“Satisfied” Booklet Starts Big Work for 1941 Witness

Include “Satisfied” in Special 7-Booklet Offer First 12 Days

Another 3,000,000 Booklets Expected to be Placed

Good Time for New Publishers to Begin

WORK WHILE YOU CAN!

Satisfied! That's the keynote for the month of January. Jehovah in his goodness to his people has provided yet another new instrument to go forth in the proclamation of Theocracy. The Watchtower has scheduled a January calendar and is providing an instrument that will be useful in the proclamation of Theocracy. The Watchtower has scheduled a January calendar and is providing an instrument that will be useful in the proclamation of Theocracy.

Be Supplied

Many of the companies are now running low in their stock of booklets, and this information is being sent to you early so that you can replenish your stock of booklets. The Watchtower is making every effort to supply you with additional stock of booklets. Be sure to get your order in as early as possible.

Back-Calls

January should be a splendid month for the Watchtower company. If there is a need, you can order back-calls for the Watchtower company. The Watchtower company is making a special effort to supply you with additional stock of booklets. Be sure to get your order in as early as possible.

BROTHER RUTHERFORD WRITES CONCERNING “COURAGE” TESTIMONY PERIOD

“Your report on the field for the new campaign is very gratifying. Indeed, the Lord is putting his blessing on his people now in this year. I am sure that everybody devoted to Him is rejoicing in the Lord in doing this work with the keenest interest. My love to all of you, of all precious faith.”

Let’s Go! was the opening slogan on the “Courage” Testimony Period campaign outline in the December Informant. Let’s go with all our hearts and for what?

After seven million booklets, 9,000 publishers, and at least 30 copies of each booklet to 7 for each publisher. How have we done?

The Society has received reports from 63 representative companies for the first 15 days of the month of December, and here is what they reveal, by the Lord’s grace:

63 companies 250,164 booklets 5,864 publishers Average—42 each

5,864 company publishers placed 250,164 booklets: an average of 423 booklets per publisher for 15 days of the month. This is splendid and beyond our expectations. At this rate we shall have an average of 85 booklets per publisher for the entire month. “COURAGE” Testimony Period. How is your company doing as compared with this early report?

The Bethel family have been greatly blessed in this campaign, and averaged 108 booklets per publisher for the first 15 days. Some of the high points in the other sections of the country are as follows: In Baltimore one unit averaged 700 booklets per publisher; in Philadelphia, 174; Washington, 74; Chicago, 151; Boston, 691; and so on throughout the country.

Now think! If the company publishers are privileged, by the Lord’s grace, to place between 3 million and 4 million booklets during December and the pioneers make their quota of 3 million, and we have 12 additional days during January to make up for the defect, then the booklets will be distributed during which time the companies will easily place 2 million more and the pioneers (Bethel) will be those 100 million booklets that we had on our shelves at the beginning of the campaign due to heavy shipments. In the hands of the people, where they belong and where the Lord intended that they be, there was there such a tremendous witness for the Kingdom given in so short a period. Never before was there such a terrific onslaught against the heathen's of Satan on the earth. Let’s keep on pounding day and night and share in this testimony that “must be given before the great and final conflict.”

The suggestion is offered that the record value of Knowledge Booklets and Watchtower magazine should be played at homes wherever possible. This is an excellent record for the introduction of booklets. The following month the brethren will use the record “Instruction,” which tells how people of the Watchtower magazine.

70 Thousand Publishers Including More Pioneers

As indicated by the November Informant, during the fiscal year just ended, the Watchtower company published 47,702 books to be distributed in the field in the United States, with a peak of publishers at 58,608. Undoubtedly this was one of those of important years in the history of the church, as it saw all the faithful, those of the “little flock” together with those of the “great multitude,” unitedly marching forward (as locusts) in the face of increasing persecution by the part of the deluded and demonized earthly agents of Satan. Jehovah rewarded the faithful for their loyalty and the work done in the service and gave them more “companions” to assist in carrying on the work.

Trusting the Lord to give the increase, we are confidently setting another one of publishers for this year, TWENTY THOUSAND. In order to reach this in the United States, the Watchtower company has scheduled each company to set and diligently strive for a 25-percent increase over its 1940 quota of publishers. Properly caring for your territory and placing 13 booklets per publisher, 1 model study per publisher, 60 hours per month by our students, and those who have been able to consistently meet and exceed that company publishers by 100% will have their minds on the “100 hours per month” pioneer service.

“COURAGE” TESTIMONY FLASHES

OHIO. “Courage” Testimony Period started with unprecedented numbers of publishers. Already some companies find that they have placed half their quotas of booklets. Dec. 5, 1941: we placed 302 sets of 7 in 4 days.

“Six publishers placed 43 sets in thirteen days.”

OHIO. “I have been able, by the Lord’s grace, to place 34 sets of 17 booklets each on back-calls by December 6.”

VIRGINIA. “Sr. — and I placed 50 of its five sets of booklets. During the month of December we had placed 2,000 booklets in the first eleven days, and have 1,200 left. At the same time next month will be gone in seven more days.”

NEW YORK. “My territory is up to 96 sets of booklets. During the first 15 days of “Courage” Testimony Period I put in 43 sets and placed 652 booklets, including 71 sets of 7. This was accomplished in weekend and evening work. One evening, 24 hours, placed 5 sets.”

JANUARY, 1941

“Salvation unto our God . . . and unto the Lamb.”—Rev. 7:10.

BROOKLYN, N. Y.
Three Months Special “Watchtower” Activity

Check Your Supplies

New Peak in Publishers Expected

Preparing himself for war, Jehovah used the two-edged sword. The Watchtower shows that the two-edged sword (the message of The Watchtower) will go forward, but let no one think that it will be a task accomplished by the spreading of the Kingdom message throughout the earth, in which faith we have a part. Jehovah girded his sword, which meant preparation and to be fully equipped, and thus the sword of Jesus is used to describe Jehovah (3:5), and this picture the Lord’s people today in action.

Time

The distribution of the booklet Satisfied prepares the territory for the Watchtower. Persons who are unable to keep up with the booklet Satisfied, which starts on January 1 and which will last for three months. This will be a booklet ordered at one cent each. It will come to a climax in the month of April, during which month the Lord’s people, the remnant and the other booklets, will assemble to celebrate the Memorial. A peak of 70,000 publishers in the month of April is the goal set at. Everyone who loves the Lord and has covenanted to do His work, is expected to do his share in this campaign. Regional servants, zone servants, companies and publishers should prepare to make this the greatest Watchtower campaign we have ever had.

Offer

The special offer will be a year’s subscription for The Watchtower, which will enhance the interest of the one who receives the booklet Satisfied, on a contribution of $1.00. We should diligently strive to get this offer in on every chance and make it a part of our service. This offer is aimed at everyone who will read our booklets, and we need to obtain this special offer should be offered the book Religion and the Satisfied booklet on a subscription of 25¢. It is not difficult to afford all these, and we should make it a point to contribute but promise to read.

Quota

The quota is 100,000 subscriptions, 1,000,000 bound booklets, and 12,000,000 booklets, in three months. We will have a new peak of publishers in prospect, back-calls ready for the campaign, and each publisher does his part, the quota can easily be reached. The quota for each publisher will be 1 subscription, 7 bound booklets, and 80 booklets in Satisfied. The Informant repeatedly stressed the importance of each publisher’s arranging a regular back-call service. Those publishers doing this are proving more efficient in arriving at their quotas, and back-calls per month, and also making their quota in booklets. They have realized the value of this time of peril, keeping in mind only The Thesaurus and the vindication of Jehovah’s name.

Weekly Check

Weekly check should be kept by every company during the Watchtower Campaign; in fact, it is well to do this at all times. It is of great importance and importance of this is being proved by the progress and results of the booklet campaign, and company supervisors are instructed on how to check this weekly check. Company publishers should co-operate by turning in report slips promptly, so that at each service meeting accurate information is given, a check made on the progress of the company, and suggestions made as to how the quota may be taken. It is important not to exceed the quotas. Some companies may wish to make a “thermometer” in connection with this, and the De- partment will be glad to refer to, which gives the chart and outline to follow.

Equipment

Companies and publishers should secure the following equipment ready for this campaign: Stock of Religion and Satisfied, subscription record sheets, and stockkeeper and stockbroker to ascertain how many are needed for this campaign. This will be sent immediately; a good supply of Subscription Record Sheets and Subscription Blanklets. If additional supplies are needed, the supply is sufficient to meet the needs of the campaign. The books Religion and the booklet Satisfied, are not enough to meet the supply of this record on hand for their needs when the campaign begins. More supplies are ordered immediately, if needed.

Distributors’ Copies of “The Watchtower”

Companies and publishers should anticipate their needs NOW and have a sufficient supply on hand at all times. Each publisher during this campaign. And always allow enough time for making out the order for their supply, so that they reach our offices two weeks before the date of the issue of the magazine. It is important to change in number for the November 1 Watchtower should reach the Brooklyn office not later than January 15. Publishers must correct, run and mail the list before the date of issue.

Instructions

The latest Watchtower Subscription Blanklets (which have the form of the Satisfied blanklets) should be used, and a new subscription copy of each issue for each publisher during this campaign. Each subscriber should be thoroughly familiar with these instructions before taking a subscription.

“Organization Instructions”, which amendments go into effect January 1, 1941. These are some corrections and additions applying to these instructions. On receipt of this sheet, each one should make sure that these amendments apply to his case and that the case and a saving may be made, or whatever is the case. We will send the amended “Organization Instructions” in duplicate to each member of the society and the company servant. It will be a great help if each one will study this instruction carefully.

Published and edited by the Watchtower Bible and Tract Society of Pennsylvania, at 313 Franklin Avenue, Brooklyn, N.Y. Printed in the United States of America.
"Ehud's Sword" Testimony Period

Feb. First Month of "Watchtower" Campaign

100,000 New "Watchtower" Subscriptions Should Be Easy Quota for United States

Peak of Publishers Should Be Reached During "The Sign" Testimony Period, in April

A year's subscription for The Watchtower, read regularly by persons of good-will, is the most complete form in which the message of the Theocracy can be placed in the hands of the people. By the Lord's grace this Watchtower campaign will be the greatest yet in the interests of the Kingdom.

How can this be accomplished? The drama of "Ehud," which we have set out to read, is very timely to the suggestions of the Editors. In the battle of Zizim we are fighting against the devils with our Lord's sword in our hand, and above all, unity in action to the advancement of the kingdom interests. Jehovah gave Ehud a job, and he set out to fulfill his commission. He obtained the necessary equipment, then turned to the word of truth. He kept it on. At the proper time he used it, and without hesitation he drove that weapon into the devils head. The same thing is required of every person today if he would receive the approval of Jehovah and His rich blessing. This means no time wasted. Every moment of time possible must be devoted both in prayer and study.

We see on every side practically every nation of the Devil's organization is closing down the Lord's work, except England and the United States. The attaining of any great work for the year, especially, will be most wholly upon the publishers in these two countries, and primarily the Theocratic servants in the United States. What are you going to do? Are you going to make this the greatest year ever in the witness of the Kingdom? By the Lord's grace it can be done.

The Offer

A special offer is made by the Lord's servants during this season of the year, namely, a year's subscription for the Watchtower magazine, 24 issues, and giving free a bound book and a booklet to each person who subscribes. The book Religion and Satisfaction has always helped the Watchtower campaign; and Brother Rutherford has instructed, in his letter of January 8, 1941, "Whenever interest is shown, fail not to arrange for a back-call." Today, more hours that we put in the field, the more back-calls we will make and the greater will be the distribution of The Watchtower during the first quarter of 1941. The following table is interesting in that it shows the number of new subscriptions received at the Brooklyn office from all over the world during the special campaign with magazines spanning the past year:

<table>
<thead>
<tr>
<th>Date</th>
<th>Number of Subscriptions</th>
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<tbody>
<tr>
<td>1st month</td>
<td>10,100</td>
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<tr>
<td>2nd month</td>
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<td>3rd month</td>
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<td>4th month</td>
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We feel certain that with more than 50,000 publishers regularly engaged in the service these records can be beaten each month without difficulty.

Gain Will Gain Momentum

February may be a cold, hard month in which to work, but we hope that at least 50,000 publishers will be engaged in the field service with the Watchtower magazine, Religion, and Satisfaction. As spring comes conditions will be somewhat better and the work of the brethren will be able to get into the field and, without question, should be able to be done in much less time. The Lord's people are not looking for good weather and for better conditions under which to work, because we know that essentially conditions may be far worse than they are now, and as long as we have work to do and are assigned by the Lord to do it we must go ahead; but in this campaign beginning with the first quarter of the "Watchtower" campaign period we may naturally expect that as the days, weeks and months go by, greater momentum and force will be backing this campaign, not only in the increased hours put in the field work, but in the number of back calls. As model studies begin, use of the records "Religion" and "The End," more books, the officials, and more publishers coming into the field organization.

By April, at which time we will celebrate the Memorial, the greatest number of publishers in the field for 1943 should have been obtained from the beginning that there will be an added incentive to press on with the battle. Two new books will be released for the first time. By Brother Rutherford, Theocracy will be released for the first time.

In April the special offer will be with The Watchtower subscription, with a book and two new booklets, on a contribution of one dollar; dropping to the book and two booklets on a 25c contribution, and finally, if these offers are not taken, to three booklets on a 50c contribution. Consignments are now being made to companies, so that all the publishers of the Kingdom will be supplied. So that the publishers will be equipped, the presses of Brooklyn are running extra time in order that these new booklets can be released simul­taneously.

What a witness against the Devil's organization! and what a joy to the Lord's people in hammering home this plea. The "Watchtower" campaign is not one that becomes easier as time goes on, but one more ingrained, and culminating with "The Sign" Testimony Period.

Quota

In times past the Society set a quota for all the world, 100,000 new subscriptions, and placed over a million bound books and 12 million booklets. In view of so few reports coming in from nearly all parts of the world now it seems advisable to change this quota and set one for the United States alone where we still have freedom to move ahead in the proclamation of the Kingdom. A tentative plan is that each company publisher should have 3 Watchtower subscriptions, 15 bound books, and 900 booklets. He would be set this quota much higher, due to the fact that they put in many more hours on the field work, and that their effect put forth by the servants of the Theocracy during February, March and April is relatively much more extensive in the United States at least 100,000 subscriptions for the magazines, one million bound books, and 6,500,000 booklets. This will mean a diligent effort on the part of every publisher. Again, we will note a change from January Informant in your individual quota.

How to Handle Subscriptions

When you take a subscription for a magazine, remember that the name of the publisher and the name of the company should appear on the card. It is sent by the company to the Society. The subscriptions should be sent in to the office at 117 Adams St., Brooklyn, N.Y., for acceptance. A Subscription Record Sheet should accompany these subscriptions. It is assigned to look after this work should be careful to check each subscription slip, see that it is written plainly and address is correct, and also check the Subscription Record Sheet, so that no errors will be made. In this way time will be saved and complaints reduced. The company should also keep its records complete and accurate.

Distributors' Copies

Publishers, in order to carry on the Watchtower campaign properly, will need plenty of Watchtower magazines and booklets. Be sure that you are ordering a sufficient supply of distributors' copies of these and a sufficient supply at approximately 300 companies in the United States, and not listed among distributors for magazines. Either they do not appreciate the need of this campaign or they have failed to make proper preparations or more. The company should check carefully to see that proper contributions are received for the magazines and that remittance is made to the Society in the proper manner.

Each company servant and other servants in the Theocratic organization should check carefully to see that everything is now running in order. It has been the practice of the Society that publishers are supplied with subscription slips so that a copy can be left with each person who subscribes. This original turned in to the society is supposed to be handled as described above; that phonographs are put to good use; that an instruction booklet has been printed for each publisher, and that publishers have the "Instruction" record for the doorstep setup; and that a sufficient supply of sample copies of The Watchtower for street-corner work, routes, etc. (Continued on page 2, column 6)
**Brother Rutherford Writes Letter**

**Book Study Organization Necessary**

**Following These Instructions Means a Blessing to You**

Recently Brother Rutherford's letter of August 11, 1984, entitled "Servants of the Theocracy," was forwarded to all companies, pioneers, zone servants, and other appropriate groups. This letter is designed to continue the ongoing activity of the Watchtower and other book studies. The letter should be considered point by point and carefully studied and applied to each company's local circumstances and activities.

The most effective way to consider this letter would be to schedule one or more full-service meetings. A brother should be assigned to take up the matter in detail, discuss it with the company, and carefully check and see what extent each company is participating in the particular features with which he is dealing, and consider ways and means of overcoming such weaknesses.

In addition to taking up this letter in the service meeting, it should be read regularly at the Watchtower and book study centers.

**Book Studies**

All of the Lord's people undoubtedly have by this time finished a study of "Servants of the Theocracy," and have been able to see the very important part that book studies play in the continuing organized activity in the many countries throughout the world in which the Watchtower has been published. It is important that this study be done as fully as possible, and that he will see to it that arrangements are made so that these people can do what the Lord has created the service work in that area, take them into the field and properly conduct the study and assume the responsibility for the territory assigned to them. 

**New Booklets Released in April**

5,099,533 Books and Booklets Placed in December

Jehovah has a great mercy for the people of the world. He has provided a contribution of ten cents during the month of December. Publishers of the Theocracy will receive back the $250,000 contribution, which will help many of the people who are working in the full-time service. 

**Mailing of Informer**

The following is a summary of the mailing of Informer:

- 1,807,381 copies were mailed to customers who requested additional copies.
- 1,253,866 copies were mailed to new subscribers.
- 1,000,000 copies were mailed to existing subscribers.
- 700,000 copies were mailed to other organizations.
- 4,000,000 copies were mailed to the general public.

The total mailing of Informer for the month was 5,099,533 copies.

**Theocratic Publishers Have Best Month**

**“The Sign” Period Should Find All People of Good-Will Engaging in the Field Service**

Brother Rutherford has recently furnished us with two new booklets, "The Sign" and "Engaging in the Field Service," which tell of the Lord's call for all people of good-will, work, and plan for greater activity than at any time heretofore. It is important to the Lord that the "The Sign," which is the third month of the Watchtower Campaign, and it is at that time of the year when the special book cover booklet Theocracy is released for the first time. Along with this first issue of Theocracy, the Lord will make the necessary arrangements so that the new booklets will be put in the hands of all who are engaged in the service.

**Consignments of these booklets are now being made to all companies.**

The Lord has graciously provided an additional thousand impossible, especially to the general public.

The Lord has graciously provided an additional thousand impossible, especially to the general public.
"The Sign" Apr. Testimony Period

Two New Booklets to Aid Publishers

Memorial Comes During Final Month of Campaign

Should Have 100,000 New Subscriptions by End of Campaign

"... we are now well advanced within the 'times and the seasons,' but the 'sun' immediately preceding Armageddon is not yet discernible. Until it appears there is no apparent part of 'Christendom,' and until every avenue is closed to the giving of the special premium offer, there is governmental influence and the 'other sleep'... must continue to sound the message of the great Theocracy and its government under Christ Jesus the King. This must be done to the name of God and to those who are of secret and most persons who are of secret and will miss the way of escape."

With these thoughts in mind, from The Watchtower relative to "The Sign," which name identifies the special Testimony Period during April, Jehovah's witnesses push ahead in the third month of the Watchtower Campaign featuring the new subscription offer of The Watchtower magazine at the regular contribution of $1.00 a year, with a free copy of the book Religion and of Brother Rutherford's two new booklets Theocracy and God and the State.

The Lord's Provisions for Publishers

Again the Lord has graciously provided his Theocratic publishers with another means of promoting instead of offering the people a year's subscription for The Watchtower, with a book and a booklet free, we can now offer The Watchtower, the book, and two brand-new booklets, on a contribution of $1.00. The fact that this offer is much better, surely no better offer, to bring in the people should be emphasized to every person.

Having in mind the three-month quota of 100,000 new subscriptions, 1,000,000 bound books and 6,500,000 booklets for the United States, early reports indicate that we are finding it possible to sell over 90,000 having been received at the time this went to press. Each company publisher and pillar in this individual quota to work for, and should know how well he is doing.

All of these individual quotas ultimately make up the quota for the United States; therefore each Theocratic publisher has his part in making the campaign a financial success.

How to Get Subscriptions

The first thing necessary is to put in the time and put forth diligent effort with the special offer. The second thing is to talk The Watchtower at every home, that is, the special premium offer at $1.00. Publishers should not try to predetermine the circumstances of the person to whom they talk, but rather should keep in mind that they are out to place Watchtower subscriptions, above anything else, and that if they tell the people about The Watchtower at $1.00 a year, with the free book Religion and the two new booklets Theocracy and God and the State, the person will not know that such a wonderful offer is available. We feel sure, as past experiences have shown, that the publishers who successfully take hold of every door and to everyone they meet will get more than their quota of subscriptions, books and booklets. Try it!

Other Points to Aid Publishers

After playing the role "Instructor" to introduce The Watchtower, many publishers take the Watchtower magazine and point out "On what," on what "The Scriptures Clearly Teach," show the largest type of the leading articles, point the general articles, and even the opening sentences of the main article, or excerpts, which clearly place the matter before the people. Publishers should have a photograph or not to carry one may present such outstanding points in connection with the testimony card.

Back-Calls and Studies

Is everyone attending your monthly symposia, on the topic "In what," on what "The Scriptures Clearly Teach," show the largest type of the leading articles, point the general articles, and even the opening sentences of the main article, or excerpts, which clearly place the matter before the people. Publishers should have a photograph or not to carry one may present such outstanding points in connection with the testimony card.

Consequence and the Viewpoints

Is everyone attending your monthly symposia, on the topic "In what," on what "The Scriptures Clearly Teach," show the largest type of the leading articles, point the general articles, and even the opening sentences of the main article, or excerpts, which clearly place the matter before the people. Publishers should have a photograph or not to carry one may present such outstanding points in connection with the testimony card.

Big Increase in Pioneers over Last Year

A real joy to be able to report the work accomplished in 37 countries throughout the world. Many of the countries reporting have set their own standards of progress, stress, but, despite the persecution, Jehovah's witnesses have continued to fulfill their commission of preaching the gospel. It is impossible to receive reports from all the countries of the world and I am unable to publish them. However, there are now 4,273 we hope that the year before is out a like increase will be manifest. A company where Jehovah's witnesses have set their own standards of progress, stress, but, despite the persecution, Jehovah's witnesses have continued to fulfill their commission of preaching the gospel. It is impossible to receive reports from all the countries of the world and I am unable to publish them. However, there are now 4,273

79,837 Publishers in Field in 37 Countries

New Peak for April

Honeymoon to 70,000

Who We Are?

The quota of publishers for this year, as brought out in the January Testimony, is 70,000 let us see to it that April shall be a good step forward. We believe you may also attain in a small field, call back on such persons a few times stressing the need of reading, The Watchtower, and finally take your year's subscription for the Watchtower magazine, leaving, free, Religion, Theocracy, and God and the State.

If a party contributes $25 for the book and booklet, you may suggest to him that you will apply the $25 toward a year's subscription for The Watchtower and that you will call back on each person for the $1.00 contribution is received for the entire combination. Publishers having magazine return cards should show their contributors the advantages in taking a year's subscription. Also, use of opportunities to place subscriptions in the magazine work by being prepared with the entire combination while you are street witnessing.

Three Booklets on 10c Contribution

It neither the $1.00 combination nor the offer of the book and two booklets with the $1.00 contribution for The Watchtower and that you call back on each person for the $1.00 contribution is received for the entire combination. Publishers having magazine return cards should show their contributors the advantages in taking a year's subscription. Also, use of opportunities to place subscriptions in the magazine work by being prepared with the entire combination while you are street witnessing.

Memorial an Added Blessing

April 1 all of Jehovah's servants throughout the earth will...
Splendid Placement of Booklets in January

Two Months' Distribution over Seven Million Books and Booklets

The first twelve days of January constituted an extension of the December testimony period, when the successful January 1st distribution added a contribution of ten cents, including the new booklet, Satisfied. At the close of the month, 750,000 booklets had been distributed. The remainder of the month Satisfied was offered alone, preparing territories for the better penetration in February. There the distribution began in February. The witnesses were diligent in placing Satisfied, and the favor rendered, especially in the fairs and churches, where it was distributed with many other booklets. Among these were: Kingdom Publishers, but do it now. Acquaint yourself with each letter. When the copies are equipped when the time comes.

Study Advice for Kingdom Publishers

Attention is called to Brother H. B. Jernigan's book, 1940, which was forwarded to the various company servants, where Brother Jernigan says, "The advice is for every member of the company to carefully study the booklet Advice for Kingdom Publishers, and apply in our work."

Rutherford says, "Not only should each individual be fully acquainted with it, but the company should take it up as a matter of business and fully acquaint all the members with the contents."

New Publications


The following foreign-language reprints are available:

FINNISH

Rates: $1.50, five for $7.50

PRESCH

Rates: 70c; six for $3.00

They Can't Say, "I Did Not Know" – An Influen'tial Man to Be Called On

In addition to using the Theot'recy and God and the State booklets in the December testimony period, beginning April 1, there is an additional special campaign in which the sample Booklet is to be carried. The sample copy is the Kingdom message to prominent officials and influential men.

Each company will see that the city and county officials and the prominent officials of their respective territories are presented with a copy of God and the State. A list of these officials will be given to the publishers in the same way that the Protestant clergymen's list was given to the publishers in Washington, D.C. Each member of the congregation should be properly served, and the company will be responsible for seeing that those whose names he receives are properly called on.

The companies holding the territory in which the state capitals are located will see to it that the members of the state legislature are served properly, and the company will be responsible for seeing that those of the national legislature are served with a copy of this booklet.

Work can start on this as soon as you receive your literature, and should be properly well cleaned up before the end of March. If there are any state capitals that are not in a company assignment, the zone manager having supervision over the territory in that area is to see to it that the state capitals are covered properly, or that the congregation should have a copy in order that they might see how grossly the Lord's interests are being neglected.

The sample copy is intended to reach each individual with his copy of the booklet. If, for any reason, it is not possible to get all into session, those who are assigned to serve the various ones will try to get them to call on representatives or senators, as the case may be, and see that a copy of the booklet is mailed to their homes.

"Watchtower" Campaign Includes Foreign Languages

Special Offer May Include New Consolation Subscriptions

These companies having distributors' copies accounts can order any number of foreign-language Watch­ towers they need and have them charged on their magazine account. During the Watchtower Campaign special effort should be made to obtain new Watchtower subscriptions in all languages published at the Watchtower office, which is already active in Watchtower and would like Consola­tion, or who prefer Conse­tion to pap­er, may have a Consolation on a year's subscription, with the bound book and the booklet free, during the month of April. Remember, you can obtain subscriptions for The Memorial in the following languages:

English $1.25, $6.25
Spanish $1.00, $5.00
French $1.00, $5.00
Russian $1.00, $2.00
Portuguese $1.00, $5.00
Dutch $1.00, $5.00
German $1.00, $5.00

SM: Semi-monthly, at the first and
M: Monthly, dated the first

The following is the information on the Consolation magazine as to subscriptions and rates for distribution:

Yearly Dist. Public Printed, Per Per Sub.

Language

English $1.00 .05 .10
Spanish $1.00 .05 .10
French $1.00 .05 .10
Dutch $1.00 .05 .10
Portuguese $1.00 .05 .10
Russian $1.00 .05 .10
German $1.00 .05 .10

The Memorial a Time of Joy

How to Report

Announcement of the time for the annual celebration of the Memorial, the feast to the honor of Jehovah and the sacrifice of Jesus Christ, appears in the February 1 Watchtower. This year, the Memorial will be held on Sunday, May 7, after six p.m. At this time all companies of the Lord's people will meet together for that purpose. All people of good-will should be invited to attend and witness this feast, thus becoming better acquainted with Jehovah's provisions and his purposes.

Appropriate service announce­ments should be made in the local congregational meeting and in the monthly bulletin. This announces the time of the Memorial Period (In April), and the time of the local meetings of the congregation and the district watch-tower service meetings, and book studies. All should be offered literature, testimony, and personal contact necessary to carry forward the work. Have these on hand.

Report

Each company or unit should send a memorial report card to the Society and zone servant, the total number attending each congregation, number of cards mailed, etc. Each number who participate in the Memorial meetings make a notation on their report card. All must return the notated cards to their respective pioneers by Memorial Day, one week before Memorial attendance. Number par­taking. Note your attendance. If your company or unit will be using the Memorial In­vitation of another company, then state on the bottom of your report card the name of the company (CITTA).
"The Sign" Testimony Period, April Are You Doing Your Part?

How Are Your Company and Individual Quotas?

"The Sign" Testimony Period is the name that is used to designate the activity of the Theocratic publishers during the month of April, 1941. What does "The Sign" mean to us? We know that to the enemy it will be an indication of false security. They think that everything is all right with them because they have received the booklets without the opposition to the kingdom of the Lord God; but what does "The Sign" mean to us?

The Scriptures clearly indicate it will mark a time when the servants of the Most High must make an account of their stewardship to Jehovah. The prophet Ezekiel says, in the 14th chapter, that "six men with the slaughter weapons went into action the man with the writer's inkbond to render a report." This is explained in the 16th chapter where it is said, "They marked me." Jesus says "this gospel of the kingdom shall be preached in all the world for a witness unto nations; and then shall the end come." The prophet Isaiah has this testimony. When said I, Lord, how long? And be answered, Until the cities be wasted without inhabitant, and the houses without man, and the land utterly desolate. These and many other Scriptures clearly depict the responsibility resting upon the servants of the Most High now. They are to push the battle to the gate with greater vigor as this momentous event draws near.

The Battle

The instrument the Lord has assigned to us for "The Sign" Testimony Period is The Watchtower, the book Religion, and the booklets Theocracy and God and the State, as a contribution of one dollar. This combination is to be introduced with the phonograph and the "Instruction" record. If we are unable to use the phonograph or do not have one, of course, we are to use the testimony card provided. These are the particular instruments for this campaign. This is to be the primary offer and the way it is to be presented. We have no more right to change this arrangement than Joel, Ehud or David had to reject the instruments provided by the Lord and use instruments of their own choosing. It is very important that we learn, every feature of the Lord's work be carried on according to organization instructions. If some feature of the work does not come up to expectations and we have not been obeying organization instruction, then we must accept the responsibility for the failure of accomplishment of that purpose.

Your Quota

Up until February 28 we have less than 12,000 subscriptions. Our original quota for that month was more than 35,000. In other words, we are ahead of the game in regards to our quota, and we are inclined to believe that much of this is due to the fact that not all the publishers use this enthusiasm and faithfully the instruments that the Lord provides and in the way that He directs. Each and every one should give this matter very careful consideration. Now it has pleased the Lord to extend this campaign, and therefore we ask each of us one and all check up on our activity and see if we can increase our effectiveness in utilizing these provisions that the Lord has arranged for this campaign and in that way increase our contribution to the cause of the Kingdom.

The newspapers of the country have had their special witness by mail. The Protestant clergy, school teachers, members of organizations have received their warning by having the message served upon them by the local newspapers, and to some extent these newspapers are the representatives of Jehovah's interest. These engines should be taken to see that it is completed as soon as possible.

"Watchtower" Campaign

All Quotas Should Be Reached by Then

The Watchtower Campaign seems to be moving along better than it did last year; and it should, with more publishers having more time devoted to the work. If every Kingdom publisher would obtain just one Watchtower subscription a month we would reach 150,000 for three months; but reports show that many of the brethren up to this time do not even have their first subscription. Are you trying to obtain subscriptions? Have you talked to your neighbors and your best friends? Have you made back­calls? Are you putting more in the door-to-door? Those publishers who already have their one a month will, by the Lord's grace, try to obtain four by the end of May. Each company publisher should have a keen interest in the "thermometer" which shows the progress of the Watchtower Campaign week by week. Let's make this Watchtower Campaign the greatest ever, and remember, if four times to work, our quota should be reached.

A total of 11,116 new subscriptions for The Watchtower and Consultation, including new foreign-language sub­scriptions, have been received at the Brooklyn office. More should be obtained if we want to reach our quota of 100,000. For February, then, we should have made 23 percent of our quota; whereas the above figures show that we made 12 percent, or about half of our quota. With the campaign extended to the end of the month of May, giving us more time (in which more favorable weather is expected), and everyone doing his part, we should come much closer to and even exceed 25,000 new subscriptions per month.

Special Letter on Pioneer Service

A special letter to all Theocratic publishers regarding the Importance of pioneer activity, which field has reached a peak of 5,877 full-time workers, is being mailed out to all pioneers, removed pioneers, companies, zone servants and regional servants. This letter should receive the prompt and serious consideration of each and every one. In all companies it should be read at the first service meeting following its receipt. It should be read again at the conclusion of the Watchtower study following this service meeting above mentioned, and at the second service meeting after it has been received fifteen minutes should be set aside for a general discussion of the letter and its contents.

Company servants, zone servants and regional servants should personally aid all individuals who are interested in having a part in the pioneer service and should help them to see the privilege of this respect, particularly those who are attaining the 90-hour quota or close to it. If you are contemplating pio­ner service, write the Society for more information and a questionaire.

Extended to Include May

Memorial Report

Each company should prepare for and publish a Memorial Report this year as outlined in the notice in The Watchtower. This is an accurate report of the attendance. Care should be taken that no duplicate reports are sent to the same organization or not. Companies that go to some other company for the Memorial Service should mark their April report card "Attend Memorial service with . . ." giving the name of the company, but do not show any figures. Pioneers who are associated with companies will, of course, be included in the company's report of the total attendance on his or her report card. They are to report pioneers and any other good-will interest who may be as­sembled with them. Isolated pio­neers who partake of the emblems by themselves will report such on their report card.

The Society does not have any photog­raphs in stock at the present time, either the old or the new model; so please do not place orders. The new model is being manufactured along very well, but because of the emergency measures in the United States it may take a month or more to get certain parts. However, it is hoped that within the next month or so, some of these will be completed and ready for distribution. The new model can be made on the new-model pho­notraph.

Old-Style Phonographs Out of Stock

New Peak in Publishers

April should see a new peak in publishers, a peak both for companies and for pioneers. Our all­time peak to date was in June, 1940, when we had 58,000 workers in the field. April this year should bring this total up to 60,000 at least. The following reasons are advanced as to why April should be the better month to date: During April this year we celebrate Memorial, which brings home to many not only the true relationship that should exist between the Lord's people and their heavenly King, but it should impel everyone, anointed and non­anointed, to more earnest effort to have some part in the Kingdom service. We are privileged to carry to the people the new and vitally important message contained in the Theocracy booklet, which clearly and forcibly puts before each one Jehovah's Theocratic

Continued on page 2, column 4

BROOKLYN, N.Y.

APRIL, 1941

"Salvation unto our God . . . and unto the Lamb."—Rev. 7:10.

"YOU QUOTED"
June Is the THEOCRATIC AMBASSADORS' Testimony Period

Special Offer: Three Bound Books on a 35c Contribution

Be Sure You Have English and Foreign Supplies

The offer for the "Theocratic Ambassadors'" Testimony Period in June is to call our attention to our book on the subject. This book, "Salvation and Religion," will be offered in a contribution of 25c each, and an additional contribution of 5c will make the special offer.

All foreign-language bound books, with the exception of the most recent publication in each language, will also be offered in a contribution of 35c. Any bound book from "The Harp of God" to and including the book "Enemies" may be included in the special offer.

Follow Through on New Subscriptions

The more receiving of a copy of The Watchtower twice a month is not sufficient. It requires more than this for the people of goodwill to feel sure, can be distributed during the month of June. Get your supply now of at least 9 books for each of your back-calls, and send in the necessary details of the campaign in your next Informer. Companies will be notified when sufficient credits are granted as on the previous campaign.

Additional Information

The Watchtower, which when properly studied and acted upon will result in their salvation and without which they will suffer destruction. Therefore the obligation is laid upon the Lord's witnesses to aid the subscribers to realize the importance of this publication and the message it contains.

Increased activity is the order of the day. The back-call and model study work should be given a strong push, as never before. Company servants should take up the lead. Each publisher should keep his back-call feature in mind when visiting his territory.

In January 1942, there were not enough of these. In January 1940, the matter of increased back-call activity was brought forcefully to the fore. There is now no special offer of three bound books on back-calls, a contribution of 35c. Any bound book from "The Harp of God" to and including the book "Enemies" may be included in the special offer.

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Go over Your Quota on Books, Booklets and Subscriptions!

There is no doubt that the Lord is directing His organization in the earth. Manifestly the extension of the Watchtower Campaign to include the month of May is a necessary provision of the Lord to permit us to make up our quota for the Watchtower Campaign. The quota set for February, March and April was 100,000 new subscriptions, 1,000,000 bound books, and 6,750,000 booklets. This was a reasonable quota, but more than 50,000 company publishers and pioneers had reported regularly in the United States. However, according to the rate at which new Watchtower subscriptions are being received at Brooklyn now, by the end of April we shall have obtained just a little better than 50,000, which is only half the quota for the three-month campaign. Up to March 5th there were 37,521 new subscriptions sent in to the Brooklyn office. It appears, then, that we shall not fill the quota of books and booklets. Why?

50,000 Subscriptions to Go!

February, March and April have slipped by and it is now only half made. This means there is much work to be done during May. There are 24,480 subscriptions regularly reporting in the United States. Each publisher, therefore, should forth every effort during May to place five bound books and at least thirty booklets. In addition to getting subscriptions, publishers have 350 booklets. Elsewhere in this Informant suggestion is made as to how they can increase the booklet payments, and other features of the work. More time in the field is required. If each individual assumes his responsibilities and takes care of his share of the quota we shall more than make the quota. Wherever you go, if you are expected to make a subscription. By the Lord’s grace we shall go over the top every-

Proper Expressions for Street Work

The brethren, in offering the magazines on street corners, should use expressions that will not cause prosecution. The expression “Religion is a racket” has been used extensively on this campaign by many publishers. It is a false charge, and we believe that the expression “Theocracy means totalitarians’ and from now on should be discontinued, and constructive statements be used. The publisher can express his opinion by, “Brother, howare you getting along? Read The Watchtower, 5c.” This should not be shouted in one ear or heard across the street, but should be spoken in a moderate tone of voice. Publishers may call out the titles of the articles in the magazines; or, set out below are some expressions that Brother Rutherford has approved in connection with “Read The Watchtower, 5c.”

Remedy for world distress

The Theocracy, the hope of mankind

Seek righteousness and meekness

Prophets shows deliverance near

Truth brings light, peace, joy

World peace by God’s Kingdom

Comfort for ‘men of good-will’

Have You Considered the Pioneer Service?

Many individuals are arranging their affairs so that they can enter the pioneer service. A letter in March and another in April have been sent containing instructions, which should have been studied carefully at service meetings. Company servants should ensure that all new subscribers direct their subscription orders to enter this field of service if they possibly can, either in isolated territory or elsewhere. Individuals desiring further information should be told to write to the Society.

Kingdom News No. 8

In the legislatures of New York, Connecticut, and other states, laws are being passed which are essentially in line with the policies of the Theocratic organization, in this matter of freedom of the press. This is being put across without the general knowledge and discussion of the people, and is a grave danger to the rights of individuals, to the Constitution, and to the rights of the press. Kingdom News No. 8 exposes the sources of these attacks on the press, and the way in which they are being pushed. The book is well illustrated and shows the use to which they will be put to prevent the propagation of Jehovah’s message. Order your supplies now; fifty cents a thousand copies. Some of the de- putes have a small stock of Kingdom News No. 8 on hand, and a few com- panies during the next few weeks may receive some of these. if you receive or have No. 7, put them out in your territory as soon as possible.

Use “Enemies” Record

During the month of June all publishers will use the decked out version of the 3-book combination. To this end the “Enemies” record (No. 114) can be put to good use, as Enemies is the latest book being offered in the combination. Order your supply of this record now; 2 each; six for $1.50.

What’s in It

Each publisher of the Kingdom should be fully acquainted with what is contained in Advance for Kingdom Publishers. Company servants should carefully check with each company publisher to see if he has received his copy. Have you received your copy? If not, you should order a copy for the publisher. They are 50¢ a copy. Five or ten minutes in each service meeting should be devoted to the study of this booklet, each week a different part.

NEW PUBLICATIONS

Advices for Pioneer servants

Catalog: English (2 for 5c).

COST LIST

A new Cost List has been printed and mailed to each company. Families or groups of pioneers working together were sent only one copy. Please take care of your copy; no duplicates can be furnished.

MAY, 1941

Brooklyn, N.Y.

“Salvation unto our God . . . and unto the Lamb.”—Rev. 7: 10.

INFORMANT
June, Bound-Book Month

The Greatest Yet! Be Supplied!!

Concerning the activity of the ambassadors of The Theocratic Government a recent issue of The Watchtower brought attention to the Kingdom of God, having been favored by the light of the Mighty One, Christ Jesus, shining forth upon us to arise and shine forth the message of the Kingdom. Have you arisen, and is the light of the Kingdom shining forth upon you? You do indeed need to realize that light to the glory of The Watchtower. All who now take an active part, striving diligently to make the Lord’s outlooks through his organization, are doing this very thing; and the great reward—that is, the profound and rich blessings upon them.

With a new peak in publishers ambition and every one on the job, the month should be far and beyond what has preceded it. In that month 40,278 publishers reported, whereas around 70,000 or more are available. The unique approach for which reason many more bound books should be placed in any other campaign.

In the foreign languages all bound books except the latest one can be offered, at three on one cent each. During June a special effort should be made to place foreign books. All companies should be prepared to supply at least three copies of each language to every one of their salesmen in the English language, making nine books per publisher, and as many different foreign language books as are used in your territory. Companies and pioneers should check their stock to see that they have their supplies of bound books. A copy of the month; Jehovah’s people have taken the offensive in this warfare and there is no need of making special campaign to another. We light shoulder to shoulder, laying down a constant barrier of truth against deception.

Companies with Unbalanced Stock

If your company is not equipped with a sufficient supply of all bound books, write us immediately. The months of June and July are approaching and a nearby company that has an over-supply of the books you need, then set to work, placing an order. Then they can make an even exchange of stock without using a Transfer of Stock blank. If an order is not filled, then use the regular Transfer of Stock blank. This blank should be properly filled out and mailed immediately. Orders placed with the Brooklyn office are swiftly sent promptly to the Brooklyn office. In this the zone serving’s should assist the Brooklyn office. They should carefully watch over their stock, arranging proper adjustments of literature and using the supplies of Stock books in accordance with instructions when necessary. If there is no company near by from whom you can obtain the needed amount of stock, then send in an order immediately for what you will need. Remember that last year many companies were successful in this regard. If the order is not filled, give a credit, as they already received the literature at a low rate.

Individually publishers will get their rebate from the stockkeeper or treasurer by showing on their daily report the number of books and the amount of three bound books. These reports slips should be turned in to the stockkeeper who will give the privilege to the publisher. The treasurer will keep an account of all rebates over $1.00 and will correspond with the company total at the end of the month. Either the publishers or their salesmen will assist those who have their books at the beginning of these slips in order to show that a rebate is given, and then the treasurer will keep them on file as long after the end of the month as they feel it will be appropriate.

Prepare now for a lightning attack in June.

Willingly Offered Themselves in May

70,000 Publishers Our Quota

The great central theme of the Victory Song now open up in The Watchtower to the Lord’s people is to offer voluntary; every one should fully join Barak and Deborah.

Boiled down to the Kingdom terms this means this. "Those who joyfully offer themselves to the Lord through his organization for any service the Lord requires will not only be rewarded, but the Lord made Deborah to say, “My heart is toward the appointment of a crooked and crooked generation, who is willing among the people,” indicates that it is only those who do the Lord’s work who will be blessed in his kingdom and his organization. There is no word of commendation for those who approximate only three million nine hundred and ninety thousand. Only those who wholeheartedly engage in the Lord’s service can have the liberty, for instance, of laying down the burden of responsibility in May.

There are associated with the various companies organizations well over 70,000 different individuals who have stepped forward to the point of degree some extent. As Jonathan’s heart was with Jehu, so must the heart be with the pioneers. This month will be the antithetical Deborah. There is no other way of obtaining such an end. To accomplish this seventy thousand and more brethren should be actively engaged in the field service, and this should result in at least 50,000 publishers during May.

During May we have another month of opportunity for the Watchtower Camp. Those who have not yet engaged in that branch of the work should take it up. May is for every one the month for lightning attacks. The weather during the month of May is, as a rule, ideal for the witness campaign. There is also the thunderbolt, the cold, and the lightning to work in city or country. Daylight saving is in effect throughout the country aiding us to be still more busy in the service during the evening. Eventing service should be utilized to the very limit this month.

We have a message that must be delivered to the people in a short time. This message is contained in the booklets, Revelation and God and the State. These should be in every hand in May in the city or country. Every one has the responsibility to engage in the service during the evening. Evening service should be utilized to the very limit this month. We have a message that must be delivered to the people in a short time. This message is contained in the booklets, Revelation and God and the State. These should be in every hand in May in the city or country. Every one has the responsibility to engage in the service during the evening. Evening service should be utilized to the very limit this month.

Prepare now for a lightning attack in June.

Impositions

Chass. A. Wines (about 47 years old), a younger man named Washer (age about 10), a woman (red hair, much younger than Wines) who was to be Wines’ second wife, and two children (a boy about 8 and girl about 10), are traveling throughout the country in a Studebaker or Ford V8 panel truck, registration number N J NE 7775, 3940.

These people have been traveling the country for months, they have never married, claiming that they are special representatives of the Society investigating brother congregations and their in-junction suits, and in many places giving a hard luck story of a trailer being burned by mobs, and are working here and there to get everything for maintenance and anything else they can get from them.

We want you to let us know that you have seen so that you will know the name mentioned are not representatives of the Society but are trying to do injury to the Kingdom and the organization. A special punishment should be imparted to them.
Theocratic Ambassadors' Testimony Period

June Should Reach New Highs in Books Placed

Will All Your Company Publishers Be in the Field?

During the entire month of June it is the privilege of all the Lord's people to participate in the "Theocratic Ambassadors" Testimony Period.

Are you ready for this special event? If you are a Theocratic ambassador and have been giving serious consideration to the matter since it appeared in the May Informant, you are ready. If not, it is not too late to be ready. The "Theocratic Ambassadors" Testimony Period is a month during which the Lord's people, wherever they may be, are invited to make available to the public the Kingdom message in bound-book form, on a special June offer, for the latest bound book in such foreign language. In getting ready for this special month, the following points should be observed:

1. Time. Plan now and determine the possible length of time you will be able to spend on this service during the month of June, designating the days and evening hours to go out, and articulate to that schedule strictly. Do not permit anything to interfere with it.

2. Territory. Individually and group assignments should be arranged for so that you will have some territory to work in at all times. Survey the territory between now and June. Know where you intend to work during the daytime and in the evening. Arrange your phonograph calls and other contacts so that they can be reached and witnessed to in the least possible time. Plan to do a job that you can show any interest in any opportunity to get this special bound-book offer to as many people as possible, being sure to miss the present Theocratic literature or to obtain an entire set.

3. Equipment. See that you have plenty of bound books. The May Informant suggests at least 3 books per each publisher. Most publishers will place many more than that. According to your faith and your faith docking, you will have your phonograph introductory record and back-call slips ready. When ready, contact the publisher of whom you are going. Have all arrangements considered and completed but be sure of making the campaign a success.

Evening Work

During the evening work in June an arrangement will exist similar to that which we are carrying out during May. The publishers will first cover the territory with the three-booklet combination, but it would be well to have 3 bound books along; someone may want them.

Evening work has been found very effective for the distribution of booklets.

Know that you are going to say and say it briefly and distinctly. It is possible to get away from the restricted apartment buildings, particularly with the phonograph or conspicuous cases. Do not be dressed and as inconspicuous as possible. State your business to the party answering at the door, then immediately flush your combination of booklets, God and the State, Thetocacy, and another booklet. Mention the contribution clearly, people do not grasp at the first statement that all of this literature can be obtained on a 30c contribution; therefore repetition helps.

By following the above procedure you will find the public will begin to absorb the booklets. Two publishers were able to place 900 booklets in 50 hours. Another publisher reports 10 booklets in 2 hours. Two more publishers reported 27 booklets the first evening, 2 hours; another reporting 36 booklets in the same time.

They say many are reached by evening witnessing that otherwise could not be reached.

June has many advantages. It has longer evenings than any other month in the year, enabling the publishers to spend 2 or more hours of service before it gets dark.

Daytime activity, of course, is to be devoted exclusively to the distribution of booklets, having some booklets along where people manifest interest, but cannot afford to accept the bound-book combination. Present to such the 3-booklet offer.

Follow out the details contained in the May Informant concerning transacting books and adjusting your stock locally. If this cannot be done, then immediately order from the Society such books as you require. Get a good supply: this campaign will surprise you. The Brooklyn depot has a good supply of The Harp, Deliverance, Entertainment, Light 1, Vendication 1, 2, 3, Preservation, Preparation, Jehovah, Truth, and Encouragement. The 3-booklet combination, bound, is available in English, or foreign languages. There is no credit allowance for pioneers, due to the low rate at which they receive the literature.

Push the "Watchtower" Campaign with Zeal

80,000 Received by May 15

With 80,700 Watchtower subscriptions already received at Brooklyn headquarters, it is estimated that the special June offer will result in at least 110,000 new subscriptions. This is the result of the rapid increase in the circulation of the Watchtower. With the library and publishing offices increasing in activity, it is expected that the subscription list for June will be far greater than previous months.

New Publications

The following foreign-language records have come into stock recently:

- "The Land of Promise" in Dutch
- "Where Are the Dead?" in Russian
- "Jehovah's Witnesses in Switzerland" in French
- "Norwegian" in Norwegian
- "Where Are the Dead?" in Swedish

The Watchtower magazine has increased its circulation by thousands of copies. With the increase in interest, the magazine is reaching a larger audience, providing important information on various topics.

Pioneer Ranks Growing

The call is now going far and wide. Thousands of members and hundreds have responded to this call, and the pioneer applications are coming in from all parts of the country, with increasing numbers. In fact, the number of applications received in the past month is almost twice the total number of pioneers enrolled in March and April combined.

The letter dated May 10, 1941, which is now being sent to all the company and zone servants, for the publishers' consideration, again brings forcibly to our attention the pioneer service. This letter should be diligently studied and considered at one of your service meetings this month. Zone servants, pioneer and company servants should in every way assist the brethren to take this privilege of becoming full-time ambassadors of Theocracy. Do not permit any opportunity whereby you might possibly help them to slip by. Our commission from Jehovah is now to proclaim the good news of the kingdom, and to do this full-time, if possible.

Prepare Now for July Work

The literature to be used during the month of July will be the book Religion and one booklet, on a combination basis. Religion has not had as wide a distribution as it should have, particularly throughout the rural sections of the country. Everyone should be given the opportunity of obtaining this vital information. Prepare your rural territory now for a thorough witness during July, using the phonograph and the record "Messages from Jehovah's Witnesses in Switzerland." You are unable to take the book and booklet, on the 25c contribution, either to the special June offer, or to the "Simple" distribution. Religion is not included in the special June offer. Check your Brooklyn depot to see if you have a credit allowance for this literature.

A Suggestion

In localities where the brethren find it difficult to procure legal counsel to handle their cases on appeal, because of prejudice or the unwillingness of attorneys to represent them at a reasonable cost, we suggest that the brethren should write to the American Civil Liberties Union, 170 Fifth Avenue, New York, New York, and the district attorneys in your district of the trial, with requests that the American Civil Liberties Union provide them with a copy of that organization's free of charge or reasonable cost, and inform them of the name of an attorney willing to handle the case. This is a reasonable request, and send copies of such letter to the Legal Desk of the Society.

This, of course, does not alter the advice for Kingdom publishers to keep the Society informed as to all arrests and developments, and for the brethren to defend themselves without counsel in the police courts.
Tremendous Witness Given in First Six Months of 1941!

New Peak Not Yet Reached

It is with real pleasure that we submit to the brethren the report of the first six months' work done by the field servants in the U.S. and its territories, and particularly to the Brooklyn office. This includes the United States and outlying territories, the Canal Zone, and some other small countries not under branch arrangement. Klugs, however, appreciates the tremendous increase in the distribution of booklets over that of the previous year. The Memorial campaign arranged last December and early January, as well as the convention held in Brooklyn, in May, plus the increased supplies for the magazine work will ensure that more people are reading the message in the United States this year than in any other year in the history of the Kingdom. As a result, the opportunity to present the Kingdom's message will increase to such an extent as to warrant the use of the term "investigation" in a comprehensive sense. A tremendous amount of magazine work is important in that it brings the necessary knowledge of the Kingdom to the people that they may be prepared to listen when they are confronted by the truth.

The six months' work shown in the report above was accomplished in the midst of many difficulties. The conditions in the United States are far from ideal, and are becoming more so. The atmosphere is characterized by a spirit of discord and strife. But, despite these circumstances, there is a great demand for the message, and this demand is being met with great enthusiasm. The field servants are working hard to keep up with the demands of the people, and are doing so with great success. The increase in the number of people receiving the message is evident, and is a sign of the times. The field servants are working hard to keep up with the demands of the people, and are doing so with great success. The increase in the number of people receiving the message is evident, and is a sign of the times.

The report of the American Pub. Co. shows that the number of booklets distributed in the United States in the first six months of 1941 was 12,263,970, an increase of 5,314,890 over the same period last year. This is a very significant increase, and is a sign of the growing interest in the Kingdom's message. The increase in the number of people receiving the message is evident, and is a sign of the times. The field servants are working hard to keep up with the demands of the people, and are doing so with great success. The increase in the number of people receiving the message is evident, and is a sign of the times.

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Assembly for Worship
70,000 Expected at St. Louis
Thousands of Children Coming!

Everyone a Publisher!!

It is a joy to our hearts that the Lord has again arranged for the assembly at St. Louis, and He abundantly has a great blessing in store for everyone who puts forth an effort to set aside time, and share in the joys of the assembly.

On June 25 the Society mailed to every company a supply of the printing intended for the Assembly for Worship. A copy of this booklet is to be given to each publisher, so that they may acquaint themselves with the details of the convention which are set out in this booklet and be in a position to forward to every one of the Lord's people.

Children

On June 16 a letter was sent by the president of the Society to the consecrated parents who have minor children, inviting them to come to the assembly at St. Louis. Reports from many parts of the country show that all consecrated parents are putting forth a special effort to do what they can to serve the Lord and honor His name. It is noted, too, that a day, Sunday, August 10, is set aside as "Children's Day," and a special assembly of children is arranged, according to the program.

And, not least important, Sir, Judge Rutherford will be talking on the subject "Children of The King." From all the information that has been published, it is shown that there is a rich blessing in store for the children, and thousands of these young folks desiring to honor the Lord and be counted among His servants are putting forth every effort to come to this Theocratic Assembly.

Transportation

The Society has also furnished letters and, in the booklet mentioned above, details concerning transportation, and every company servant or brother appointed to look after transportation should look well to this, knowing that the organization, as details of the country are arranging special trains. Many have ordered special cars and have arranged for sections on streamlined trains. Thousands upon thousands will be conveyed through the territory and every other means. The important thing, however, is for each company to arrange for as many persons as can possibly attend to get there. Zone servants and company servants in all areas will immediately cooperate one with another to see that the transportation of the brethren to the convention is properly handled.

Pioneers

These faithful brethren who are making every effort to the work of Theocracy will be coming 100 percent strong. An identification card and letter setting out special privileges for the pioneers have been sent to each of them. They should be on the lookout for this letter if not already received.

Advertising

The work of the Lord's people since 1922 has been primarily "Advertise the King and the Kingdom." Much advertising by means of handbills, placards, posters, street advertising, door-to-door witnessing, back-calls, sound-cars and large banners will be carried in St. Louis and vicinity. Brethren should come to the convention prepared with their book bags, magazine bags, phonograph and other equipment necessary for the carrying on of well-organized field activity.

Silk Screen Signs

Large companies that have silk screen equipment will be privileged to make banners for their cars to advertise the meeting at St. Louis. These can be mounted on cars before leaving, or, if it would interfere with driving, bring the signs along and put them on the cars as soon as arriving in the vicinity of St. Louis and vicinity. Brethren should come to the convention prepared with their book bags, magazine bags, phonograph and other equipment necessary for the carrying on of well-organized field activity.

No. 4 Sound Equipment

These who have the No. 4 Sound Equipment furnished by the Society, and which equipment is in good condition and working order, and who definitely intend to bring the assembly at St. Louis, please write the Society, Convention Desk, 117 Adams St., Brooklyn, stating that you will have your equipment ready to use at St. Louis and whether you are willing to offer your equipment for use on any other special sound work on the grounds. Also state whether you will have competent operators with the car who will attend for the full five days. If, after you have written the Society, further information is required we shall write you.

Wash Your Bags

The demand for magazine bags has become great, for exceeding the number of magazine publishers in the country. This indicates that many publishers throw their bags away when the bags become soiled or dirty. This should not be done. Wash your magazine bags.

While the Society is glad to assist the brethren much as possible by providing these instruments of warfare, these brethren who will not wash their bags are placing an unnecessary burden on the Society by returning more bags. There is only a limited number of bags at Bethel, and, with the various features of the Kingdom work that require bagging, there is not a great deal of time on their time is very great. If the brethren, therefore, will look after their bagging, and do not demand bags on double order, it will greatly assist. Of course, it is always proper to order magazine bags when needed.

Due to the increasing cost of material, commencing July first, the price of these bags will be 20c each.
Sound the Trumpet
Use Your Sound Equipment
Judges 3: 26, 27: “Ehud escaped . . . he blew a trumpet in the mountain.”

This is our text for the month of July.

The Watchtower has revealed to us the significance of the trumpet picture. When one part of this picture was terminated, Ehud did not go away somewhere and lie down, as many might have expected. He did not go as a sheep to shun the sun; he went to the earth until the time for the battle of the Lord’s Kingdom service was over. But when the trumpet was sounded, he was able to go forward and utilized our services in the field of Kingdom activity. Ehud went under the Scripture exhortation, “willingly offered themselves” (Judges 5:22), and, by the grace of the Most High, reached a new all-time peak in the number of publishers in the field and three publishers in May were 51,717 publishers. What a fitting climax for the final month of the year.

Both pioneer and company publishers reached a new high, thus making the new peak 61,771. Company publishers totalled 57,612, which is the first peak in publishers since the mark made in June, 1930. The pioneer record was 3,020. The placement of books and booklets for May 1931 was 113,807 books and 1,280,750 booklets, together with 1,067,729 and 1,267,172 for May 1940.

World-wide “Watchtower” Report
This, however, is not all. The total number of subscriptions received during the entire four-month campaign was 131,825 for the United States and England, which is an all-time peak for this Watchtower campaign. Of this grand total, 65,256 were received in the Brooklyn offices between May 1 and June 15, which means that in the last month of the campaign this year the Lord’s ambassadors in both countries obtained more subscriptions than they did during the entire four-month campaign last year. 65,300 subscriptions were received in May alone, without the benefit of the booklet.

Surely Jehovah, the Great Creator, is with his people and richly blessing the efforts of those who seek to work this new phase in spirit and in truth. Every publisher of the Kingdom will really agree that man alone could never accomplish such a work, but that Jehovah through Christ Jesus made it possible that his people who thought the “virtue and wisdom of the rulers” could perform this outstanding service.

It is very gratifying to note that the previous high of 125,939 for July in the year 1930 was reached in 1929, when the work still

“Willingly Offered Themselves” During May!
61,571 Publishers, New Peak

“Watchtower” Campaign Goes over the Top!!
Although the month of May was not a special testimony period for the Lord’s Kingdom service, witnesses went forward under the Scriptural exhortation, “willingly offered themselves” (Judges 5:22), and, by the grace of the Most High, reached a new all-time peak in the number of publishers in the field and three publishers in May were 51,717 publishers. What a fitting climax for the final month of the year.

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“Pure Language” Testimony Period
August Work Starts Off with Convention
Get Orders for Literature In Early
Today the people of Jehovah, dwelling through the entire length of the United States, the British, French, German, Spanish, Portuguese, and all the other countries, are a people with a pure language. The law of Jehovah is written in their hearts. They are blind to everything except the thing worth. They are knowing the only thing worth is hearkening to the words of that government, which will progress and expand and fill the whole earth, and all the nations of the earth will be his. There is no need for them to spend the month of August much time will be taken to travel to and from the convention, nevertheless, the time no opportunities should be allowed to slip by without giving a witness. Therefore be well prepared to do as much work as possible on route to and from the convention.

Be sure to take along a good supply of magazines for distribution in the business places where possible, which you can use, the phonograph.

Offer
The offer during this testimony period will be the same as that used last year. Publishers will be asked to sell the July book, and one booklet, on a contribution of $2. Those who cannot afford to take that should be offered three shares of stock at a contribution of $10, and if they cannot afford that, then drop to one booklet, on any contribution they can make, or free. This will allow us to contribute and promise to read.

Equipment
We should take along the phonograph, with a record of your choice—by doorstep sellers. Be sure to have a sufficient quantity of booklets for the month of August, from August 1 to 20, no orders will be shipped from the factory and no mail answered. Please refrain from writing and ordering literature until after August 20. Place your orders for supplies now, and this will give us time to ship you before August 1.

It should be understood that there is no place for stock in our service, for the phonograph, and your July field service report, so that these will be on hand for immediate attention. All the ambassadors throughout the United States and Canada must ask for their phonographs and booklets, and we will provide them with our phonographs and booklets, and we will provide them with their will as it is requested, and we will provide them with our phonographs and booklets, and we will provide them with their wills. All will be well, and we will provide them with their wills, and do the best we can.

It is the day of Jehovah, and the time to get a pure language, that they may all call upon the name of the Lord, to serve him with one consent.”

Zeph. 3:9

Advice
In a good many states there are people who are required to make a fair supply all ready for St. Louis. By the Lord’s grace, we shall have them there for demonstration and be able to place quite a number with the brethren for use in the field.

New Publications
Salvation: Italian, Greek.
Fact the Faces: Cebu-VIsmay.
Uncovered: Macedian.
Peace and Health: Peace.
Refugees: Greek.
Conspiracy Against Democracy: Greek.
Theocracy: Portuguese.
Religion: Spanish.
INFORMANT

AUGUST, 1941

BROOKLYN, N.Y.

Have You Enrolled as a Pioneer?

You Can Start After Convention

During the last few months several hundred new publishers have enrolled for full-time Theocratic service in the United States and abroad, increasing the pioneer ranks, but yet we do not have 5,000 in the United States alone. Our goal is 10,000. Can we do it?

Have you carefully considered your opportunities to become a full-time and ambassador for The Theocratic Government? Is not the need great, and are you concerned that the matter is between you and the Lord, as stated in Psalm 20: 2: "Examine me and prove me; try my reins and my heart." Upon a careful and prayerful consideration of pioneer service, it may be that many of your previous weights and other hindrances can be overcome. But if you decide to enroll, what is keeping you from enrolling in your pioneer application immediately?

Tremendous Preparations Under Way for Theocratic Assembly

Extraordinary Witness to Be Given

If expressive in the mail of appro-

When they are going to do, and who are coming to St. Louis—there is no indication of what is going to happen in St. Louis, then we can see that 25,000 persons, from all parts of the United States, will be there to share in this assembly for worship. The 1941 Theocratic Assembly of Jehovah's witnesses promises to be the greatest assembly ever held in the United States. Information comes from every part of the country that "we are bringing our children.

Transportation

From the New England states special trains will be coming. From the West they report getting special buses and whatever for traveling a long distance. In the eastern states thousands have made reservations on the streamlined trains. Thousands of automobiles will be filled by "all publishers" and they will soon be rolling to St. Louis. Zone servants and company servants everywhere are co-operating one with another to bring the "right people" to the Kingdom of God.

Theocratic Field Activities

Everyone at the convention who is not engaged in some other activity must be present at the Kingdom work, then the other determining factors should be easily arranged. Recent pioneer instructions pointed out that it is best for pioneers to stay in the same assignment of territory rather than move from place to place. This means that whether you have a home and family, or whether you are staying with parents or relatives, you can still enroll as a pioneer.

There is a continual need for more pioneers in all sections of the country, and we present a great number of companies need pioneer assistance. Pioneers are the backbone of the publishers, doing a great amount of work in building up the interest in the territory and helping new publishers with the preparation, booklets, model studies, and magazine work. Now is the time to take advantage of every opportunity to engage in the pioneer work. We are confident that Jehovah's rich blessing will be with every pioneer who will take advantage of this great new opportunity to enter into this field of service. Use your best effort to help those who are entering this field of service.

Do you have a group of people who are physically able to work in the Kingdom, who wish to engage in the field work and be enrolled as a pioneer, but you have not yet drawn up the necessary documentation for them? If you are a local group of people, this is the time to do so.

Is Your Company Well Organized?

By this time each company should have its territory well organized for book studies. Books and booklets should be distributed to the people of good-will throughout the assignment. The majority of the companies started this arrangement going after the matter was called to their attention in the November, 1939, Evangelist, and the excellent results have been in evidence in the development of the Kingdom interests and in caring for the people of good-will in their area.

Companies that do not have their territory thoroughly organized for book studies should get busy on this immediately. Arrange for book studies at strategic points throughout the territory accessible to a reasonable number of publishers and the people of good-will. Have the study conductor look after the Kingdom interests in that area. He should be given the assignment and area of your territory for the study, and see that it is kept up to date. If any can work in the cafes they will be well served by bringing them with clean aprons or other apparel that would be convenient for those who will be working in back-rooms or dish cleaning, having in mind the work for which they will be volunteers. Among the volunteers are requested to report to the Volunteer Service booth, and they will be assigned to a work already designated.

Book Study Organization

Numerous letters have been received at the office from the brethren saying they are going to sign up for the pioneer work at the convention. A special booth will be opened for this purpose. Look for the banner "New Pioneers." Already 4,000 pioneers are signed up and working in the full-time service, and it is expected that by the end of the convention the grand total will be over 5,000. Will you be a pioneer by the end of the Theocratic Assembly?

Tremendous preparations are under way to make this the most blessed assembly you have ever attended. The rooming committee is working day and night for your comfort. Up to the 15th of July and not over 10,000 persons have written for the convention seats and only now brings the total to between 1,700 and 2,000 requests for rooms.

All the servants of the Lord are praying for and looking toward the Theocratic Assembly of Jehovah's witnesses.
Your Literature Should Have Been Ordered by This Time

The people of the Most High God, Jehovah, are now in the day when, as commanded by Him, they must put forth a supreme effort in publishing the Theocratic message. A recent issue of The Watchtower explains this point, and urges all to "mind" their own "sheep". That is, is to declare the gospel of the kingdom to every creature of the earth, so that their organization in this respect will be working smoothly in caring for all features of the Kingdom interest.

Vertical-Type Phonograph

The vertical-type phonograph introduced last year at the Theocratic Convention has been held up in production, due to a shortage of phonograph materials for its manufacture. Finally we have been able to secure these materials, and we are manufacturing now. It is hoped that we shall have the vertical-type phonograph, among other features, in the Kingdom service, by the time your report is issued. For details, see the Vertical-Type Phonograph section of this issue.

Your Magazine Work

The magazine work should be participated in consistently by all publishers. Many people who do not yet know about it are eager to be used. For various reasons, are pleased to procure copies when the publishers call on them. Therefore no one should become discouraged if he places but one or two subscribers. It is certain that the company should continue to keep a good supply of both magazines on order and take care of their magazine work with the Society. Routes: These seem to have been neglected by some. When you engage in the evening work, why not take along a few copies of The Watchtower and Explaination and explain the route and encourage people who show interest? Place copies wherever possible, and keep a record of these, showing that you are ready for distribution call again. Also take note of the interested in your vicinity so that you might put them on your magazine route.

Each company, therefore, should get thoroughly organized now, so that from September 1, at the very latest, their organization in this respect will be working smoothly in caring for all features of the Kingdom interest.

Theocratic Literature for This "Throne Period"

The word, "and to the 'other sheep' of the Lord's family... the 'sheerotic' ambassadors.

"Pure Language" Testimony Period

Convenc Top the Month

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Each company, therefore, should get thoroughly organized now, so that from September 1, at the very latest, their organization in this respect will be working smoothly in caring for all features of the Kingdom interest.
“Lightning-War” Testimony Period
Another Year Begins October 1

Publishers Will “Put On More Steam”

“New Work” Should Be in Full Swing
Make It 350,000 Children in One Month

During the St. Louis convention the reality and prominence of the Kingdom of God will be a source of comfort and blessing to all people of good-will, and that this very thing is destructive to evil forces will itself be a blessing to those who love righteousness. Some pertinent points in this connection which were brought to our attention at the convention are:

The entire speech on “Integrity” was a “lightning-war” against indifference, carelessness and negligence among those who have taken their stand on the Lord’s side, and was enlightening, comforting and encouraging to those who are determined to faithfully serve the Lord at any cost.

Brother Rutherford’s speech after the “lightning-war” convention was similarly enlightening to the Lord’s people, particularly his treatment of Daniel the Prophet, whose vision and all the Lord’s people must “go on, go through the gates; prepare ye the way for people”, his classification of this text clearly revealed how the Lord’s people are to joyfully, faithfully, and to the glory of the Kingdom, and that very fulfillment will result ultimately in the destruction of all those enemies of the Lord. Referring to this, Brother Rutherford opened his remarks with, “Well, it should refresh our hearts to greet a company of real fighters that are not only willing to fight but to fight for the greatest thing that has been known or ever will be known, namely, the great Theocratic Government, and the war which is waged by us is purely a matter of life or death.”

The Lord Arranged It!
Almost a year ago the Lord through his organization made arrangements for the “Lightning-War Testimony Period” in October and informed his people of it through the Calendar. At the time we did not know why, but now we can appreciate the wisdom in arranging for this period in October. In the Devil’s arrangement “lightning-war” is always destructive; it is loaded with misery and death to all who have anything to do with it. Jehovah’s arrangement has “lightning-war” as the best thing, brightening, comforting and life-giving to all creatures of good-will and destructive only to religion and those who are unrighteous and wicked. This was very effectively demonstrated in Brother Rutherford’s speech on “Integrity” Wednesday afternoon, and throughout the entire convention.

Coach Life Provides Better Service than Bus

A “Lightning Attack”
Another “lightning-attack” was in Saturday’s talk on “Comfort All That Mourn” enlightening the Lord’s people on Daniel the 11th chapter, clearly revealing from the Scriptures that the “king of the north” and the “king of the south” are mate and end of totalitarianism, and the great privilege that belongs to the Lord’s people to comfort all those who mourn because of the oppression by the Devil through his agents and “lightning-war” that the Lord is not only illuminating his people and foretelling the ultimate destruction of the enemy.

What a Witness!
The response of the brethren at the convention was marvelous. Over 40,000 were regularly in the field serving in the greatest advertising campaign of the year. They were seen witnessing on the street corners, in the stores, house-to-house, in the streetcars, railway trains, buses; and in every conceivable place where the public assembled there the representatives of The Watchtower were found publishing the Kingdom message, placing literature with the people and advertising Brother Rutherford’s Saturday and Sunday speeches. And, in addition to the 40,000, 8,000 brethren served as cafeteria attendants, usher, bookroom attendants, elders, elders, Bible workers, traffic police, doctors, nurses, nurses, bankers, clerks, checker camp attendants, and in every conceivable way to make the convention a success to the glory of the Lord, all the Lord’s people, this crowning effect the “lightning-war” had upon those in attendance, who were determined to maintain their integrity before the Lord.

Therefore the convention was the beginning of the “lightning-war” to the end of the year, and immediately after it half a million copies of Comfort All That Mourn were put into the hands of the brethren at St. Louis, and now we are privileged to bring forward this campaign before the American people as a nation-wide campaign from October 1.

The keynote of this campaign was a picture of a nation-wide “lightning-war” opening barrage fired into the ranks of the enemy there, but this campaign is not to be quenched until the St. Louis area, by any means; it is nation-wide and world-wide as far as is possible to get this message to the people.

At the convention the Lord provided his people with new resources for the conducting of this “lightning” warfare—the book Children First, the booklet Comfort All That Mourn. These are the instruments to be used. Words are entirely inadequate to describe the power and effect of these instruments in accomplishing the Lord’s purpose. You who have read them can appreciate the great value of these resources in accomplishing the Lord’s purpose. You who have read them can appreciate the great value of these resources in accomplishing the Lord’s purpose. You who have read them can appreciate the great value of these resources in accomplishing the Lord’s purpose.
"Magazine Work" to Be Stressed in Sept.

Both Old and Young Should Share in Street Distribution

Among the many outstanding facts about the Kingdom ministry in the St. Louis area, one that has been overlooked is the fact that the Watchtower and its publications are being used in a way that was never dreamed of a short time ago. The stock brought from Brooklyn was gone before the second day of the convention closed; thus showing the need for more magazines to be played during the five-day assembly. Thousands upon thousands of magazines were distributed at every corner in St. Louis and nearby cities.

Our September work according to the Calendar is "Magazine Work." Now is the time to thoroughly and regularly use this method of preaching the Kingdom and fulfill the scripture at Proverbs 1:29: "Wisdom... uttereth her voice in the streets" - to the best advantage. We must let the world know that we will not let all the other phases of the Kingdom activity die out after September and do just magazine work, but rather means that the Lord's faithfull servants will put forth increased effort and special material for the "Magazine Work" in addition to our regular door-to-door witnessing with Children!

Children of all ages are encouragement to keep the "Magazine Work" as well as the older publishers. The more publishers on the streets at one time the greater the curiosity and demand for the magazines. By consistently placing the publications in the hands of as many persons as possible - all those listed for back-calls, people who take the magazine on the streets, on the magazine routes, in store-to-store work, etc., the Theocratic Assembly at St. Louis will do its share to help spread the Word, to improve the Converter, and to keep the "Magazine Work" in a position of importance, and Information regarding it should therefore be placed in the hands of everyone possible. For this reason, the September 15 issue of The Watchtower will come with a five-page supplement, and it should be distributed to as many persons as possible. Children should be encouraged to read the magazine and to talk about it. The Publishers should see that this "Magazine Work" is not just for the children. It should be for all ages. The publishers should also be encouraged to use the "Magazine Work" as an opportunity to reach out to new persons who may not be familiar with the teachings of the Watchtower Society.

Children of all ages are encouraged to contribute to the "Magazine Work" as well as the older publishers. The more publishers on the streets at one time, the greater the curiosity and demand for the magazines. By consistently placing the publications in the hands of as many persons as possible - all those listed for back-calls, people who take the magazine on the streets, on the magazine routes, in store-to-store work, etc., the Theocratic Assembly at St. Louis will do its share to help spread the Word, to improve the Converter, and to keep the "Magazine Work" in a position of importance, and Information regarding it should therefore be placed in the hands of everyone possible. For this reason, the September 15 issue of The Watchtower will come with a five-page supplement, and it should be distributed to as many persons as possible. Children should be encouraged to read the magazine and to talk about it. The Publishers should see that this "Magazine Work" is not just for the children. It should be for all ages. The publishers should also be encouraged to use the "Magazine Work" as an opportunity to reach out to new persons who may not be familiar with the teachings of the Watchtower Society.

"Kingdom News" No. 9

Victories in Your Defense

This latest issue of the Kingdom News, which was released at the greatest convention the Lord's people have ever attended, is entitled "Assembling for Victory: God's Warning to His People." This issue will provide a glimpse into the exciting events that have occurred since the last issue was published. It will present a vivid picture of the conditions that exist today and the steps that need to be taken to overcome them. The issue will also include articles that will be of interest to all who are concerned about the fate of humanity and the future of the world. It will be available at the distribution centers and can also be ordered online through the official website of the Watchtower Society.

Orders for "Kingdom News" No. 9 can be placed online through the official website, where you can choose from a variety of options, including digital and print formats. The issue will be available for purchase at a discounted price for a limited time, so don't miss out on this incredible opportunity to stay informed about the latest developments in the Kingdom work. The issue will be distributed worldwide, so if you are interested, be sure to order your copy today.
Tremendous Increase in Back-Call Work Anticipated

The Children Study Course consists of the following materials that can be mailed with each Children Book shipped out:

Three envelopes; three different forms, covering the full twelve chapters of Children; one Children Study Course Order slip (STC), Back-Call Reminder slip (ST-70),

All publishers, particularly zone, every effort must be made to correctly deliver the course to each subscriber, and to do so well to carefully note the proper use to which the equipment is put.

When a shipment of the book Children is received by a company, the stockkeeper will retain the books and the supply of Children Study Course Order slips. All other envelopes, folders, and slips will be turned over to the back-call servant. At no time will the stockkeeper have any of the Back-Call Reminder slips to anyone else in the company. The only forms that will be on the publisher's desk are the Order slips and these according to the number of copies of Children each publisher has bought. The stockkeeper (one slip with each book).

When a publisher goes into the field, the first thing he will do is go to the house number and street that has been ordered. He will then ask the person at the door, "What is your name?"

It is important that the name be written plainly so that it can be read in the envelopes that will be delivered to that house. The back-call servant will then use the name to kno
When to Begin Your New Work

Consignments to Companies

Pioneers Must Order

The new book Children and the new booklet Comfort All That Mourn were recently presented at the 1988 Kingdom Hall Assembly at St. Louis. The release of the book Children at the St. Louis convention was a great time of encouragement and dedication. Our pioneer brothers and sisters should remember that these offerings must be prepared for all companies, and these are being shipped out as quickly as possible. Consignments for these items will be made to pioneers. Therefore pioneers should place their orders immediately in order to have a good quantity. When your initial supply runs low, order more. Remember, if you do not place your order, a folder of children's literature will be left immediately. There are 200,000 copies of Children placed this month. This is a big task, but we are confident that each company will take home the entire folder of Children and will immediately begin reading it. The people of St. Louis who had the opportunity to come to the Arena and the Arena groups could not help but marvel at the whole thing. This was beyond their comprehension that such a vast assembly could be prepared in such a short time. If we had the same zeal and devotion and hard work into the campaign of distribution of the book Children, then there will be something to really be amazed at; a campaign that will be the equal to that of when every one attempts to show their faith to Jehovah. We will carry the spirit of that convention with him and when back home he will hold a campaign with the same zeal and joy that he had during the convention, and if that is the case it will be a truly magnificent month run and will be very easily reached, by the Lord's grace and good will. Each company should be encouraged to have a part in this campaign and commence immediately.

(Continued from page 3, column 4)

Children Back-Call Reminder. That publisher must make a back-call, which he has agreed to do, and he must do it immediately. Your study office will begin a back-call system on the slip. Each publisher will call on the new reader of Children fully equipped in the Bible, Bible literature, the Watchtower, Bible, other literature, and a knowledge of the contents of Children. Each and every one of these new readers will be asked to discuss it and answer questions. After Children the reader may desire to study further. He will want The Watchtower. The next step is to invite the reader to the nearest Children book study, and do this if possible. Then introduce him to the study study and service meeting, continuing, of course, to make a back-call each week. If he is a lover of righteousness he will soon be interested in the company. The Children Study Course Order slips which have been placed in the file envelopes should be used to take advantage of the fact. These order slips will be checked once each month against the Back-Call Follow-Up Report. All files should be filed if possible. If they have been used on and interest shown, they can be counted as a sale. The Back-Call Follow-Up Report will be made out and placed in the regular back-call file. The possibilities of this new work are unlimited. Jehovah's Witnesses should take advantage of every opportunity. There is no doubt that this is a project that can and will completely change our picture. We must make every effort to ensure our responsibilities toward the people of good-will. No one should be satisfied with less than 12 back-calls a month now.

Pioneers

The pioneers will take care of their own mailing or delivery of the Children Study Course, and now will receive their supplies of envelopes, folders, slips, etc., with each shipment of Children books. As per the request of the companies, the supply will be entirely out of order for the pioneers to exhibit the Study Course to the people interested. Pioneers in company territory, of course, will continue to co-operate in the Children Study Course. The Permanent Back-Call Report slip and their regular Back-Call Follow-Up Report will be used by pioneers, who will do the same as before, only the children will be mailed to you first. Each and every pioneer in the company will be a study leader to someone who has not had a chance to read the book Children.

Of course, credit will not be requested on the part of a company or pioneer for those Study Courses personally delivered.

Get Your 'Children' Autographed Edition

Organize Your Book Studies

Every Theocratic ambassador should organize a book study, based on the autographed edition of the book Children and properly prepare himself and his study leaders. Jehovah's Witnesses are becoming thoroughly familiar with its contents. Brother Rutherford's letter "To the Children of the King" is a wonderful opportunity to encourage each one of your study leaders to take you on a trip of discovery. These study leaders are an opportunity to provide the gospel message in a unique way. This is a provision by the Lord to assist all people to properly serve in this new work in the name of the King. Jehovah's Witnesses will appreciate the thorough understanding of how it is to be carried on, therefore they will receive your orders immediately for as many of the autographed edition as you can use.

With the start of the distribution of Children in your territory, all book studies should begin the study of this new book. The people of good-will throughout the territory will want to assemble and study to discuss the contents of this book as soon as they start reading it. It is always wise to allow every normal person of good-will that they are going to live the experience of a good book study. By October 1 book study should be using Children exclusively, and one study leader who is to be assisted to be able to supply the children of your territory with the excellent literature. It is possible that the study leaders will have some real work in assisting the people of good-will.

Each company will have the opportunity to assist in the establishment of new book studies throughout your territory and book study leaders will be taught how to start these Children studies in every community if possible, even if one publisher is to start ten or more children studies. This is a big task, but it can be done. The time is here for everyone to do some real work in assisting the people of good-will.

Book Study Ordering during September should include consideration of your book study organization and book study leaders. You should be prepared to order books. The development of this work is not limited to your regional servant, but it can be so extended through the company. Each and every publisher in the company or area should be interested in the study of the book Children. It is a big task, but we are confident that if we work hard we can accomplish it.

Contributions for Postage

Many of the brethren will be asked to make contributions for postage for the Study Courses sent to the persons with whom they place the book Children, and for others. We believe that these brethren may have a share in carrying a part of this expense. The company or the campaign should be encouraged to contribute to the campaign for a contribution box to be placed in each Kingdom Hall. This is a suggestion, not a requirement. This contribution box can be marked "Contributions for Postage on Children" or "Postage on Children." The collection of these funds in this box will be handled by the treasurer, and will be credited to the campaign or other account of the company. At the end of the month, if these contributions are sufficient to pay for postage, then the company or campaign should return the money for further credit, because the brethren in the company were privileged to learn the contents of this wonderful book and not paid by the companies or not covered by contributions can be noted on the report cards as stated above, and credit will be entered once every three months on your personal account. The personal accounts of the Children Study Course by many, and the voluntary contribu-

Jehovah's Servants Defended

This new publication released at the Theocratic Assembly was received with deep appreciation by all representatives of the United States and Canada. It is still true that information which will aid greatly in the defense of Jehovah's Witnesses and the Kingdom Hall is not being properly circulated or distributed. The legal rights and liberties of the United States in support of faithful preaching are being directly affected. This is a matter of serious concern to the groups of Theocracy, and praise to the name of the Most High God.

Copies of this book should be available at five cents each. A covering remittance should be sent with the order and otherwise it will be ignored. These will not be charged to accounts.
New Year Begins
70,000 Publishers to Start “Lightning-War”
Be Fully Equipped for October Testimony Period

Your New Work Should Be
Well Under Way Now

The “Lightning-War” Testimony Period previously announced for the month of October begins the new fiscal year of the Society. It should bring great joy to the heart of every publisher of The Theocracy who has helped in the opening campaign to which the Lord, by His grace, has brought us.

All the consignments to the companies were shipped out from Brooklyn and the depots by the 15th of September. All companies should by now have received the necessary orders for the Pioneer orders that have been received and are being given attention. Many of the companies, after receiving the consignments, are trying to give all these consignments to the people of good-will in the hands of the people within three days, one week, or two weeks, and this, of course, brings about a great rush of orders, whether they are in London or any other city.

We are trying to give all these orders quick and efficient service, but this rush of orders shall have manufactured and shipped out by October 15th. The company has been manufacturing and shipped out a million copies of Children, along with the Study Course, and many others for the work in the fiscal year 1942. We reached a peak of over 60,000 at one time during this year. The publisher has gone on as high as 4,500, but still there is plenty of room for improvement. This is the time when we must put the proper amount of work into the hands of the publishers.

New Records: Brother Rutherford’s Lectures
Order Blank Sent to Companies and Pioneers

Finest Recordings Yet!

The brethren have been eagerly looking forward to the new records which the lectures by Brother Rutherford at the Theocratic Assembly of Jehovah’s Witnesses in St. Louis will be available in record form for play by the people of good-will. We are pleased to announce that very shortly we shall have available in record form for play, the speeches “Integrity,” “Children,” “Comfort All That Mourn,” “Children of the Kingdom,” and “Theocracy,” which the Lord, by His grace, has brought us.

A special order blank has been prepared and is enclosed with this Informant. Please use this order blank in ordering the new records. Special arrangements have been made for a limited period of time, and every one will take advantage of this provision. See order blank for details.

Do Your Part

Everyone who claims to be of The Theocracy will go forward as children of the King, siding the people of good-will to “live into the mountains,” The Theocracy. We have been supplied with Children of the Kingdom, and we want all of them to be distributed as rapidly as possible. This is the time when we must put the proper amount of work into the hands of the people.

Legal Notice

Brethren writing to the Society concerning arrests have neglected to send in their names, addresses, or any other information which would enable them to be identified. They have shown their desire to be identified by the people. Show them its helpful points in writing. Obtain their names. Send them the course; and follow up with the back-calls.

Persons who are too poor or unable to contribute for the book Children of the Kingdom, or even Comfort All That Mourn, leave with them Kingdom News No. 9 and a folder advertising your Kingdom Hall, or if they show real interest, leave Comfort All That Mourn free.

Order Blank

Every publisher owning a phonograph or having opportunity to use a phonograph should equip himself with the special recording entitled “Children” (P-262). There is no limit to the number of copies of the “Children” record that may be purchased. It is expected that the average publisher will purchase more than 15,000 new witnesses to the Kingdom. Many of these children are new publishers, and with all of the other publishers who have served in the interests of The Theocracy the total may be as high as 70,000 for the first month of the fiscal year 1942. We reached a peak of over 60,000 at one time during this year. The publisher has gone on as high as 4,500, but still there is plenty of room for improvement. This is the time when we must put the proper amount of work into the hands of the publishers.

We have up to our minds the work at hand, this “lightning-war” against the Devil’s organization. (2 Timothy 2:4.)

Let each one assist the other members in his family to get out in the work. Let every company, servant, secretary, and other servants help irregular publishers, as well as the regular, to get out during this month and October, and make it a new peak for all time.

Many publishers have had difficulty in arranging for the supply of literature. There will be a special rate for all publishers who have served in the interests of the people of good-will. This rate is 250 for each ten of the book Children, or 250 for each ten of the book Kingdom News No. 9.

There are now enrolled over 6,000 pioneers, 4,500 having reported during the month of August. The other 1,500 should get started no later than October 1, 1941. Many more are needed to reach the 7,000 mark. Many more are needed to reach the 7,000 mark. The Watchtower Society, when he greeted the pioneers at the convention in St. Louis, pointed out that they have the greatest privilege in putting in all of their time and energy in the service of The Theocracy, and that they are in the front ranks of the front line of the battle. The recent Watchtower on “Integrity” shows that those faithful soldiers who have been serving the Lord with integrity, have held fast their integrity by devoting their entire lives to the cause of righteousness, received the Lord’s approval, and died in faith. The faithful servants of the Lord will do likewise. Let us all try to arrange our affairs to put in full time possible.

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Pioneer Registration

We Are Still Aiming for 7,000

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The best way to win on more steam is to enroll and work as a pioneer!
Following Up the "Children" Study Course
Publishers Should Average 12 Back-Calls

Important Campaign Begins

Our slogan: THESE BACK-CALLS A WEEK WILL HELP THEM A MOUND STUDY.

Every publisher must appreciate that in order to accomplish this more quickly, we must redouble our efforts. The back-call field, Brother Rutherford has pointed out many times the need of 60 hours in the field for the successful开展 publishers. It is easy to see that if the publisher makes 12 back-calls a month to the household in the field for these back-calls averages an hour a day or 15 hours. Added to that is the time in the field going door-to-door and street witnessing with the magazines, which will bring the hours up nearer to our quota of 60 hours.

The Lord has helped us, providing the essential instruments with which to work. He gave us the book Children, the children's study course, the booklet Comfort All That Mourn, and now it is announced that about 40,000 copies of Children (G-262) and Theology (P-292) are ready and have a special place in our order service. We must learn to handle these instruments skillfully and effectively if we would please to the Lord.

Arranging Back-Calls

Each publisher should fully appreciate how he can handle the back-calls unless he does door-to-door witnessing and places the Children book. The question is: How do you arrange your back-calls to keep up with the Children Study Course; then your work begins in earnest with back-calls.

During door-to-door work, after you receive the new records, you will have to introduce the Children book with them. Along with the new records, your first back-call will introduce your back-call activity with the record "Theology," and then your second back-call run the record "Theology" and then answer any questions that the reader of Children may have. The back-call should direct his attention the first evening to the record series you have. Until you reach ethics, you may use the ethics in stock and continue as outlined below, substituting other records.

The following will be the general procedure for many months to come:

First week—Place the book Children.
Second week—Number 1 Study folder, new.
Third week—Number 2 Study folder is mailed.
Fourth week—Number 3 Study is filled.
Fifth week—Your first back-call: starting the back-call with the Theology, answering a few questions; and running the series "children of the King." This should give your back-call a few more back-calls in your territory, you can leave the child at one home, after you make your first back-call, you can operate the photograph and records. Then you make another call with the book Children and records at another home nearby. By this time your child will be helping the people of good will and share in the back-call work. The Lord, since the convention, has opened up many avenues for the children to get in time in the field. The child devoted to the Lord will take hold of these opportunities and will receive from the Lord a rich blessing.

Kingdom Hall Model Studies

Believing that every company publisher should follow out the above schedule of the three or more back-calls on each household, a new home study course has been arranged daily during this period for this distribution, both during the day- time and evening hours. This will be the special effort to inform the people concerning the Theocratic Assembly. Publishers who do street witnessing make arrangements with others who will do the service so that when you get done the next time you go out. Aid those in your study group to be regular back-callers.

Saturday afternoon and evening and one other night during the week should be set aside for magazine witnessing. It will be very effective throughout the coming year on all back-calls, and during the winter nights, an effort should be made to carry some in stock. The people of good will will enjoy seeing pictures of the content of the literature they have been presented in connection therewith.

Copies of the report placed by publishers in back-calls, door-to-door or street work may be reported on your regular report cards as individual magazines placed.

Increases Your Street Witnessing Now

One Million Magazines a Month Our Goal

It is hoped that by this time every publisher will have taken a regular part in street witnessing with the magazines. We can give you an amazing 50 percent of your publishers will not be engaging in this phase of the Kingdom work each week. If you have not yet witnessed with the Kingdom, you are voluntarily withholding yourself from one of the most important activities of the "angels on earth" and also depriving yourself of a rich blessing at the hands of the Lord. Information published in your home study course can fill this need. The face-to-face communication is vital to the people, and upon the witnesses of Jehovah rest the recompense of placing it before the public.

It is suggested that these publishers:

A New Publication

Report of the Jehovah's witnesses Assembly
Send In Orders

A report of the joyous activities of Jehovah's servants at the recent assemblies at St. Louis, Missouri, 1946, has been compiled. It is a wonderful appendix to the report of Jehovah's name, and should have a wide distribution. It is designed to show the serving them with the testimony card if they become regular publishers.

Your Text-Group

An excellent publisher of THE THEOCRACY, spending fifteen to twenty hours a month in regular door-to-door work, will place in a year (one year) 1,000 copies of each record- bound book, and this means that in his territory he will have interesting people to make acquaintance with. The Publishers of THE THEOCRACY really devote themselves to this new work, and if the publishers will give them assistance in his back-call service, and we hope it will be a way method but many of the nearest interested ones, they will, of course, the advantage of the work. The Publishers of THE THEOCRACY really devote themselves to this new work, and if the publishers will give them assistance in his back-call service, and we hope it will be a way method but many of the nearest interested ones, they will, of course, the advantage of the work.

Rates

This year the convention report is made available at only 3c a copy. Those ordering 11 or more copies should order by mail at only 1c per copy. In all instances remittances in full must accompany the orders.

Do Not Order Extra Supplies of the Children Study Course

The Society has printed one Children Study Course for each book Children. Packed with each shipment of Children books you receive an equal number of the Children Study Course. When you receive a shipment of Children books, say 50, you will have enclosed in each of those folders, a number of the three folders, 168 envelopes, 50 Children Study Course Order cards, and 50 Children Back-Call Reminder slips.

Since only one Study Course has been prepared for each Children book, you should not order any extra supplies of the Study Course. These cannot be supplied. Careful and prompt will be necessary in order to obtain maximum value.

Suggestions to Pioneers

Pioneers are to make separate arrangements to order supplies as needed. Do not order in one order with a notation at the bottom saying "Charge to me" or "Charge to my fellow pioneering group." In the future all such orders will be returned for correction.

Pioneers should use the name they put on their application form consistently when correspond- ing with the Watch Tower office. Use your application "Mrs. John Smith," use that name right along. Do not sign "Mary Smith," use "J. Smith," but will have a record of "Mary Smith."
Confidential Organization Instructions
Brother Rutherford’s Letter
Study Carefully and Prepare for the Great Campaign

TO ALL PUBLISHERS FOR THE THEOCRACY:

From and after December 1, 1941, the regional and zone servants will be discontinued and the regional and zone servants will be assigned to the local workers. The church, including the remnant yet on earth, is now at full unity and everyone should be able to assume and carry out his or her responsible duty without aid from any human creature. Company servants and all other servants of each company know their respective duties, and each one must be diligent to perform such duties fully and faithfully. Everyone in the organization, including the remnant and their companions, has a duty to perform, and each one should bear the Lord and look to the Lord for admonition and instruction and follow specifically the instruction given at Proverbs 3:5, 6.

In the days of the apostles, when persecution became great, the then servants of Jehovah were separated and they went everywhere preaching the gospel. (Acts 8:4) Persecution is now great upon the people of God, and those should follow a similar course. God’s servants are now hated of all the nations in earth, which includes those both of “the king of the north” and “the king of the south”. Each individual servant of God, therefore, must bear his own burden, with the help of the Lord, which helps and guidance God has promised and will assuredly give.—Psalm 25:9.

The WORK: The strange work of the Lord is drawing to an end, and requires haste, with watchfulness, sobriety, and with the help of the Lord, which helps and guidance God has promised and will assuredly give.—Psalm 25:9.

The THEOCRACY. Jehovah and his King have put their blessings upon the Children book. In less than three months more than a million volumes have been sent through with the help of the Lord, which helps and guidance God has promised and will assuredly give.—Psalm 25:9.

EACH worker is invited to be present. Each publisher will lead the study, as specified and educated from the office. Proceed with the regular study, hold it once each week, and in the meantime move into another small section of the work.

The Society has gone through the service records of all full-time servants in Theocratic organizations, and the Society, from and after December 1, 1941, the following will be the method of selection of those pioneers whom we believe to be best qualified to carry on the special publisher pioneer service in cities or towns where there are no company organizations. These special publishers have been sent a confidential letter along with other detailed instructions on how to carry on their work in the city to which they have been assigned.

Five hundred cities have been selected throughout the United States where no company organizations exist, and the Society is sending in two or more pioneers, according to the size of the city. These cities will be covered from the beginning, first with the Children book and the records. Study groups will be organized there from the beginning, and these pioneers who have been selected as special publisher pioneers. As soon as the territory is completed once they will work it a second, a third, and a fourth time, looking the one purpose in mind, that of organizing Children book studies.

After covering a city four times, these study groups are to be enlarged and companies organized to take over the work of that territory. These special publisher pioneers will then be sent by the Society to another city to do the same work. These special publisher pioneers who have been selected as special publisher pioneers. As soon as these pioneers send in their questionnaires and express their acceptance of this wonderful privilege of service, two special publisher pioneers will be assigned to a city of 4,000 to 8,000 persons, and they will remain there for six months or more, and they will cover the territory at least four times in this period. The larger cities of 10,000 to 30,000 will be assigned to four special publisher pioneers, so as to cover the territory quickly and thoroughly, because we must make the best opportunity for all persons of good will to become part of the “great multitude”. These special publisher pioneers have a wonderful and great responsibility placed upon them, of which they should be proud, making a success of the great campaign which the Lord has now set before His people.

As the people of good will take their stand and join in the field service the special publishers will send in to the Society a field report of their month’s work on a Publisher’s Daily Report slip, along with their special publisher pioneer report, and the special publisher will be organized to carry on the work, after which the special publishers go on to other fields.
Ants make back-calls, and soon, upon this great campaign, thousands more persons of all of the interested. If persons are not at home he will write them a letter, and try to get back later in the day or on the next Sunday (or other day), but the publisher will not feel that his witnessing work will try to find some place where an individual will work for the study of the Children book. Then invite the interested ones to this central point and go your territory and work it out in a similar manner, and continue thus to do until your entire territory is gone over. By that time you will be ready to go over the same territory again and do it in another manner, as per organization instructions.

Organize Study Groups in Small Towns

Brother Rutherford has pointed out in his letter that this new work will be done and worked by general publishers, which will include all company publishers and all other publishers who may be called special publishers or concern of the church. In company territories where towns are not assigned to the company, the company should organize small groups of one to two carloads of carriages. According to the size of the town, or town of 2,000 to 5,000 population, or less, regularly over a period of six months. In other words, every Saturday, on the first, and probably one or two evenings in the week, these two carloads of publishers will go to this territory, cover it thoroughly, make back-calls, and organize studies with the Children book. The Society recommends that one energetic publisher be assigned the town of 2,000 to 3,000 people, and that two energetic publishers be assigned the territory of 3,000 to 6,000 people. Do not wish to work with this brother regular get an individual assignment to work with a company. He worked just as stated in Brother Rutherford’s letter. Each person in a car group should get a board and study started in this small town, and eventually all of these studies be connected into one group, and finally a company can be organized.

New Work - Discontinued

Begin with December 1, 1941, the existing zone and regional area will no more visits to zones; the zone servants, no more visits to companies. All work that is discontinued, and will engage in the great campaign ahead. The last report that companies will be withdrawn from the company, and from this point, and forth with, will be included all company publishers and all other ones to this central point and go your territory and work it out in a similar manner, and continue thus to do until your entire territory is gone over. By that time you will be ready to go over the same territory again and do it in another manner, as per organization instructions.

Publishers: All publishers, whether in companies or otherwise, will be designated as general publishers or special publishers, the latter being those publishers who are assigned to a company, by the Society headquarters and assigned to their respective territories, where there is now no organization. They will have separate instructions. There have been five hundred towns selected where there is no organized company; and of these, special publishers, otherwise known as special pioneers, will be assigned.

General Publishers will include all company publishers and all other pioneers who have been or may be engaged in the general pioneer work and who have not been selected as special publishers. The method of doing the publishing will be the same with all.

Get the testimony of THE THEOCRAT to the people, and organize them into study companies, is the important thing to do. Have in mind the words of God’s prophet: “Behold, I will send for many fishers, saith the Lord, and they shall fish them; and after will I send for many hunters, and they shall hunt them from one end of the earth to the other, and from the north end even to the farthest sea.” (Jeremiah 16: 16) The application of this prophecy seems appropriate at the present time. The Lord is gathering His “other sheep” and is giving His faithful servants opportunity to have a part in that blessed work. Seize hold upon and perform your work with joy.

Company Organization: The present organization of all local companies will continue as the same has existed during the past three years. All company servants will be appointed by the Society’s office at Brooklyn. To expedite the selection of local servants each company will name a committee of three, of which one will be the chairman, and all of whom must have one purpose in view, and that purpose to advance the THEOCRATIC interest. No selfishness, no personal favoritism or prejudice, must enter into the performance of their duties, and which will finally result in the organization of aTHEOCRATIC company that will fully canvas the names of the company members and from this suggest the names of two persons for each place of service in the company, that is to say, two for company servant, and two for each and every office of servant of the local organization. This list the committee will immediately mail to the Society’s office at 117 Adams St., Brooklyn, a duplicate copy thereof to be kept by the secretary of the local company.

TROUBLE: Personal and company trouble among the members thereof must be avoided. This being the time of unity, no energy or time can be profitably spent in controversies; and certainly controversies cannot be pleasing to God. Do you understand that? This is the time when “every man shall bear his own burden.”—Galatians 6: 5.

Special Publishers [Pioneers]: These will be assigned their territory by the Brooklyn office. Where territory heretofore assigned to any company is now assigned to the special publishers, the company assignment will be withdrawn from the company and the assignment be exclusively assigned to special publishers. As a general rule, the territory of two persons for each place of service in the company, that is, on the same assignment, and by this means living expenses will be reduced. It will be necessary for the Society to regularly remove money aid to these special publishers, as may be required. The Lord will provide this. Special publishers will be required to engage actively and energetically in the study work and the company publishers will employ all the time reasonably possible in the service. There is much to do, and the time is brief. Be diligent and remain steadfast in your integrity. You are representatives of THE THEOCRAT. In every way you are expected to conduct your work energetically and fully. They are all engaged in a common and glorious cause.

Organization Instructions: Further instructions will be sent to each company as the same appears to be appropriate. The more detailed instructions will be sent from the service desk at 117 Adams St., Brooklyn. God’s THEOCRATIC organization on earth will work harmoniously and to His glory.

And now, dear fellow publishers, be calm, be sober of mind, walk circumspectly, and let your deportment be in full harmony and keeping with the great THEOCRATIC Government, which it is your privilege to represent.

The righteous governors may soon appear on the earth. The blessings of Jehovah and His King ever extend you. Keep all THEOCRATIC interests in prayer before the throne of heavenly grace.

Your fellow publisher and brother, by His grace, President.

Zone and Regional Work Discontinued

If the 60,000 or more publishers throughout the entire United States should begin this work of organizing the study, by December 1 with the zeal peculiar to the Lord’s house, thousands of new Children studies, and potentially millions of back-calls made, and soon, upon this great campaign, thousands more persons of all of the interested. If persons are not at home he will write them a letter, and try to get back later in the day or on the next Sunday (or other day), but the publisher will not feel that his witnessing work will try to find some place where an individual will work for the study of the Children book. Then invite the interested ones to this central point and go your territory and work it out in a similar manner.

Getting New Studies Started

The chief purpose of this great campaign was and is by Brother Rutherford, to organize studies with the use of the Children book. Each publisher of THE THEOCRAT is a company servant and a publisher pioneer or a general publisher in this great campaign, will be working in his territory in the same way. The publisher will go over his assigned portion of territory with the Children book, and carefully note of those who are interested. If persons are not at home he will write them a letter, and try to get back later in the day or on the next Sunday (or other day), but the publisher will not feel that his witnessing work will try to find some place where an individual will work for the study of the Children book. Then invite the interested ones to this central point and go your territory and work it out in a similar manner.

Confidential to Each Publisher

The information contained in this Informant is CONFIDENTIAL. A copy of this Informant is for one publisher for THE THEOCRAT, so that each one has all of the details of the work. You may make a copy of this weekly for study purposes and use the methods outlined in the October Informant.
The New Work
Brother Rutherford’s Letter

Everyone Has Started by Now

The November Informat containing Brother Rutherford’s letter and detailed instructions for carrying on the advanced Kingdom activity has finally found its way to the hands of all the brethren with great joy and studied carefulness, with the result—enthusiastic participation in this new campaign. From everywhere joyful expressions of gratitude to the Lord for his timely help come, and, as a result, we can now look forward to a very busy field activity with the very expediency that this letter has gained.

Great Multitude Testimony Period

“Children” Featured During December

Everyone Participates!

Clamoring another glorious year of service to the great Theocrat, let December’s “Great Multitude” Testimony Period remind us that a full and true service to our Master will be the secret of his joy in us. The Testimony Period begins on December 24. It is too late to start in the field; if you have not begun your field work, then be sure that you get started now. The Bible workers in our mission conferences have been especially motivated to make this a Mrs. Dimmock campaign. Knowing the importance of this test, our brethren have attended the conferences in order to encourage and stimulate one another in the work.

Your Responsibility

The time has come, Brother Rutherford’s letter further says, when “everyone should be able to assume the responsibility for his own work, and that duty without aid from any human creature.” That means that we have no more excuses for failing in our responsibilities. We must work at it diligently as outlined in the November Informat. All will work, their territory, their back-calls, conduct their own studies, book studies, and so forth, without supervision. The requirements for each group are a burden placed upon them by the Kingdom enterprise. The general publisher (company worker) has a quota of 24 or 26 back-calls a month, and as many more to do at his own discretion, rather than the Kingdom or eternal interests.

Placing the Children Book

Some publishers in the field have written in their experiences that the effect that the Children book can be placed in the field easily. It is just the right size for a weekly study course. Others have found, too, that when they mention the Children book as an additional interest shown in this course when people receive it in the mail. These publishers have found that they have been able to place the Children book and preparing for Children studies later. Try it.

1942 Calendar

The new calendar published for Jehovah’s witnesses is now ready. Company servants should order those calendars to be made up and distributed to the publishers. Resistance must accompany order. The calendar is 25c, five or more to the publisher at 20c each. Order the Booklet: until announced. Order only the calendar, with other literature, at this time.

80,000 Publishers Expected in 1942

19,000,000 Hours Quota for Field Service

As long as the Lord favors his people in entering into the final stages of the battle, consequently he believes all will walk close to the Lord, walk circumspectly, and show kindness, mercy and loving devotion to all who are of good will; and any who fail to do so may be taking strictly to the Lord’s direction and accepting such burdens as the Lord has placed in order to be used for this purpose. The Literature and phonograph recordings are all a part of the great arrangement which the Lord has given us in order to properly bear our burden before him.

“Watchtower” Campaign

Prepare Now for Testimony Period

It is a joyous privilege to have announce the good news that February will see the inauguration of another “Watchtower” Campaign. This campaign will be three months in duration, including February, March and April. The campaign will be an outstanding event in the history of the country. Each of these three months will have a different issue and a different message. The campaign will have a different issue and a different message. Each of these three months will have a different issue and a different message. Each of these three months will have a different issue and a different message.
Clearly it is Jehovah's will that each congregation should bear his own burden. Therefore let each and every publisher be responsible for his individual territory. It is the responsibility of each respective territory will fully and thoroughly work that territory..."

..."The cases where interest is found among foreign-speaking people in your territory who cannot read the English, if you can speak their language, you may fill a great need for literature among those foreign-speaking people with the book Children. If and when the book is published in their language, then immediately discontinue the use of the older book and switch to Children. Do not neglect the people in your territory..."

..."Phonographs and New Records"

Orders have been received at the Brooklyn office for approximately 5,000 new phonographs. No more phonographs can be accepted by the Society until parts can be obtained. We have been successful in obtaining all the phonographs that were needed for the first 1,500 of the 5,000 the brethren have ordered, and these are shipped out. We shall have much work to do before we will fill the other orders..."

..."Mailings in Long Course"

Inventory has been made as to how the study course can be handled for 1c instead of 1½c. The law as copied from the Postal Laws and Regulations of 1940 makes it impossible to use identical pieces of third-class matter in one mailing. The regulations of the Postal Department state that no more than 50% of the total mailing weight can be made up of third-class matter and that the rate must be calculated on the weight of the third-class matter. The rate of postage applicable to the entire mailing is then computed..."

..."New Year Begins with Good Report"

The new fiscal year of the Society begins on October 1. From the report we find that a new peak for full-time workers was reached recently, namely, 5,655. To this we can add approximately 1,500 other workers engaged in the field work. During the "Lightning-Wait" Testimony Period these workers made a tremendous number of back-calls, most of which were Children. In one thing that needs close attention is the need of having a large number of back-calls out of the Kingdom is the back-call work. There were only 292,218 back-calls made in the month of October, whereas in 1940, by not as many publishers, 329,883 back-calls were made. The company publishers fell away in their back-call work and we especially advise the sale of back-calls to the stockkeeper; as well as pioneers, should study the following closely: These back-calls could only be taken care of..."

..."Concentrate on Urban Sections Work Your Individual Territory"

64,469 Publishers in October

The new fiscal year of the Society begins on October 1. From the report we find that a new peak for full-time workers was reached recently, namely, 5,655. To this we can add approximately 1,500 other workers engaged in the field work. During the "Lightning-Wait" Testimony Period these workers made a tremendous number of back-calls, most of which were Children. In one thing that needs close attention is the need of having a large number of back-calls out of the Kingdom is the back-call work. There were only 292,218 back-calls made in the month of October, whereas in 1940, by not as many publishers, 329,883 back-calls were made. The company publishers fell away in their back-call work and we especially advise the sale of back-calls to the stockkeeper; as well as pioneers, should study the following closely: These back-calls could only be taken care of..."