 200.

With This Informant

With this Informant there is being mailed an order blank for the phonograph. With this comes "Government and Peace," "Victory" and "Snare and Racket." Use this order blank for the convenience of the office. It need not be paid on officially, but should be used by that time you will be able to determine how many more Salvation, In and Out of Doors, or any other bound book. Bookmarks, Electric Flasher signs, and any other material you need to advance the Kingdom interests.

Also with this Informant are the copies of the Kingdom Leaves, solicitation cards, "Victory" the New World, "Eheres" and "The Bronx Garden" for the newspapers in your community.

Advertise Salvation by Electric Flasher Sign

The Society has prepared three very attractive electric flasher signs for advertising the book Salvation. The inserts are to be classified as "Victory" and "Snare and Racket," so as to create the greatest amount of interest. The company servant should promote the campaign by advertising the insertion of inserts for each Electric Flasher sign they may have in stock. The Society furnishes an insert for each of these books. As the special offer of two of these signs for 60c still holds true. Order will be filled as soon as possible.

We still have a limited supply of Electric Flasher signs in stock. The most current two are 3 sets, 25c; 10 sets, 60c; and 10 sets or more, 6c per set of 100.

Don't Forget Subscriptions

Brethren speaking foreign languages in company territory should not subscribe or turn in subscriptions to the company servant. Any publisher already familiar with these languages should take subscription to the number of sets of "Victory," "Government and Peace," and "Snare and Racket" to be distributed by the company servant.

Subscriptions

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"Divine Mandate" Testimony Period should find 40,000 publishers in the field distributing "Salvation"

A Text-book for the Jonadubs.
“Theocracy” Testimony Period Begins Oct. 1
New Book, New Booklet, New Records, and a New Year

More than 40,000 Publishers Expected

Ever since Sunday, June 25, that memorable day when Brother Rutherford delivered the history-making speech “Government and Peace” at Madison Square Garden, the Lord’s people throughout the world have been waiting for its release for distribution among the public.

Saturday, October 1, will see your desire fulfilled. Government and Peace will then be offered with Salvation on a contribution of 25c. The booklet will be placed, Government and Peace with two other booklets should be inserted on the shelves of large-size booklets, where they are unable to contribute this amount but are interested and wish to read, the booklet Government and Peace should be left with any contribution they are able to offer; and if they are unable to contribute anything, leave them a booklet with them free. This important booklet should be in every home in the territory.

This is the most vitally important combination we have ever been privileged (English and other) to offer. I write principally, because it is the Lord’s message of the hour. We all read Salvation and realize its power. We have heard or read the Government and Peace, or will read it shortly if we haven’t read it already. We are acquainted with the desperate effort made by the Devil through the Hierarchy-Fascist-Snare racket combination to stop it at any cost.

We have the recordings “Government” in a few hours available, and undeniably most of the brethren have received them a number of times and have been thrilled by the greatest speech ever spoken in this earth since the day of our Lord.

This three-fold combination will rig the bar and the Devil’s earthly scheme of things that they will never be able to repair. Never before has there been so well equipped, nor have we had such a great responsibility.

Let each one therefore, with humility and a desire for the Lord, accept this great responsibility that the Lord has intrusted to us and go forward with the “THEOCRACY” Testimony Period to deliver the greatest witness ever given in the history of the kingdom.

The Society suggested 60 hours a month for each company publisher.

The September Campaign

September is the close of the fiscal year 1939. Whether this year will result in more literature being placed in the hands of people on the whole-hearted enthusiasm and the time devoted to the house-to-house service by all the brethren during September. Let’s go ahead and do it!

Place “Salvation” and Booklets

The offer during September has increased to include Salvation and three booklets on a contribution of 35c. This should result not only in a large number of Salvation books placed, but also in many more booklets distributed.

Companies still have on their shelves old-large-sized color-covered booklets and “Snare the Facts and Fascism or Freedom or other self-covered booklets. All these should be cleared out of stock, turned over to the publishers, and put out in the field during September. This can easily be done if each and every publisher takes a proportionate share of these booklets and makes it his business to put them out during the month. The stockkeeper and company servant should see that wherever there are large-size booklets and self-covered booklets should be cleared out from the shelves of large-size booklets. Face the Facts, etc., so that by October 1 they can wholly concentrate on the Government and Peace booklet campaign.

During the week-ends of September an extensive witness should be given in the rural and small towns of your assignment. All cars available for the “rurals.” On account of the fewer calls that can be made, and the fact that this time should be used to its best use possible.

As soon as the company receives its supply of the new records, they should be put to immediate use. In the hour especially, you should find it easy to run both sides of record P-204, P-205, “Snare and Racket” already.

Remember to write that during September, in addition to stressing the new book, Salvation, the goal of each company is to distribute all the old large-size booklets and self-covered booklets in stock, as well as any Face the Facts and Fascism or Freedom or other self-covered booklets.

Salvation has broken all records. We have printed over a million copies already, and now find it necessary to work nights also to meet the demand.

In addition to the above we have the “Victory” speech in record and printed form also. With all of these materials we have every reason to anticipate that the Kingdom Interests will advance tremendously during the “THEOCRACY” Testimony Period, and surely will find more publishers in the field than ever before, more than 40,000 singing the praises of the Lord in the United States alone.
Information Marchers in Groups of Three

Read Instructions Carefully

The purpose of an information march is to convey the people information relative to the Kingdom Publishing House. This information is to be given in territories, with the proper overhead standards and place cards, and to be distributed by at least one person as it is given by a long march of publishers.

Arrangement of March

Three publishers should be given an assignment of territory in which to march. These three should walk fifteen to twenty feet apart, two of them on one side of the street, and the third one distributing handbills and all three wearing the large booklets. These three should be given by a long march of publishers. It is of such great importance to the Society that this can be overcome by the beginning of the July to the advent of the September.

On the small signs appear the words:

(1) RELIGION IS A SNARE AND A DECEPTION
(2) CHRISTIANITY IS YOUR PROTECTION
(3) SERVE GOD AND CHOOSE THE KING
(4) READ THE BOOK SALVATION

In arranging your information marches, print on cards 11 by 14 inches the name of your hall, the territory you are working, the local address, and the time and place of the public meetings. The space permits the subject of the next talk. One of these will back each of the overhead standards, and by the carrier's continually turning these standards the people on the sidewalk can read both sides. In addition to obtaining a handbill announcing the meetings, the large signs are to be worn by all the publishers who advertise the four latest speeches by Brother Rutherford.

Placing your marches, one territory can have overhead standards Nos. 1 and 2, backed up with the local address, and the territory can be both of these with back and front giving the address of the public meeting. Then, the territory next can have overhead standards Nos. 2 and 4. Thus you divided by printing the next section the various signs and keep prominently before the eyes of the marchers the time and place of the next meeting.

The Society is now filling orders for the new booklets, and the publishers should put them to use immediately. Arrange for information marches in your own home town and in other towns in your territory where public meetings are arranged.

Advertise the King and the Kingdom!

New Folded for Distribution

One for Public Meetings, Another for Salvation

The Society is publishing two new foldable booklets. The publisher should be sure to have on hand for use by the publishers.

New advertisement for the series of lectures "Government and Peace", "Fascism or Freedom", and "Victory", and allow room on the front side for stamping thereon the local address of the meetings. These booklets should be distributed by a circulating servant well in advance of the meetings, so that the publishers can try to cover the entire territory in every home round the meeting place. They should also be used in information marches advertising the meeting. Keep a good supply of these on hand, as they will be used extensively during the next six months.

"Salvation" Folder

It is of such great importance that Salvation be placed in the hands of all those who are not acquainted with Jehovah's Witnesses. A comparison of the ten months' figures is reported for the new booklet "Salvation", and this year than last.

<table>
<thead>
<tr>
<th>Description</th>
<th>1939</th>
<th>1938</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Folders</td>
<td>25,745</td>
<td>8,885</td>
<td>16,860</td>
</tr>
<tr>
<td>Sound Folder</td>
<td>37,908</td>
<td>25,745</td>
<td>12,163</td>
</tr>
</tbody>
</table>

The number of orders have been made during this period, also an increase of approximately 38,000 new subscriptions and almost 370,000 booklets, for which each $52,225 bound books is more than offset.

However, the Lord's people are going to zealously endeavor to clean up this deficit of bound books, so they will have to increase, in every branch of the service by the end of the fiscal year. This can be done, and undoubtedly will be done.

Notice

Due to the heavy orders received since Bethel vacation, it will take a few weeks to catch up. We will try to fill yours as promptly as possible. Do not write about them.

With This Informant

Some time ago the Society announced that it was furnishing standards for those who desired to have them. These have now been printed. With this Informant there is a sample of the price list and form for the service. The forums that you have already used and undoubtedly have not been placed in the new samples are enclosed. Please order forms by their full name. Do not order forms by their initials. If you use symbols and get the wrong number it will cause much confusion. The rates are so arranged that small companies receive just as much advantage in ordering supplies as the large companies. Each company should order your forms for the Serv-

Brothers can be supplied to publishers and companies to fill out and mail to the Society; also order blank forms for bootlegs.

Government and Peace

Orders

Companies are asked to send limited consignments of the new self-covered booklet Government and Peace. Each company is requested to send 40 copies to each publisher. Due to the press for Salvation, we can distribute only limited quantities of the copies of Government and Peace. Many more will be printed later. We would like to have an order of your consignment, order what additional supply you need, and by the time we hope to have plenty printed.

Pioneers, on the other hand, are to send in their orders for these new booklets, for which they will be consigned to pioneers. Order as you see fit, but all orders should be placed on the Booklet order form to the Society.

DON'T FORGET SUBSCRIPTIONS

Advertise the King and the Kingdom!
Special Offer for "Theocracy" Period

Use Salvation and Booklet

Jehovah has graciously permitted his publishers to reach the earth today with an inspiring message of salvation and an understanding of God's government, by means of which his name and word will be completed in the hearts of the world.

One year has elapsed since the Theocratic arrangements were put into operation, and now the Lord is pleased to set aside an entire month designated the "Theocracy" Testimony Period. During which time all publishers of God's kingdom will place themselves wholly at the disposal of the American Government under Christ by using their time to advertise that government.

Offer

The disturbed conditions, with "peace in its deepest and in most profound sense," have afforded an opportunity to advertise the message of salvation and a righteous government, as contained in the newly provided ammunition, Salvation and Government, and offered to the people during the month of October on a contribution of 25c. A personal letter is sent by Salvation, together with a copy of the booklet and the government book. The introductory record, "Share and Racket", P-218, is enclosed in this letter. This record also mentions the Enclosures book; so be prepared to offer this as well. Be sure to leave a copy of Government and Peace with each one who shows interest in the message, for he may be unable to contribute.

This period will be an excellent opportunity to thoroughly cover his individual territory with this new offer. One publisher reported fifty of the book, Salvation, in just a portion of his neighborhood during August. Don't overlook this opportunity of writing your neighbors to obtain Salvation.

Make arrangements with as many as possible for them to hear the two speeches, "Victory" and "Government and Peace" in printed form, and write them a letter of recommendation. The chart shows only publisher office sales 11,432, and in the 1939 goal of 50,000 boxes has been surpassed! What shall it be for 1940?

"Government and Peace" Begins a New Year

Your Time in Field Important

The "THEOCRACY" Testimony Period, beginning October 1, will mark the commencement of the distribution of the most widely heralded Kingdom message, Government and Peace in printed form.

This is by far the most important message the Society has endeavored to deliver. The fact that the great Jehovah, maneuvering the forces of the enemy as well as directing his own army, prepared the stage as he did to give this message the setting it received, and that during Salvation, the story of salvation in the Bible is a clear indication of its importance. The further fact that the adversary has now tried to destroy the message is another indication, and the continual and persistent effort on the part of the enemy to stop the advertising and presentation of this message in record numbers of copies during this period, it was released clearly shows how much the enemy fears it.

The Society is printing ten million copies of it. It is the publishers' job to take it and place it with the people. Let us, by the Lord's grace, do our part with zeal, enthusiastically and zealously.

Due to the heavy demand for Salvation and other Kingdom equipment, the Society is printing over ten million copies in time for the "Theocracy" Testimony Period. Therefore, the offer described above will apply. Please note it carefully and plan accordingly.

An initial supply is being con-

signed to all companies. This is only a small consignment, and is not in-
tended to saturate the market. The publishers are urged to make as many as possible at an early stage in their territory using the record, "Share and Racket", to communicate to their neighbors to obtain the book, Salvation.

The results of the test period show a very healthy increase. In the first thirty days of the "Theocracy" Testimony Period, the "Share and Racket" record sold 11,432 copies, and the Salvation book 2,287. As a result, a new goal of 50,000 copies for the year has been set. We look forward to attaining this goal during the coming year than attained it during 1939.

"Kingdom News" to Have Wide Distribution

The Question Asked and Answered in No. 5 Is, "Can Religion Save the World from Disaster?"

The "THEOCRACY" Testimony Period, beginning October 1, 1939, written by Brother Rutherford, will have a wide distribution throughout the United States and other countries. For the past several months many people have been hearing the reports of Jehovah's witnesses are saying: "Religion is a Share." Now Jehovah's witnesses are asking: "Can Religion Save the World from Disaster?" "Kingdom News" No. 5 is the same size as the last one, but instead of 10,000 copies it now increases to 50,000 copies. In this issue, the question is answered by Brother Rutherford. The question concerns the increase in the number of publishers throughout the remainder of the year.

Increase in Hours

The following table, comparing the number of company publishers and the time devoted to field service month by month for the years 1938 and 1939, casts a very interesting light on the progress of the society at the present time. A note in the report played therein by the company publishers. The year 1939 shows a decrease in the number of publishers, down from a total of 490,000 in December 1938, to a slump in November. The article in The Watchtower of December 1, 1938, calling attention to the responsibility of the Lord's people, and Brother Rutherford's letter of January 1, 1939, had the effect of stemming the downward trend and awakening many to their great privilege of furthering the cause of Jehovah, as shown by the steady increase in number of hours as well as the increase in number of publishers throughout the remainder of the year.

Distribution of the Salvation book got off to an excellent start, and the "Theocracy" Testimony Period is to be considered a great success. The new booklets, "Government and Peace" offer for distribution to the public. With the new year coming and the opportunity to reach a new group of people, the publishers will continue to reach new people. While this is no longer, we will raise the bar. Jehovah's rich blessing has been upon those publishers who desire to follow and heed the instructions of Jehovah God through his Theocratic organization.

Canada

An interesting report has just been received from Canada, also showing that there has been a new peak of publishers for August, namely, 5,169. This is an increase of 1,888 publishers over the same month of last year.

41,902 Field Workers in the United States

Look Ahead to 50,000 in 1940

It was a real joy to see the complete figures of the witness work in August, which month was designated "The "Theocracy" Testimony Period." Undoubtedly all who desire to share in the divine mandate in the "Theocracy Testimony Period." In the United States, the number of publishers reported as engaged in door-to-door witnessing. Publishers in Cuba and other places-total of 477, bringing the number of publishers reporting to the Brooklyn office up to 25,863. Last August there were only 19,921 publishers.

This shows an increase of about 850%, an important increase in this month alone. This news should make the hearts of all Jehovah's witnesses rejoice, because surely they can see the great multitude taking their stand.
Leavesomething in Every Home

Society Has New Folders

It is our duty and privilege to con-
tinuously hold before the people the generous provisions which Jehovah has put in place for the Kingdom's
plementation and safety. We do so by bring-
ing to them the message in printed and elec-
tronic form, as well as by means of the book-
makings, the Sal-
ations and public meeting folders, and
the regular literature. The people to whom we can come get complete instruction and all the
they need to help them forward. It is vitally neccesary to leave some-
thing with each person who is at all interested in the Kingdom. We have the
message, even though that may be
not be a regular auditorium or hall. A vacancy store in a good location would be a great help. We
need to have ample space for study and service meetings. Chairs can be bought very reasonably, and
the cost of the chairs should be
saved from the cost of books. The
work is ever increasing, and
more of these folders should be
made to bring in the Kingdom. The
people of good will to associate
with the Society can get folders,
and they can be rented and easily fixed up for
use.

100-Pound Shipments

A large majority of companies can order 100-pound shipments if the company servants and stock-
keepers have a little planning and order-
ly. You have in mind that it costs just as much for the Society to send 100-pound shipments of
books by freight as it does 100
pounds. To send several small orders
is just like shipping 100-pound shipments.
However, care should be taken to get
more money to get the literature to you than if you would order one large box of
100 pounds or more. The Society does not encourage small
companies to order 100-pound shipments, but they can order them, and at the same
time reduce their costs just as much as the
Society can. As soon as you receive your
order for filling by the
office with the proper remittance
you can get literature to those countries.

Do Not Ship Literature to Foreign Countries

Brethren having friends or rela-
tives in other countries should not send
literature to those countries. You can ask that these friends get litera-
ture, order it through the Brook-
lyn office, and we in turn will for-
ward your order to your branch of the
Branch in the country where you
want the order delivered.

Bibles

Many of the brethren throughout the
world are obtaining Bibles from
different sources to place with the
people who have come to their na-
tion, and there is no objection to their
doing so. However, care should be taken so that these friends do not make
requests that are contrary to the truth and confusing to the people. Only Bibles that
have no comments in them beyond the marginal rendering and
concordance.

Crusade Against Christianity in
Polish

The Polish edition of the book
Crusade Against Christianity has
been published in England. The
Polish edition is ready, and those brethren who read that language or have
people in Poland who are the
people for this book, can obtain it from the Society, Order it through the
Brooklyn office or your local
office. The books have not yet been received at Brooklyn, but as soon as they arrive, your
orders will be filled. The paper-bound edition will be 50c.

Do Not Use Advertisements in
Your Letters

It is a good practice not to use advertis-
ments in your letters to the
field. It is not good according to the
scripture to associate with the world and
get rich in the world. We should give the
people the truth and let them see where! Advertise! Advertise!! Advertise!!!

World-wide "Watchtower" Campaign Report

While it may seem a long time
since the Watchtower Campaign was
completed, it has taken all this time to get in the final reports from every
place in the world. It is to be noted
that from January 1 to the end of
April, which was the period set aside
for the Watchtower Campaign, the
records of the greatest number of publishers ever
engaged in the field in any one
period of the year. The Cam-
aign was the desire of everyone
to obtain Watchtower subscriptions to the
books, and the first step was to
have the 101,073 new Watchtower subscrip-
tions were obtained, surpassing our
most hopeful estimate. Only 100
pounds. To send several small orders
is just like shipping 100-pound shipments.
However, care should be taken to get
more money to get the literature to you than if you would order one large box of
100 pounds or more. The Society does not encourage small
companies to order 100-pound shipments, but they can order them, and at the same
time reduce their costs just as much as the
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order for filling by the
office with the proper remittance
you can get literature to those countries.

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literature to those countries. You can ask that these friends get litera-
ture, order it through the Brook-
lyn office, and we in turn will for-
ward your order to your branch of the
Branch in the country where you
want the order delivered.

Bibles

Many of the brethren throughout the
world are obtaining Bibles from
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people who have come to their na-
tion, and there is no objection to their
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concordance.

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Polish

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been published in England. The
Polish edition is ready, and those brethren who read that language or have
people in Poland who are the
people for this book, can obtain it from the Society, Order it through the
Brooklyn office or your local
office. The books have not yet been received at Brooklyn, but as soon as they arrive, your
orders will be filled. The paper-bound edition will be 50c.

Do Not Use Advertisements in
Your Letters

It is a good practice not to use advertis-
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field. It is not good according to the
scripture to associate with the world and
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time reduce their costs just as much as the
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order for filling by the
office with the proper remittance
you can get literature to those countries.
Continue “Thieocracy” Offer During November

Salvation Has Extended Distribution

During “Thieocracy” Testimony Period our offer to the people was Salvation and Government and Peace on a contribution of twenty-five cents. We are sure that all are anxious to supply as many as possible in their territory with these two important pieces of literature; and so the same offer will continue during the entire month of November.

All the publishers who engaged in the Kingdom service during October should busily be engaged therein during November, and, in addition, there should be others seeing their privileges. Note that last November there was a slump in number of publishers; so let each one determine to have himself all the busy during the entire month of November.

While there are only four Sundays in the month, many will be off from work during the week. Day and utilize that day by really showing their thanks to the Father. Note that last November which will point them the way to salvation.

Comparing the first two months’ placements of Salvation with that of Enemies, an increase of 40,000 books is shown, which is gratifying. But it must be remembered that considerably more publishers were working with Salvation, so it behooves all to make a greater effort in the placing of this book. Familiarize yourself with it, so you can show the people the importance of obtaining it; use all the aids provided: “Snare and Racket” record, testimony card, “Val” and “War,” Government and Peace booklet, and (in preparation for the next visit) Salvation Invitations.

And REMEMBER, leave a copy of the new booklet at every call, if at all possible.

Do You Attend Zone Assemblies?

All Servants Should Be There

Reports indicate that many of the company servants have not been at the zone assemblies arranged by the Society. As outlined in Organization Instructions, zone assemblies are designed to aid all publishers in furthering the interests of the Thieocracy. The assembly is a provision of the Lord for the benefit of all, including the pioneers, who should also make a point of attending, when it is convenient for them to do so.

At the Saturday night meeting, the regional servants meet with the zone servants and their assistants to consider reports and other conditions pertaining to the Kingdom activity in the zone, giving such counsel and aid as is necessary. The company servant should consider it both prof-

Protestants and all others who forsake religion and choose and serve Jehovah and Christ His King.

All these facts are vitally connected with the “War of Vindication,” and the paramount importance of the message to the people of good will, Jehovah has entrusted his people with the responsibility and opportunity of carrying this very important message to the people; therefore this is the time of the War of Vindication committed to us by Jehovah through his Kingdom. In addition, the Government and Peace booklet contains the “Victory” speech, visualizing Jehovah’s organization and the battle, declaring the supremacy of the Lord’s people to take their position on Jehovah’s side in this War of Vindication and has been printed in a style of language and thoughts that can be understood by the people. It is thrilling beyond words to be privileged, by God’s grace, to carry this message to the people now.

Kingdom News No. 5 presents the issue squarely to everyone—“Can Religion Save the World from Disaster?” The Lord’s people know the answer; there are millions who do not. These people are entitled to this information provided by the Lord. Therefore let each one of us go forward and push with great vigor before in this War of Vindication, absolutely confident of their ultimate victory. The name of Jehovah is involved. There is no middle ground for the Lord’s people now. Those on the Lord’s side must publicly show themselves for Jehovah and His Thieocracy.

The Lord has graciously provided the weapons for this warfare. They are not carnal, but mighty for the accomplishment of the purposes of the heavens and the earth. The provisions for this campaign are made to order for the “War of Vindication.” The primary offer is three booklets on a 10c contribution, all combinations to include Government and Peace and any other two booklets with which you may be heavily stocked. In addition to the three booklets, includes Kingdom News No. 5 in every combination.

A brief analysis of Government and Peace and Kingdom News will help visualize the power of these weapons. Government and Peace present a direct and mighty message for the kingdom; it tells the people when they may expect the Thieocratic government to rule, and then calls their attention to the great open opportunity which the Lord has now allowed to his people. The main idea of this booklet is to convey the truth that the Government of God will be established soon, so that people can utilize that day by attending the study, or have other assistance as may be necessary provided for them.

These Salvation studies, however, should not be an excuse to discontinue the model studies in that particular vicinity. Back-calls should be continued on a two or three booklets. All zone assemblies should be invited to the Salvation study, or have other assistance as may be necessary provided for them.

Are the People of Good Will Attending Your “Salvation” Studies?

Are Studies Conveniently Located?

The book Salvation is the Lord’s provision for instructing the people of good will in the way of salvation. Assistants should be at the headquarters of each company, and, in addition to this, at some strategic points in each territory, there should be established Salvation studies which would be convenient to a number of publishers as well as to people of good will. The publishers should always attend the study in their territory.

The publisher should also arrange to hold the territory in the immediate vicinity of the study, for those attending. This territory should be worked regularly as outlined in the new form recently. The study conductor should lead the publishers into the field, thoroughly acquainting them in that vicinity, making back-calls, conducting model studies, and inviting the people of good will to attend that meeting. The study conductor also should have all back-call names in that particular area and see that these people are properly called upon and invited to the study, or have other assistance as may be necessary provided for them.

Company Publishers’ Field Report

Last Year This Year

Company Publishers, Av. Publishers Hrs B-C Publishers Hrs B-C

Oct. 23,959 15.1 2.1 7 7

Nov. 25,863 14.6 2.5 2 2

The Informant will publish each month the comparison of the number of publishers, back-calls made this year, with that of last year. Each company, having its own chart, should be able to see how they have added to this advance in the Kingdom work by having more back-calls in the field. You can compare your local increase in hours with the country’s increase in hours, as well as back-calls.
Is Your Company Set for the New Year???

Subjects You can Take Up at Service Meetings

Jehovah's Theocratic Government is marching on to victory. Superhuman victors will completely destroy every vestige of Satan's organization and wicked rule. The fiscal year, which ushered in the new Theocratic arrangements, was similarly provided us with all the finest ever; there is much for us to do. The Society is responsible to Clear the Kingdom field. Are you the best ever to the praise of Jehovah?

Have you gotten off to a good start? Are there enough witnesses for your activities of October 15?

Is your yearly comparison chart made?

Are the servants of the company properly performing their assigned duties? Are there enough workers in the lead in the field-service work?

Is your Kingdom hall suitable for the work? Are all the literature for the Watchtower, Watchtower Society, Watcher, and Salvation, and service meetings held there each week? Are these meetings well attended? Are all the publishers, Watcher, and Salvation, and service meetings held there each week? Are these meetings well attended? Are all the publishers and their helpers interested in their work and doing their best to serve the Kingdom of God?

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Are all the publishers and their hel
"War of Vindication"

Will Dec. "Locust" Swarm Be 50,000?

Government and Peace

The month of October has been designated as "War of Vindication" Testimony Period. And appropriate so far, for this new, all of Jehovah's witnesses will be using their time and faculties in performing a service which will be pleasing to the Lord and a means of vindicating His name before men. The vindication of Jehovah's name is the most important doctrine of the Bible. God's Word of truth. All who honestly believe this (and mean to obey), will have an opportunity of demonstrating their active belief by obeying the "Government and Peace" and this gospel in all the world for a witness unto all nations.

"Model Study" No. 2

Publishers throughout the country will appreciate the new Model Study question-and-answer series for the later recorded lectures, the same as they did the Model Study booklet for the "Exposed" and "Religion and Christianity" series.

This Model Study is now ready, on all the records from "Safety" to including the latest in the "Government and Peace" series. Questions are provided, the Scripture references and answers are given, and recommendations made to other publishers containing additional material on each topic. The last few pages of the 64-page booklet, which will help publishers keep up in the later sets of records which the Society has furnished.

Every publisher conducting a model study should have several copies of this booklet, and every publisher should be conducting model studies. Therefore everyone will need the booklet. As large quantities are not printed of this publication, they are 5c a copy to every one.

Model Study booklet No. 1 has been out of stock for a few weeks, but is now restocked, therefore, you need a supply on the "Exposed" and "Religion and Christianity" series, get the new Model Study No. 1 and your new supply of Model Study No. 2.

NEW PUBLICATIONS


Reprints in Stock


The last Informant announced that Polish Fascist Freedom was in stock. This was an error.

Don't Forget Subscriptions

A New Peak in Publishers

Did You Order Report

Show an Increase?

Thrilling beyond words is the majestic onward march of Jehovah's Theocratic Government. The evidences of the Lord's favor on his organization are multiplying daily. That the "other sheep" are taking their first steps on the path of truth is clearly seen in each month's report.

During the month of October 42,300 joyful Jehovah publishers, which includes the pioneers and company publishers, in the United States and outlying countries reporting to the Brooklyn office, participated in the Lord's "War of Vindication". This is an increase of 12,471 over October a year ago.

The Lord describes his people today as "warriors in battle array and as locusts overrunning the land", an army that cannot be stopped or turned aside. Others, who have not noticed the joy nor the love of the Lord, are frightened and intimidated by the threats of the Lord. So they are looking for a falling-off because of the severity of the winter weather. Jehovah, carefully took forethought for an infinite increase in number of publishers each month and to attaining the 200,000 mark very early in the fiscal year 1941.

The Kingdom is on the increase, and nothing can stop it. Not only did the month of October show an excellent increase in publishers, but there was also a very fine increase in the actual number of hours per publisher. The company publishers in the United States increased from an average of 13.1 hours per publisher last October to 10.1 hours per publisher this year; practically a fifty percent increase. This marks a definite stride toward our quota of 60 hours a month.

This increase in the average of hours per publisher this year, the of October also explores the theory of some who contend that increase in number fail by what means to a decrease in average of hours. The Lord says that his people shall be willing in the day of trial. Let Jonadabs enter into the work now with a fire and zeal for Jehovah and his kingdom that is irresistible, and with their "time" means something to be used to the glory of the Lord and the advancement of the Kingdom.

How does your local company chart compare with these results throughout the United States?

Company Publishers' Field Report

Last Year This Year


Oct. 30.350 13.1 2.1 42.246 19.1 2.2

Nov. 29.383 10.9 2.1 7 7 7

Dec. 29.371 11.2 1.9 7 7

1940 "Yearbook of Jehovah's witnesses"

It would be well for all company organizations to have two or three extra copies of the Yearbook on their shelves so that when the newly interested come to the meetings and want to know more about the Society you may offer them a Yearbook on a contribution of 50. Publishers making back-calls on people with whom they have placed the regular books, and The Watchtower and Consolation, should take along on these later back-calls a copy of the Yearbook, and place that too. This is a boak that should be used every day in the week by all publishers, because it contains the text for each day and comments on the same, so important which there are few, and publishers for The Watchtower should be without the Yearbook. Order it now through the company servant. The 50c contribution for each copy covers the cost of this edition. The Yearbook and Calendars will be ready for shipment about the 15th of December.

The challenge by the president of the Society, certain to thrill the heart of everyone who is for the Theocracy, is set out in the 1940 "Yearbook of Jehovah's witnesses." You will re-joice in reading about the most successful year of the proclamation of the Kingdom that is irresistible. The people of good will who are not already publishers, upon reading this material, will make a definite stand for The Theocracy.

Calendar for 1940

Very impressive is the picture on this year's Calendar, which on careful consideration gives the observer many hints. The text says, "My heart shall rejoice in thy salvation," is one directly connected with the privilege of having the privileged privilege of having the privilege of having the "Salvation" book, that all the people of good will may do as this text sets out.

The Calendar pod this year is unique in that the name of each month is written in the center of the circle, on the left, on the month of the period. The other months have each a very appropriate text which supports our general activity throughout the year.

Every home in the country where there are publishers for the Kingdom should have one of these calendars, so as to keep their minds the importance of the Lord's work during certain times of the year. This calendar is available at 5c, in the form of calendars for one dollar when mailed to one address. Company publishers are to enclose the order, and publishers are to send in one blank order, for the convenience of the company, along with remittance to cover.

Don't Forget Subscriptions
January a Bound-Book Month

Are You Ready? Have You Supplies?

Most Unusual! 3 Bound Books on a 35c Contribution

To follow the December campaign, "War of Vindication," the Society has prepared a new distribution of bound books in January, 1940. These will be placed on a similar basis to that of the November campaign, and the figures are recommended: 130 bound books for every three publishers in the field.

The brethren will recall our experience last year in the distribution of the bound books and will find it a similar contribution. Let us profit by the experiences of that campaign. Many who did not make proper advance planning and preparation, with from 10,000 to 15,000 bound books, reported that making up the stock, about 6 hours each month, it would not surprise us if a similar experience prevailed this year. According to your faith it will be unto you. Let each one do his best, and the Lord will give the increase.

On November 13 the Society sent out a special contribution urging each servant regarding this campaign. This letter should be read to the company. In addition to other things, it contains a statement of the instructions regarding the manner of obtaining the stock, and other details.

Details

On November 13 the Society sent out a special contribution urging each servant regarding this campaign. This letter should be read to the company. In addition to other things, it contains a statement of the instructions regarding the manner of obtaining the stock, and other details.

The Offer

All of the Society's bound books from The Harp of God to Jehovah's Witnesses, January to August, 1940, is to be offered on a contribution of 35c, 6 on 70c contribution, 12 on $1 contribution, etc. Foreign-language bound books are to be offered on an equal basis.

The Pioneers' Part in the January Campaign

Many of the pioneers during the Vindication campaign were not getting before they had to stop, due to the fact that they didn't supply their brethren well. This will not be the situation or that they got started too late. Notwithstanding all this the pioneers did an outstanding job in carrying that campaign. Knowing that there are sufficient books for all, and that the campaign is opening on January 1, we strongly urge the pioneers to immediately send in orders to their company in sufficient numbers to order the Society for what additional books will be needed. Surely there is no need for the pioneers to average at least one combination of three books a day. You should be able to do that.

Pioneers should send in their orders as soon as possible after receiving their books. If you want to have at least two or more pioneers working in the same city, they should arrange to send in their orders together, in the same envelope, with instructions to send the order to one address. Also, for this book campaign only, write "ALL BOOKS TO" in front of the order, which will enable us to get the books to you sooner.

Pioneers should always make every effort to bring to their attention the people who show interest in the Kingdom message. Particularly, in the case of the book campaign; for you should find it possible to arrange for many backhands, and thus be of real aid to the people.

No rebate will be given pioneers for the sets they place, as they now pay January first. Let us make a good showing this January.

Make January the greatest bound-book month ever had in the United States. It can be done with the 45,000 publishers putting in hours of extra labor, in addition to the regular service in their field, the special offer will take care of itself as to a new high in pioneer contributions.

How Publishers Are To Get Their Books and Rebate

The publishers are to get their books for the January campaign in the same way as they did the Vindication campaign. Each day the publisher engages in the service he should make out a order for his books, which he should show the person who takes the book clip, and then show the special offer, showing on the bottom of the report clip the number of 3-book combinations which he is to turn in these reports to the stockkeeper or treasurer, who in turn will send the publisher a rebate of 25c per set (either in cash or in literature) for each of 3 books reported placed. Each report slip is hand filled, and must be signed by either the stockkeeper or the treasurer, to show that a rebate has been given. These reports slips are to have a note attached showing that the publisher on the report may have received proper rebate for the sets placed and reported.

The publisher is reimbursed for such rebates by credit on his account. The sets reported placed, and shown on the January report card to this office, will determine the credit allowed.