

INFORMANT

SEPTEMBER, 1940

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

BROOKLYN, N. Y.

"CHALLENGE" Testimony Period "Conspiracy Against Democracy" Released New Booklet by Brother Rutherford to Have Wide Distribution

Book *Religion* Offered Too Records Will Play Important Part

As the year progresses Jehovah's ambassadors can appreciate more and more the importance of the campaigns and their naming. Now we come to the "CHALLENGE" Testimony Period, which is the first campaign in the new fiscal year. The month of September closes the Society's twelve-month report, and with joy Jehovah's witnesses go forward now with the CHALLENGE. Jehovah's servants in the earth will maintain their integrity and hold high the banner of the Lord, proclaiming The THEOCRACY. Jehovah's witnesses are "persuaded that neither death, nor life, nor angels, nor principalities, nor powers, . . . nor any other creature, shall be able to separate us from the love of God . . ." The courageous pushing on of Jehovah's witnesses with the Theocratic message in the face of mounting opposition is a visible expression of Jehovah's challenge to the enemy organization prophetically stated at Joel 3:9-11 and so splendidly set out in modern terms in *Religion*, pages 318-324.

New Booklet Released

At the close of the convention Brother Rutherford immediately made arrangements for the publication of a new booklet, *Conspiracy Against Democracy*. This booklet contains the two wonderful lectures of Saturday and Sunday delivered to the Theocratic Convention of Jehovah's witnesses. The initial distribution will begin October 1 with the "CHALLENGE" Testimony Period.

The Offer

The book *Religion*, a new instrument placed in the hands of Jehovah's servants, along with *Conspiracy Against Democracy*, will be offered to the people on a contribution of 25 cents. Every effort should be made on the part of the publishers to set out the importance of the people's reading these books. This we believe can be accomplished particularly through the use of the record P-230 ("Message of Hope") and P-229 (Part 11 of "The End"). If the person is not able to contribute a quarter but really wants to read, make every effort to leave some booklets with him; and it is suggested that a combination of three booklets on a contribution of ten cents be offered, these being *Refugees*, *Judge Rutherford Uncovers Fifth Column*, and *Conspiracy Against Democracy*. Before leaving,

however, if no literature is taken, be sure to offer the booklet *Conspiracy Against Democracy* on any contribution, leaving a copy with the people free if they promise to read and can't contribute even a penny. Where the booklet is placed, undoubtedly they will be sufficiently interested for one to make a back-call and run the series of lectures on "Religion" and "The End".

Speedy Work

The booklet *Conspiracy Against Democracy* contains a message that the people of America need, and they need it in a hurry. Millions of copies of this new booklet should be placed in the hands of the people prior to November 5; therefore it will take careful organization on the part of all servants in the company, particularly the stockkeeper, to see that his order is in early and that he has his supply on hand in good time for a real concentrated witness in the thickly populated territory. The company servant, of course, will check all these details and see that the order is in. We suggest that you order, on the average, fifty copies for each publisher in your company, and each publisher should try to the best of his ability to distribute these 50 copies to the people, in addition to five copies of *Religion* per publisher. This we believe every publisher can do in the 31 days of October.

Intensify Back-Call Service

Special attention should be given to the work of calling back on the people of good will. The order blank enclosed with this *Informant* makes provision for your obtaining the new records "Religion" and "The End", as well as the special record "Message of Hope". This matter should be placed before all the publishers in the company, so that they can order their individual record P-229, P-230 for regular door-to-door work and as many sets of "Religion" and "The End" as they need to efficiently carry on their back-call activity. Since the convention we feel sure every publisher appreciates the need of making three back-calls every week, or an average of twelve a month. Some day practically all of our work may be back-call work; so let's get in stride now and get the names and addresses in our files.

Your Order

Have in mind that no more consignments will be made of *Religion*, *Conspiracy Against Democracy*, *Kingdom News* No. 6, nor of the new records. Company servants must see that their orders are placed, and we suggest that at distant points they

be sent in by air mail. The factory is working day and night trying to catch up with present orders, and we anticipate that by the time you receive this *Informant* and your Order Blank we shall be ready to take care of the onrush of orders for all books, booklets and records preparatory to the "CHALLENGE" Testimony Period. Orders will be given attention according to their arrival at this office. If because your order gets in here late, or there are too many to fill ahead of it, your literature does not arrive by October 1, then proceed with the same intensity and vigor with other literature and records you have on hand. Make the "CHALLENGE" Testimony Period a month to be remembered in the witness against the Devil's organization and for The Theocracy.

In Brother Rutherford's personal letter "To the Theocratic Ambassadors" which appears in the Author's Edition of *Religion* he states, "It is your commission to help the people of good will to see that religion is their mortal enemy, and that Christianity is their way of escape. Help them to know and serve Jehovah and His King, and thus gain life everlasting. . . . As ambassadors of the Theocratic King hasten to carry the needed information to all who will give heed. That is your privilege, the greatest human creatures ever had." May Jehovah guide and direct you in your preparations for a bold witness during the "CHALLENGE" Testimony Period.

Order Blank

One Order Blank is sent with this *Informant* to each company and pioneer. The company servant, along with the sound servant, back-call servant, and stockkeeper, should check their supplies and fill out this order blank as to the company's requirements. At your next meeting you should find out from each publisher who has a phonograph whether or not he wants his own personal record, "Message of Hope," for door-to-door witnessing. They should each have it. It costs only 50 cents when ordered on this order blank. Check carefully the required number of sets you need of "The End" and "Religion" records and order these. Do you have sufficient supplies of *Religion* that each publisher can have five copies for the "CHALLENGE" Testimony Period? Have you ordered sufficient booklets *Conspiracy Against Democracy* that each publisher can have fifty of these? Have you checked all your stock? It is a good thing to be well supplied now

Pioneers Still Coming Almost 4,000 Enrolled

For the past several months the Society has sent to each company servant a letter to be read to the company, outlining the great privileges to be enjoyed by those who elect to spend their full time in serving The THEOCRACY. Those letters have borne their fruit, and the pioneer list moves on toward the 4,000 mark!

The Society is pleased to advise that as this *Informant* goes to press there are 3,735 publishers enrolled in the pioneer service in the United States. All these enrolled pioneers should report their activity each month.

Quite a number of brethren enrolled at the Theocratic convention at Detroit and at the other conventions, and many others since as a result of the convention. We expect to continue to receive many applications for this most important and blessed service.

There are still some companies throughout the country requesting the aid of pioneers. These companies will be given the needed help just as soon as we have the pioneers to assign to them. However, we are wondering if there are not some right in their own territory who would be able to enroll. Keep this matter before the brethren, and if more applications are needed let us know.

England has reached an enrollment of 1,000 pioneers! Surely we should have more than four times that in the United States.

Pioneer Allowance

Some pioneers are sending in their convention identification cards without showing on the face of them any request for allowance. We presume in such cases that those brethren do not desire any convention allowance and we are not crediting their account with any. If some of the pioneers who sent in their cards without marking the amount on them wish the convention allowance and overlooked this point, they will please so indicate on their September report card by stating specifically how much they desire, not to exceed \$25; also the convention city they attended. If you filled out your identification card properly and forwarded it to this office your account will be credited; it will not be necessary to show this again on your report card.

with all the books and booklets. The first orders received will be given the first attention. We suggest that you carefully study the Order Blank, discuss it at the service meeting and Sunday evening meeting, and then get in your order.

Pioneers in company territory should send their orders in with the company servant's order, to save shipping expenses. Company servants should check with pioneers for this purpose. Remember, the "CHALLENGE" Testimony Period is only four weeks away.

New Series of Recordings Ready Special Record for Door-to-Door Witness

60,000 Model Studies Weekly!

The new series of recordings comprising "Religion", Sunday's lecture from Detroit, and "The End", Saturday's speech, are by far the two greatest recordings we have had to date, and for clarity, forcefulness and powerful material they cannot be beat.

The Lord used Brother Rutherford to provide for His people the most powerful instrument against the Totalitarian-Hierarchy-Religious combine we have ever had in recorded form to date. Words are inadequate to describe the irresistible power of the message.

All of this means much more to us than simply listening to a good speech and getting enthusiastic about it. It means that the Lord is entrusting to us the responsibility of carrying this very important message to the people. As we consider how the attending circumstances—the opposition to the Kingdom, the Devil and his crowd's determination that there should be no speech delivered, Brother Rutherford's illness, and other things that would normally prohibit the preparing and delivering of such speeches—were all maneuvered by the Lord to give greater emphasis and importance to the speeches instead of in any wise interfering with them, we realize their importance in His arrangement. This also increases our responsibility in connection with them.

Petitioners Should Hear the Truth

Every person who signed the petition to the governor of Ohio, and every person of good will in the records of the various companies throughout the country, should be given an opportunity to hear these recordings as soon as possible. When making new back-calls arrange for these new recordings to be put on first. At the initial presentation put on each speech complete. Do not try to break them up into model studies at the first presentation. Arrangements for model studies for the present may be continued with the previous series of lectures and retain the new series for back-call work and public meetings.

"Conspiracy Against Democracy"

New Booklet
by Brother Rutherford

This new publication comes as an answer to the question in the minds of countless multitudes who received the distributed invitations to the Theocratic convention but were unable to attend, as to when Judge Rutherford's speech to the public would appear in print. Conventioners are as eager as any to read it. In the booklet *Conspiracy Against Democracy* you have the full text, not only of the public address "Religion as a World Remedy", but also of the special address to the convention Saturday on "Times and Seasons", including the "Message of Hope".

The title "Conspiracy Against Democracy" calls attention to the painful fact that democracy in the yet remaining bulwarks of this system of government is under heavy attack, and why—because in the democratic countries the proclamation of The Theocratic Government is still continuing, with increasing success, and the totalitarian henchmen of the Devil and his demons must crush democracy finally in order to stop the activities of the

"Message of Hope"

This is the title of the new introductory record. It has everything—fire, enthusiasm—and is a most gripping and convincing introduction to *Religion*, and is a message everyone should hear. Every phonograph should be equipped with one of these. The other side of the "Message of Hope" is Part 11 of Saturday's speech, "The End," which makes a splendid opening for arranging for a back-call. In fact, for either a doorstep setup or introducing the literature in the homes these excellent records cannot be beat. The "Message of Hope" is so convincing that practically every unprejudiced person who hears it will also want to hear the other side. Every publisher who has a phonograph, therefore, should put in his order immediately for this record P-229, P-230.

This record may be had, if ordered with complete sets before October 31, 1940, at 50c each. The complete series is being offered at a special rate up until October 31. There are 30 recordings, 15 discs, all of these on a contribution of \$7.50. After October 31 the regular rate of 70c per record, or 6 for \$3.50, will apply. If you are ordering more of one speech than of the other you can figure their cost on the rate of 50c a disc. (Cost to pioneers is shown on special order blank.)

This campaign should occupy the evenings of every publisher in the country throughout the coming fall and winter. It is of very great importance that this should be pushed with vigor while we have an opportunity of publishing the Kingdom message in this country. *The Watchtower* clearly proves that Armageddon is not far off. It therefore behooves all of the anointed and their companions to work with even greater diligence than ever before while it is still day. There is no time now to slack the hand. We should have at least 60,000 model studies going every week. That is only an average of one model study per publisher. It can be done, and if each one realizes his responsibility to The Theocracy he will put forth every effort to attain this quota.

Theocratic ambassadors. Fittingly, then, the booklet's front cover artistically displays the symbols of the two greatest remaining democracies; to wit, the Independence Hall tower against the background of the American flag, and the clock tower of London's Parliament Building against a Union Jack background. It should prove very catchy to all liberty-lovers. Just 5c for your personal copy, till released for public distribution during October's "CHALLENGE" Testimony Period. The usual rate for self-covered booklets will be charged on company and pioneer orders.

The Informant

Hereafter the *Informant* will not be mailed to the companies, but only a few copies for the use of the company servant and assistants at the service meetings. No *Informant* will be sent to individuals on request. In order to obtain the information they must associate with established companies and attend service meetings where the *Informant* will be read and discussed. Pioneers will, of course, continue to receive the *Informant*.

"Doorstep Setup" Month

Locust Assault-Method Foretold

The 1940 Calendar pad designates September as the month to stress and courageously apply the "doorstep setup". In support of this the pad quotes a portion of Joel 2:9, to wit, "They shall climb up upon the houses; they shall enter in at the windows like a thief."

Here is what the new book, *Religion*, has to say regarding the fulfillment of this ancient prophecy: "They shall climb up upon the houses." God's faithful servants go from house to house to bring the message of the kingdom to those who reside there, omitting none, not even the houses of the Roman Catholic Hierarchy, and there they give witness to the kingdom because they are commanded by the Most High to do so. "They shall enter in at the windows like a thief." They do not loot nor break into the houses, but they set up their phonographs before the doors and windows and send the message of the kingdom right into the houses into the ears of those who might wish to hear; and while those desiring to hear are hearing, some of the 'sour-pusses' are compelled to hear."—Page 196.

On the effectiveness of the phonograph, which is a part of the Lord's provided sound equipment, the same book, *Religion*, says: "Such burden-bearers are, to wit: . . . the radio; sound-cars; phonographs; . . . and such things. The radio was used as long as it appeared to be the will of the Lord and to the extent that his will was performed; and this was done without regard to the bitter opposition of the enemy. It has continued to be used only occasionally as the Lord permits. Jehovah's witnesses' speaking to the people when meeting them face to face affords a better opportunity than radio does to prove their faithfulness and to maintain their integrity and to claim the attention of those of good will. . . . The sound machines are now even more effective than the radio, and the results much greater."

September Report

September closes out the fiscal year 1940. The report for the month of September should be in the Brooklyn office by October 1 (or October 2) if at all possible. We are asking the co-operation of all publishers and servants to this end. All publishers will do their part by seeing that all their reports for the month are turned in to their servants by Sunday, September 29. The company servant's part is to see that the report is tabulated for the month of September and is mailed to the Society before ten o'clock Sunday night, September 29. Any publishers' reports that are not in by that time, do not wait for them; show them in the following month's report. Distant companies, particularly those west of the Rocky Mountains, are being asked to send in their reports by air mail.

New Publications

Refugees: German, Greek, Hollandish, Portuguese
Government and Peace: French, Italian, Spanish.
Face the Facts: Tagalog.
Model Study No. 1: Ukrainian.
Supremacy: German.
Angels: Portuguese.
In Stock
Model Study: Spanish.
New Records
P-219 to P-230, "The End."
P-231 to P-248, "Religion."
PFI-59, PFI-60; PFI-155, PFI-156;
PFI-179, PFI-180.

September Offer

The campaign with the 25c combination offer of *Religion* and *Judge Rutherford Uncovers Fifth Column* has been extended to continue through the month of September; so why not be consistent with what is contained in the book you are offering the people and persistently keep at the doorstep setup method of introducing the message to those within the "houses" and behind their "windows"? The effectiveness of this method has not weakened with the wearing off of the novelty of it to the people now quite familiar with it. True, it causes an instant protest from the "goats", who at once identify you, but such therefore forestalls waste of any time with the unresponsive and speeds you along to those of good will who have a hearing ear for the "joyful sound".

Increase Sound Attendance

Those persistent in the use of the doorstep method know, and the records bear it out, that this method increases the number of sound attendance and thus puts your sound equipment to greater use. A machine is a nonproductive increased sound attendance means more good-will created; it means more literature placed; it means more back-calls and model studies; in a word, greater results. That the Lord approves this method is shown, not alone by his blessing upon it in the past, but in that at the Theocratic convention he caused to be introduced a new model, a vertical-type phonograph, specifically designed for this doorstep procedure and to push it more intensively than heretofore. With the thousands of portable phonographs throughout the land we should have a larger sound attendance. Doorstep setting-up exercising will do it. If you have been timid or indifferent about using this method up till now, faith in the Lord will be manifested by starting in with it at least during this September. So doing, we should, all together, have the greatest sound attendance reported for September that we have ever had for one month.

July, a Convention Month

Splendid Report

During the month of July the *Watchtower* Campaign was being wound up. But on July 13 a bombshell was let loose country-wide in the form of a new booklet, *Judge Rutherford Uncovers Fifth Column*. The report for the month totaled 1,640,528 pieces of literature distributed, most of which, undoubtedly, was the new booklet.

Finishing the month came the glorious Theocratic Convention of Jehovah's witnesses. A total of 52,758 publishers reported over a million hours, with traveling to and from the conventions. Back-calls were weak; everyone will have to watch this from now on. By the end of the year probably we shall reach 60,000 publishers.

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	44,436	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	11.5 2.1
Jan.	31,679	14.9 2.7	37,475	15.2 3.7
Feb.	29,599	14.4 3.0	29,454	13.6 2.8
Mar.	31,729	15.2 2.9	41,648	14.5 3.1
April	36,247	17.2 2.4	45,559	14.3 3.0
May	35,629	16.7 2.2	49,023	16.9 2.9
June	33,903	18.6 2.5	55,039	20.3 2.3
July	37,172	18.3 1.8	49,648	14.8 1.8
Aug.	39,453	17.6 2.1	?	?
Sep.	38,371	15.2 1.6	?	?
Year	33,131	15.6 2.2	?	?