

INFORMANT

MARCH, 1940

"My heart shall rejoice in thy salvation."—Ps. 13: 5.

BROOKLYN, N. Y.

The "BATTLE SIEGE" Begins World-wide Campaign "The Watchtower" Featured for Three Months "Refugees," by Judge Rutherford, Released

Memorial First Day of Siege

It is with real joy that we look to the Memorial of 1940. JEHOVAH, through His Theocratic Government, arranges for the "BATTLE SIEGE" Testimony Period, and all of the anointed and their companions will join in this "BATTLE SIEGE" having in mind the vindication of Jehovah's name.

"Refugees"

The president of the Society has been blessed of the Lord in bringing forth the booklet *Refugees*, which will greatly aid the people of good will in taking their stand. *Refugees* is a new weapon of warfare for this "BATTLE SIEGE" Period which will expose religion and help people who love righteousness appreciate the Theocratic Government.

Ten million copies is the first printing of this new booklet, and those of The Theocracy should do great work in the advertising of that government through the booklet *Refugees*.

World-wide Campaign

Even though our brethren in the war-stricken territories are unable to put in as much time as they would like to or used to in the Kingdom interests, they are, nevertheless, working with the literature that is gotten to them through great difficulty. In the last *Informant* it was pointed out that in October, during the "Theocracy" Testimony Period, there were 73,469 publishers in the field. It is believed that during April, May, and June, this new peak of publishers will have gone up to 100,000, because the refugees will be seeking God's organization and taking their stand for the Kingdom and will assist in advertising The Theocracy.

It is hoped that in the United States 10,000 more publishers will join the great multitude that is now proclaiming the message. The factory has been working day and night and week-ends in order to provide large quantities of *Refugees* for England, South Africa, Australia, Canada, and the isles of the sea. Translations of *Refugees* have begun in many languages, and we hope that shortly these will be off the press. Everyone is pressing hard in the initial preparation for this, the greatest of all world-wide campaigns, the "BATTLE SIEGE" Testimony Period.

Time

The "Battle Siege" Testimony Period marks the spring campaign and the pressing of the siege against religion and all its allies. Because Memorial comes late in March, the spring world-wide *Watchtower* cam-

paign will begin with that date, March 23. This falls on a Saturday, which should give almost everyone of the Theocratic Government an opportunity to be in the service that week-end, March 23 and 24, and continue thereafter for three months. The campaign includes the "BATTLE SIEGE" Testimony Period, in April, and closes with "Locust Army" Testimony Period, in June. What a warfare for those in the Theocratic Government!

The Offer

The most important publication that the Lord has given us today is *The Watchtower*. We learned last year, beginning with the campaign in January, that thousands of people were anxious to read this magazine regularly. The special offer this year will be the *Watchtower* magazine with any book, particularly *Salvation*, *Enemies*, or *Riches*, and the booklet *Refugees*, all on the contribution of one dollar, which is the amount usually received for *The Watchtower* alone. This means that the people will get the *Watchtower* magazine for twelve months, twenty-four issues, and, besides, will receive free a clothbound book of their choice and the new booklet *Refugees*.

If in our regular door-to-door witnessing or back-calls people do not

feel inclined to take the *Watchtower* offer immediately, then present one book and a copy of *Refugees* on a contribution of 25c. If this is not accepted, then offer three booklets on a contribution of 10c, including *Refugees*. Wherever the people are really interested in the Kingdom and show the spirit of good will, but are too poor to make the regular contribution, leave them *Refugees* free, or for a penny. When you do this, tell the people you will call back a little later with some more of the records and publications of the Society, and really help them to find the way to life.

This special offer of a bound book and a self-covered booklet free with a year's subscription for *The Watchtower* applies in all languages in which *The Watchtower* is published. Have in mind that the regular yearly subscription rate of the magazine is asked for and they receive free a book and a booklet in their language.

Campaign Will Help "Watchtower" Routes

The magazine publishers who began the new work of distributing *The Watchtower* and *Consolation* February 1 will find that the *Watchtower* campaign beginning March 23 will help them increase the number of *Watchtowers* needed in their routes. This will be an excellent opportunity for all the publishers of the Kingdom to begin routes in

their territory, because the publishers will be talking *Watchtower* at every door they go to. If the people say they do not want *The Watchtower* for a year, or cannot afford it, but would like to read it, then tell them that the provision is made for delivering the *Watchtower* magazine the first and fifteenth of every month at five cents a copy and that if they cannot at the moment take advantage of the special offer of a book and booklet with the magazine, then you can place the book later when making regular deliveries. The *Watchtower* routes should be greatly increased during April, May, and June of this year.

Quota

All will remember with what excellent success the *Watchtower* campaign of 1939 went over, when we had approximately 30,000 publishers in the field. Now we have well over 40,000, and look to 50,000 soon; so the quota in new subscriptions should equal that of last year's four-month campaign. It is expected that, beginning with the "BATTLE SIEGE" Testimony Period and ending with "Locust Army" Testimony Period, 100,000 new *Watchtower* subscriptions, in all languages, throughout the world, will be obtained. Additionally, 1,000,000 bound books, in all languages, and 12,000,000 booklets, particularly *Refugees*.

How can this quota be reached? Brother Rutherford, in his letter of January 20, said that the brethren in America should take advantage of the freedom we now have. He pointed out how our brethren in other lands have been working against great odds. Will the greatest portion of this quota be made up in the United States by the publishers here? It can be, if every one of the publishers diligently strives to put in his sixty hours a month and makes his twelve back-calls. If we each strive to attain to this high mark of serving the Theocratic Government, then this quota suggested by the Society for the world-wide report can easily be reached.

See how simple it is: One *Watchtower* subscription per month for each publisher. That would mean, in the United States alone, well over 120,000 new *Watchtower* subscriptions. We should easily have these 100,000 new *Watchtower* subscriptions, in addition to many thousands that will be added to the routes which all the publishers will be building up by that time.

As to the books, one million copies would mean about seven a month per publisher if the United States were taking on the whole burden of 350,000 bound books per month.

As to the booklets, twelve million being the quota for the world, the 50,000 publishers in the United States would have to place 80 booklets a

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Why Not 52,495 Publishers in March?

Possibilities for Many More!

Brother Rutherford's letter of January 20, "To the Publishers of The Theocracy," provided food for serious thought for all companies and for each publisher. It seems profitable also to consider this letter from the standpoint of the country as a whole.

Checking over the reports of the company publishers in the United States, it is found that there are 73,156 persons who are associated with the organization, and only 36,323 are actively engaged in the field service. This is less than fifty percent of those associated! In addition, there are 16,172 irregular publishers, that is, publishers who are not dependable and do not get out regularly in the field. There was a peak of 46,307 publishers in the field during the past three months; that is, this number were in the field service at least once.

As we consider the figures above shown the force of Brother Rutherford's further remarks is brought

home to us, which is: "There must be a lack of appreciation on the part of some. Everyone who is consecrated to Jehovah, and who appreciates THE THEOCRACY, should now be an active publisher, bending his effort to bear witness to others. Those who fail to do this fail to meet their obligations and miss many joys." Please note that if all the regular active publishers and the 16,172 irregular publishers went out in March there would be 52,495 reporting in one month. Why can't it be done?

Each company should check its local figures and see to what extent it is contributing toward this delinquency as a company and see what can be done to reduce this gap.

Each individual should examine himself and see whether he is a regular publisher and meeting his obligations and experiencing the joys that may be his. The attainment of 50,000 publishers reporting in one month is easy if all those associated with the companies, the 73,156, begin service in March.

How Many Magazine Routes Have You Under Way?

Has Your Company Ordered a Good Supply of Magazines?

Watchtower Campaign Will Speed Up Route Arrangements

The much wider distribution of the *Watchtower* and *Consolation* magazines which began February 1 has started Jehovah's witnesses and their companions on the most far-reaching campaign in which they have ever been privileged to participate. This magazine work will gain added impetus and tie in with the three-month world-wide campaign for new *Watchtower* subscriptions which begins March 23, the date for celebrating the Memorial. It is expected that by Memorial time all publishers will have engaged to some definite extent in this magazine work, either in developing a route or in street corner distribution.

This wide distribution of the *Watchtower* and *Consolation* magazines will go a long way toward bringing out into the open the "sheep" and "goat" classes, as well as proving the faith and integrity of the servants of the Lord. Since 1920 to September 30, 1939, there has been distributed throughout the world the stupendous total of 309,484,991 books and booklets. During the January campaign just ended over 500,000 bound books alone were placed. Millions of people have our literature, and a large number of them have yet to seriously look into it. One of our big tasks is to awaken the people to the necessity of reading our publications, and this *Watchtower* and *Consolation* magazine distribution will greatly aid in this respect; for it will most forcibly draw the attention of the people to Jehovah's witnesses and their part in the "strange work" of advertising the Theocratic Government. So many people have told us in just so many words, if not by their actions, that what we have just told them about the Kingdom message is all very good and that they have two or three or more of our publications and they have all the intentions in the world to read them, but after we leave them their interest dies out and they permit the cares and duties of life to so envelop them that they "forget" to read. Even though the witnesses come to their doors four to six times a year, this is still insufficient to get them to really read. Such people, and there are many, many thousands of them, must be reminded often in order to get them to study and from there become interested enough to want model studies in their homes and eventually become fully associated with the company. The magazine work, by means of regular routes and street corner distribution, is just the thing to arouse these people to action. Not only will they take and read the magazines, but they will also look into the other publications, all of which is necessary for them if they are to come from under Satan's organization to Jehovah's Theocratic Government.

Distribution Has Large Potentialities

The *Watchtower* and *Consolation* distribution work has just started and is but on a small scale as yet. Just to what extent this distribution can be increased is clearly illustrated by the work that was done in Germany in 1932 with the *Golden Age* magazine. With a peak of less

than 15,000 publishers the brethren in Germany were distributing 440,000 copies of each issue of *The Golden Age*, most of which were placed by means of the route method. With already 45,200 publishers (including pioneers) reporting in October, or more than three times as many publishers in the field here in the United States, it is possible for us to increase the distribution of *The Watchtower* and *Consolation* to at least 500,000 copies of each issue. But, to do this, it will mean that each publisher will have to be continually on the alert to develop the magazine route in his individual territory and, as opportunity affords, get out on the street corners in the busy sections of the town whenever he can, and especially on Saturday afternoons and evenings.

This wide distribution of the magazines will open the way toward getting in direct touch with the people of good will who have their permanent addresses in hotels and private or exclusive apartments, which residents up to the present time have been practically inaccessible to the publishers. A case of this kind very much to the point has just come to our attention. A person living in a hotel writes the Society, in part, as follows, in letter dated February 3: "Not more than yesterday, your magazine, *Consolation*, dated January 24, 1940, came to my attention, and in looking over the same I find it is a mighty fine little magazine, and it deals with interesting facts. I have already read it to a friend of mine and he, also, proclaims it as such, too. It is too bad that this little magazine has not more publicity. It should be distributed more among workers, so they could become acquainted with what is going on." He then orders 14 books and also subscribes for *Consolation* for one year. He additionally states, "I assure you that I will loan these books to whoever I think will be interested, and I will not be a bit surprised if they order *Consolation* by the year, too." For the benefit of persons similarly situated and for the welfare of all people of good will everywhere, we are determined that it can no longer be said, "It is too bad that this little magazine has not more publicity"; for from now on the *Watchtower* and *Consolation* distribution will increase to such an extent that almost everyone will know of these two magazines and that religion is the biggest of all rackets.

Organize Regular Routes

As it was successfully carried on in Germany, magazine routes must be organized in every territory and these must be served regularly without fail. Start a route even if there are only two or three persons at first. Serve these promptly and regularly, getting the magazines to them as quickly as you receive them. All people in your territory on whom you are now making back-calls or with whom you are having model studies, and who are not yet subscribers for both *The Watchtower* and *Consolation*, should be on your magazine route—you will find that they will be only too glad to take advantage of this service. Another thing, don't be satisfied to leave regularly either *The Watchtower* or *Consolation* with the people; encourage them to take both magazines

regularly. All people very much need both magazines, as well as the other helps the Society continually supplies.

As far as possible, it would be well for the children and those who for any physical or other reason are unable to witness much from door to door to carry on this magazine route. This work must be carried on efficiently, and if a magazine publisher becomes careless or indifferent or can no longer do his job, then the one in charge of the magazine work (the advertising servant) should promptly arrange for a zealous publisher to take over the route. Routes should continually be on the increase, and this despite the opposition that is bound to arise.

Street Corner Distribution

This should prove to be the most interesting feature of the magazine distribution work. Care should be taken to see that every busy intersection is properly covered with magazine publishers. In every town or city schedule as many magazine publishers on the street corners as possible and at different times of the day. Also, with a number of publishers simultaneously on street corners and before railroad terminals, etc., it will greatly attract the attention of the passers-by. As has been demonstrated with the information marches, by the time the last march has gone by even the most blasé have taken a folder; so, by the time the people have passed by the last magazine publisher, they will have, at the very least, been impressed that there is a magazine like *The Watchtower* or *Consolation* and that it is evidently backed up by a big and growing organization. This will all tend to awaken their curiosity, and when the publishers come to their doors in the regular witness work they will be found anxious to investigate further. It is therefore now advisable for all publishers, when witnessing from door to door, to carry along with them at least one or two copies of both *The Watchtower* and *Consolation*, so as to leave them with the people who show more than the ordinary interest. From now on there will be a demand for the *Watchtower* and *Consolation* magazines by the public, especially in all the territories where the route and street corner distribution is carried on on a large scale.

While on the street corners, the publishers should point out to the people passing by that the magazine they are offering "Exposes the religious racket", "Publishes facts no other magazine dares to print," is "Free of advertising", and that "*The Watchtower* explains The Theocratic Government". The magazine publisher should cry out some such brief statements so as to arouse the interest of the people, and not merely stand on the corners offering the magazine at 5c a copy. By boldly advertising the high points and articles of the magazine, the publisher creates a more than ordinary interest in the magazine. We want people to know what we have; and the only way they can find out is for us to "tell" them.

It has already been demonstrated that it is well for the magazine publishers at street corners, and on routes, to have along with them a *Salvation* book, some booklets, *King-*

dom News, and folders containing the address of the local Kingdom hall of the company. Let each one be so supplied in order to properly satisfy the inquiry and interest of the people who ask for information about the *WATCHTOWER* work, whether such people take a magazine or not. Do not enter into long discussions with the people while distributing magazines on the street corners. Neither are the magazine publishers to openly offer the other publications (books and booklets); for their specified job is to distribute the magazines, and these other publications are on hand only for the purpose of caring for additional interest when inquiry is made.

Magazine Bags

The Society has magazine bags available now and is filling orders for them. They are very appropriate for this work, for use in routes and in street corner distribution. The bag has printed on both sides in two colors very attractive lettering. When you are distributing the *Watchtower* magazine primarily, that being the issue of the week, then you can display the side of the bag saying, "The *WATCHTOWER* explains The Theocratic Government. 5¢ per copy." The reverse side of the bag can be used during the week that the *Consolation* magazine is stressed. This reads, "The *WATCHTOWER* and *CONSOLATION*, 5¢ per copy." The word "Watchtower" has almost become a household word, and tying the *Consolation* magazine in with *The Watchtower* will arouse much interest in the *Consolation* magazine as well as *The Watchtower*. In both instances the "5¢" is made prominent, which will show the people the price of the magazines and thus will aid in the distribution. Many will spend the nickel on curiosity and in this way may eventually obtain the truth.

The bags are 15 cents each; seven for one dollar, when mailed to one address. Remittance must accompany the order; they will not be charged to account. Magazine publishers should order these bags through the company servant. Each company should find out how many bags they need, and order them.

Your Back-Call File

We frequently receive inquiries from companies for the names of *Watchtower* and *Consolation* subscribers in the territory they hold.

The Society is not in position to supply this information now, and it should not be necessary. If the names sent to the company last year have been properly filed and the back-call names from that date up to the present have been properly taken care of, each company should have an up-to-date file containing all these names. We send you each month the names of those who do not renew their subscriptions. These may be called upon, and if there is no real interest manifested your files might be adjusted by removing such names. The names of any who manifest interest and renew their subscription should, of course, be kept on file.

Company Publishers' Field Report

	LAST YEAR			THIS YEAR		
	Company Av. Av.			Company Av. Av.		
	Pub's	Hrs	B-C	Pub's	Hrs	B-C
Oct.	29,550	13.1	2.1	42,436	19.1	2.3
Nov.	25,863	10.9	2.4	41,146	15.4	2.1
Dec.	28,371	12.1	1.9	42,020	14.5	2.1
Jan.	31,679	14.9	2.7	37,475	15.2	3.7
Feb.	29,599	14.4	3.0	?	?	?
March	31,729	15.2	2.9	?	?	?

"Back-Calls and Model Studies" Follow Up Expired Subscriptions When Mailed to You

Calendar Pad Instructions for March

The Calendar pad, for March, calls our attention to both the back-calls and the model studies and the scripture "Visit the fatherless and widows". The two are directly related, for our commission from Jehovah is to "comfort all that mourn; . . . to give unto them beauty for ashes, the oil of joy for mourning, the garment of praise for the spirit of heaviness; . . . that [Jehovah] might be glorified" (Isaiah 61); and this comforting work must be done by continually calling and back-calling on those of good will.

In the 'widow' organization of "Christendom", which claims God as its Husband and Head, but which God has rejected and turned away from Him, are sincere persons to whom the word 'widow' might rightfully apply. Having been misled by their false shepherds, they mourn and are in great affliction and cry because of the abominations that are done in "Christendom". These of good will in such organization of the Devil are "fatherless" because they are ignorant of God's provision of salvation, and are suffering affliction even as the "fatherless".

It is, as Brother Rutherford points out in his letters of January 1, 1939, and January 20, 1940, our privilege, obligation and joy to be used by the Lord in informing the people of the "complete change from wicked rule to righteousness" and that "those who fail to do this fail to meet their obligations and miss many joys". Many have thought that they were fulfilling their commission by merely placing the literature in the hands of the people. But experience has shown that many people take the literature because they think it is so reasonably priced, or because they think it is "helping some religion along", or to salve their conscience, and they do not appreciate the fact that the books contain information that, if properly acted upon, will result in their salvation and without which they may suffer destruction. This fact must be impressed upon them; and, as Brother Rutherford further points out, "back-calls are one of the best means of informing those who are somewhat interested of their privileges and the necessity of service."

All Publishers Can Make Back-Calls

Brother Rutherford's letter of this January sets a new quota for the publishers of The Theocracy, namely, three back-calls per week, or twelve per month. If it took special training to do this work, then this quota would be burdensome; but anyone can make back-calls who engages in the regular door-to-door service and who appreciates the Kingdom and is anxious to advance the interests thereof. On an initial back-call a publisher should take with him his phonograph and records and play for the person one or more records. He should have sample *Watchtower* and *Consolation*, for calling attention to these magazines, and folder with the company address and time of meetings, and, of course, the necessary books and booklets. At this back-call he should endeavor to arrange to call back later, at which time a model study could be started. The difference between engaging in the regular field witnessing and doing back-call work is that, in the latter case, the person

already has some knowledge of the Kingdom or is expecting you. You are not calling there merely to place additional literature, but your primary purpose is to stimulate his interest in the Kingdom and show him his privilege of also saying "Come".

Model Studies Necessary

As with back-calls, so likewise any publisher can conduct model studies. The equipment necessary for this work is your phonograph with one of the series of recorded lectures, and its companion booklet and the *Model Study* booklet. You should have sufficient *Model Study* booklets and several Bibles with you, so that all can have a part in the study. It is in the model study that the proper groundwork is laid for one's becoming a publisher; for the fundamental truths so necessary to a proper appreciation of one's relationship to the Creator and to His Theocracy and the necessity of shunning religion are there clearly set forth, and the scriptures bearing on each point under discussion are read and applied for the satisfaction of the inquiring one.

Start Your Own Model Study

A very small percentage of the publishers have engaged in the model study work in the past, and, as a result, the work has not progressed as it should. Where this work has been taken up enthusiastically the Kingdom interests have advanced, to the Lord's glory. Every publisher who makes back-calls, as well as those who have not previously done so, should enter into this model study work with the conviction that it is a provision of the Lord and therefore to be seriously considered. Why not, in addition to setting the new quota of three back-calls a week for yourself, also determine to get at least one model study a week going in your territory? Brother Rutherford's letter urges all publishers of The Theocracy in this connection to advertise THE THEOCRACY "by devoting more hours to the field service and endeavoring to largely increase the number of back-calls and gather together groups of interested and show them how to conduct a model study".

Expiration Back-Calls

The Society is sending out a considerable number of *Watchtower* and *Consolation* expiration back-calls to the companies. These should be taken care of promptly and the people urged to again subscribe. As indicated on these slips, six colored-cover booklets may be left with such person, not associated with the organization, for whom you enter a year's subscription, and this may be reported as a back-call and as a new subscription. If preferred, a bound book may be left in place of the six booklets. These are all good prospects for model studies.

Co-operation

The companies should have all back-call names in proper order and should periodically call on all those for whom they have slips in the back-call files. Where a territory remains unassigned for a period of time, back-call slips should be turned over to someone to make the back-calls, so that the files may be kept up to date. Those companies whose files are up to date will be in position to notify these people by card of the Memorial celebration on March

23. Co-operation on the part of all publishers (including pioneers) is necessary in order to keep these files in proper order. Back-Call Follow-Up Reports should be turned in promptly on all back-calls and model studies, and when the territory is turned in all Back-Call Slips should likewise be turned in, so as to be available when the territory is again assigned. Some pioneers still persist in refusing or failing to report to the company the progress of their back-call work, and we urge these to consider carefully the "Organization Instructions" under the heading "Pioneers".

For the convenience of those who desire it, the Study Conductor's Report may be used in addition to the Back-Call Follow-Up Report in the matter of reporting model studies, in this way: ALWAYS turn in a Follow-Up Report for every model study (which is, of course, also a back-call); where a model study lasts a month or longer, a Study Conductor's Report should be turned in, filling in all information called for.

The King's Memorial of Joy

As announced by *The Watchtower*, the time for the yearly feast in celebration of Jehovah's name and to the sacrifice of the Lamb of God, Christ Jesus, is after 6 p.m. on Saturday, March 23. At that time, therefore, all companies and units of The Theocratic Government on earth will meet together for the purpose and will invite all persons of good will in their territory to attend, so these may become acquainted with the Lord's provisions as represented in the Memorial and the reality which it prefigures.

Service Announcements

It will be entirely in order for the one conducting the Memorial to point out to all attending the Memorial the great privilege that is now set before the anointed as well as their companions in sharing in the vindication of Jehovah's name; also to make announcements concerning the local service arrangements, the service meetings and *Watchtower* studies, and an invitation to take part in the "BATTLE SIEGE" Testimony Period with its special campaign.

Send In Attendance on Report Card

Each company or unit should show on the bottom of March report card to the Society and zone servant the total number attending the Memorial and the number who partook of the emblems. Pioneers who attend Memorial with companies should make no notation on their report cards; but where isolated pioneers meet together, one of them should make such notation. Use the following method: Memorial attendance Number partaking If your company attends the Memorial service of another company, then state on the bottom of your report card "In attendance with company" (filling in name of company).

All who attend the Memorial should be able to obtain sufficient copies of the new booklet and such other supplies as are required to be properly equipped for the "BATTLE SIEGE" Testimony Period. The company stockkeeper, therefore, should see that *Refugees*, sample *Watchtower* copies, bound books, etc., are on hand.

Please note that you are to include on your March report card all work done during March, including your work from March 23 to 31, also the Memorial report.

Make Your Plans Now to Enjoy Pioneer Service

Already in response to the January *Informant*, for more pioneers in the spring, we have received a good number of applications for and inquiries about this very important work. The brethren who have not as yet written us about the full-time service, and who are seriously giving this matter thought, should write us about their plans as soon as possible, so that we can arrange to get them properly located by springtime.

We know that there are many companies who need and would welcome pioneers in their territory. In order that we can be certain to have all these on our list, we request the company servant or zone servant on his visit to each company wanting or needing pioneer assistance to write us to that effect and to state how many pioneers they need at one time for their territory. In addition to company territory, there is much open territory for pioneers; so no one need be afraid of not getting sufficient territory.

It is brethren who make the Kingdom interests their first interests in life that get ahead in the pioneer and company publisher service. It takes careful planning to make pioneer time; also, to reach the company publisher quota of 60 hours a month. Just how much this helps is illustrated by a letter received from two company publishers who stated, in substance, the following:

"They first were convinced in their own minds that the '60 hours a month' quota was the Lord's will and therefore could be accomplished, even though both were engaged in secular work. They then began to figure the best way to do His will. They decided to adopt a budget plan and to follow it regardless of any interference or opposition. They planned as follows: 7 hours every Sunday in general door-to-door work; 3 hours every Monday night with back-calls and model studies; 3 hours every Wednesday night in back-calling; and at least 3 hours Saturday evening. Total, 16 hours weekly; making 60 hours monthly. They do not always reach this mark, but the figure is set high as a mark toward which to aim.

"They hold an individual territory and have 55 names of interested persons on file. If there is a bad storm, they call back on these interested ones; hence it is not a hardship, no matter what the weather may be. They daily consult their schedule and try to keep ahead or at least abreast of it. When they do fall below par they put on steam and catch up even if it does mean missing a meal or getting less sleep. When the weather is fair, or on the Devil's holidays, they make up all the extra time possible to compensate for time missed because of sickness or some other cause. By making their quota of hours—and they have thus far averaged better than 60 hours a month—they have exceeded every other quota suggested by the Society: in books, booklets, subscriptions, and back-calls. Thus proving IT CAN BE DONE.

"They have signed up as magazine publishers, and look forward to February 1, when this new work begins."

Isn't it easy to understand why these brethren succeeded? They planned carefully, and, having a true vision of the Kingdom, let nothing interfere with their plans. If each one will also take to heart the Kingdom interests the results will be proportionately greater, to the honor and praise of the Almighty Theocrat, Jehovah. Will you be a PIONEER by springtime?

All Bound-Book Records Shattered

January Results Nearly Double Previous Record

It is with the keenest of pleasure we announce the excellent results which were obtained during January, a month which witnessed the severest winter weather in years. Despite this and numerous other obstacles, the publishers of THE THEOCRACY in America placed the astounding total of 552,178 bound books and, besides, 578,507 booklets. This surpasses by 261,662 bound books the previous record month of December with the *Vindication* books, when at that time 290,516 books were distributed.

Some of the companies and pioneers fairly outdid themselves during this campaign. A number of company publishers placed as high as 100 to 300 books, and there were a good many companies that averaged from 20 to as high as 45 books per publisher. The Lord certainly richly blessed every publisher who earnestly engaged in this book campaign, as these results so clearly indicate.

A very interesting fact driven home during this campaign was the great importance of having back-calls available for all kinds of weather and for special offers. The weather was so extreme everywhere that most of the publishers could

stand but a few hours of door-to-door witnessing; they were therefore forced to devote much of their time to making back-calls, and it was by means of these back-calls that most of the books were placed. The number of back-calls made in January by the companies was 140,173, which is a good average of 3.7 back-calls per month per publisher. This is an encouraging start in the right direction of three back-calls per week per publisher.

One reason why there were not many more publishers in the field during January was that not all the publishers had back-calls to make or some failed to take advantage of the back-calls available. There were only 40,278 publishers out during January, which is 4,922 publishers under our peak of 45,200 in October. We hope that from now on all the publishers will take to heart Brother Rutherford's timely admonition for many more back-calls and thus make it easily possible for all publishers to engage in the witness work some time during every month, regardless of weather or other conditions.

Let us now take the fullest advantage of the books placed during January by getting the people to read them. This we can best do by calling back on them, and by pressing the distribution of the *Watchtower* and *Consolation* magazines.

Foreign-Language Subs. for Watchtower Campaign

Those companies that have Distributors' Copies accounts can get any number of foreign-language *Watchtowers* they desire and have them charged to their accounts. Other companies requiring any sample copies in foreign languages will remit with their orders at the retail rate. The only way to get distributor rates is to have an account opened, by ordering ten or more of *The Watchtower* or *Consolation* of every issue published. We recommend that the brethren in the United States obtain *Watchtower* subscriptions in the following languages only (because of difficulties in other countries):

Language	Pub-lished	Yearly Sub. Rate	Dist. Per Copy	Public Per Copy
English	SM	\$1.00	.02½	.05
Greek	SM	1.00	.02½	.05
Italian	M	1.00	.05	.10
Polish	SM	1.00	.02½	.05
Russian	M	1.00	.05	.10
Slovak	M	1.00	.05	.10
Spanish	M	1.00	.05	.10
Ukrainian	M	1.00	.05	.10

SM: Semimonthly, dated the first and the fifteenth.
M: Monthly, dated the first.

The following does not affect the *Watchtower* campaign, but has to do with your *Consolation* routes. The Society can furnish *Consolation* in foreign languages for routes or street corner distribution as follows:

Language	Pub-lished	Yearly Sub. Rate	Dist. Per Copy	Public Per Copy
English	BW	\$1.00	.02½	.05
Greek	M	.75	.04	.07
Spanish	M	.75	.04	.07
Ukrainian	M	1.00	.05	.10

BW: Biweekly, every other Wednesday.
M: Monthly, dated the first.

New Publications

Enemies—Cinyanja, Yoruba.
Refugees—English.
Government and Peace—Finnish, Norwegian, Swedish, Ukrainian.
Protection—Bicolano.
OUT OF STOCK:
The Harp of God—Spanish.
TEMPORARILY OUT OF STOCK:
The Harp of God—English.
Deliverance—English.
Reconciliation—English.
Light 2—English.

Notice to All Kingdom Publishers

Some publishers write to the Society concerning threats of arrest for work of distributing *Consolation* and *Watchtower* magazines, and wanting to know if the authorities have the right to interfere. This is to advise that no official or other person has the right, under the guise of any kind of ordinance or law, to interfere, because (1) this work is commanded by Almighty God, Jehovah, to be done thus, and no man has authority to interfere; and (2) the United States Supreme Court's protection to distribution of the books and booklets, as expressed in the case of *Schneider vs. Irvington*, 308 U. S. 147, 60 S. Ct. R. 146, likewise extends to distribution on the streets and from house to house of the *Consolation* and *Watchtower* magazines. If arrested for doing this work, report to the Society's office and prepare to defend yourself in line with booklet *Advice for Kingdom Publishers*.

With This Informant

The Society is sending along with this *Informant* twelve Remittance Forms and twelve Magazine Distributors' Blanks, which will last you for six months at least. Use these forms in making remittances and ordering your distributors' copies, and please fill them out accurately. Do not write on the reverse side. We appreciate your co-operation.

(Continued from page 1, column 4)
month if they carried the whole load. That's something each publisher can strive for; but even if they don't make it, this world-wide quota will be reached, because the brethren in Canada, England, Australia, South Africa, and in war-torn Europe, and elsewhere, are all going to do their share of distributing the literature; but with the greater responsibility placed upon us here in America, and the opportunity of freedom, we can try, can't we? It is a big quota to accomplish in

"Refugees" New Booklet by Judge Rutherford

First Printing, 10,000,000
Released March 23

Here's the way the new booklet opens up:

"Why are there so many people fleeing from their homes, and hunting in vain for a place of security? In 'most all the nations multitudes have been driven from their native land, and are wandering aimlessly throughout the earth. 'Most all people now seem to be in fear of losing everything they have. What are we coming to?'"

Just those few lines from the first page of this new booklet will certainly arouse interest. The front cover itself shows these refugees from every nation, kindred and tongue on the highway—one road will lead them to destruction, and another to life. It is the great privilege now of Jehovah's witnesses and companions to show these people the

proper way, and only way to life; therefore this 64-page, self-covered booklet should be placed in every home where the people will promise to read it. The first printing is ten million copies, and already millions of them have been sent to foreign lands where they will be distributed, and millions more are being printed for the publishers of THE THEOCRACY in the United States. Place just as many of these new booklets as you possibly can in the hands of the people. You will enjoy this booklet yourself; read it carefully and take it with you on all back-calls. Jehovah richly blessed Brother Rutherford in the preparation of the booklet, and great is our joy that we have the opportunity of distributing it now to the refugees.

You can have a booklet immediately on a contribution of 5c. Read it and be prepared for the wide distribution beginning March 23.

three months, but when the Lord's people carry on a siege as they are going to do March 23 and thereafter, a tremendous amount of work can be accomplished. Let's prepare now!

Consignments of "Refugees"

The Society is preparing a consignment of booklets for each company. The consignment that it is making will probably only keep the company publishers going for the first month of the campaign, because it is impossible, prior to March 23, for the factory at Brooklyn to produce all the *Refugees* booklets that will be needed for the entire three months and longer. In making the consignments the Society will charge the companies at a lower rate than usual for the self-covered booklets. The pioneers also receive a special rate; and this special rate to companies and pioneers will remain in effect until the end of June. Thereafter the booklets will revert to the regular charge made companies and pioneers for self-covered booklets; therefore the companies disposing of their consignments should order early to replenish their stock and have sufficient literature on hand for the publishers to attain their quotas set out above. Keep all the publishers of the Kingdom well supplied with literature, *Watchtower* sample copies, plenty of the books *Salvation*, *Enemies*, and *Riches*, and thousands upon thousands of copies of *Refugees*.

As your initial consignment of *Refugees* is used up, order more. Pioneers will receive no consignments; they should order now the *Refugees* needed.

Equipment

Is your local company prepared to take care of the siege in your territory? Is each of your study conductors ready to lead into the field those attending his study and see to it that the territory around his *Salvation* study or *Watchtower* study is thoroughly covered with the *Watchtower* magazine, *Salvation*, or some other bound book, and particularly with *Refugees*? Are all your interested people being furnished a copy of the *Informant*? and are you pointing out to them the importance of becoming publishers during the "BATTLE SIEGE" Testimony Period? Have you arranged for all your back-call names to be called upon again with this special offer? Is your territory servant arranging his territory so that every part of your assignment

from the Society will be covered in these three months?

Do you have enough *Watchtowers* to supply each of your publishers with the required number of sample copies? Do you have a good stock of *Salvation*, *Enemies*, and *Riches*, and of other books? Do you have plenty of *Watchtower* subscription blanks? Is your secretary prepared to send in the subscriptions the same as last year, using the Subscription Record Sheets (S-10) for the convenience of the office here? Do you keep a copy for your own files? Do you check to see that you have a back-call slip in your file for all subscriptions sent in to the Society? Have you informed the publishers of the special record which announces the *Watchtower* magazine, the title of which is "Instruction" (P-154)? This record is a very good one to use in obtaining *Watchtower* subscriptions. Some brethren may desire a testimony card. The Society will provide these on your order. There are many things for the company servant and each one of his assistant servants to look after. Check all the details and be prepared for the "BATTLE SIEGE". Remember, it is a battle siege that will affect every part of your territory and every publisher will be needed to make this the most successful onslaught against the Devil's organization and his demon-operated religious system ever carried forward.

Results

As this siege is carried on against the Devil's organization, thousands of people of good will will read of the truth and leave the prison-house of the Devil and come into the "cities of refuge". What a glorious privilege is ours during this world-wide testimony period! What a privilege is ours here in America, where we still have the freedom to go forth advertising THE THEOCRACY! This campaign, beginning with the Memorial, should be the greatest of all testimony periods to bring to the people the greatest offer, the message of *The Watchtower*, a bound book, and the new booklet *Refugees*. Will your company have a new peak in number of publishers? Watch your chart and compare it with last year's *Watchtower* campaign, which began in January, and keep apace; in fact, keep ahead of it. Watch your personal quota of hours in the field and of back-calls; and as this is taken care of by you the final results of the "BATTLE SIEGE" will be the reaching of the world-wide quota—a great witness to the name of JEHOVAH!