

INFORMANT

JANUARY, 1949

"I . . . will yet praise thee more and more."—Ps. 71: 14.

BROOKLYN, N. Y.

Showing Belief for Final Salvation Life-saving Work with *The Watchtower* and *Awake!* Begins

All Witnesses Urged to Show Belief Publicly

"Are you saved?" Properly Jehovah's witnesses answer, "Thus far, yes." Finding themselves in a saved condition through belief in God and Christ, however, does not guarantee final salvation in the New World. There must be a steady *showing* of belief, a proving of faith, for final salvation. Showing belief means service, active, zealous service that brings into play all the available faculties—the mind to study and absorb God's truths, the feet to carry one out into the streets and up to the doors, the mouth and tongue to make public confession, the hands to hold truth-bearing publications and the "sword of the spirit". Showing belief means living up in all ways to the name "Jehovah's witnesses", graciously bestowed upon us by the "Saviour of all men". —1 Timothy 4: 10, A.S.V.

The Life-saving Work with "The Watchtower" and "Awake!"

To the ends of the earth Jehovah's witnesses will make a public show of their belief during the next four months, concentrating their energies and faculties upon the presentation of *The Watchtower* and *Awake!* Wonderfully blessed are we in receiving these Theocratic Bible magazines weekly. 'Whatsoever things are honest, just, pure, lovely, and of good report' fill our minds. But the blessings of peace and hope of life are not for us alone. An unnumbered multitude of "all nations" must yet cry out: "Salvation to our God . . . and unto the Lamb." For salvation of our "neighbors", then, as well as ourselves, Jehovah's witnesses will show belief by placing with the people the only Theocratic, hope-building magazines on earth.

To perform their life-saving work with *The Watchtower* and *Awake!* Jehovah's witnesses must go from house to house, in obedience to the divine commission. In no other way can we reach the full number of "other sheep" who sigh and cry and sorely need the truths of salvation obtainable through weekly Bible-magazine service. We urge, therefore, that at the very outset of our 1949 life-saving ministry every witness of Jehovah who can do so plan his daily affairs to permit a regular share in house-to-house preaching with *The Watchtower* and *Awake!* Individual effort in the door-to-door field of praise will be blessed of the Lord, and, with more ministers serving today than ever before, the 1949 *Watchtower* Campaign can and should witness a greater number of subscriptions than any previous one.

But what of the aged and infirm, unable to go from house to house? Are they exempt from the need of showing belief? Indeed not. Nor do

they want it so. Their hearts swell with desire to proclaim glad tidings, and they can do so, speaking truth and offering *The Watchtower* and *Awake!* to all who call at their homes. The telephone may be used, letters written, and other means employed to preach salvation to men of good-will. Aged and youthful, men and women, whatever their station in life, language or natural ability, all of Jehovah's witnesses will delight to make a public show of belief in their life-saving work with *The Watchtower* and *Awake!*

Quotas

Each company should establish as its quota of subscriptions for the campaign twice its peak number of publishers. Hence, if your company has a peak of 10 publishers, it should strive to obtain at least 20 new subscriptions during the four-month campaign. What a tremendous spreading of the truth will result if all are able to do this! Our quota for the United States will be 165,000 subscriptions; for the world, one half million! Pioneers will have a quota of one subscription a week, or sixteen for the campaign. Should your share of the quota now and try to personally obtain at least two subscriptions during the campaign, or one a week if you are a pioneer.

Presenting the Magazines

To awaken interest and make the listener aware of the blessings which await him through *The Watchtower* and *Awake!* the bearer of God's message will strive for kindness, sincerity, patience, and clear, appealing speech in his presentation. Usage of the two-magazine offer will naturally require more careful preparation for the initial witness at the door, for the minister must be familiar with the changing contents of current magazines. In various sections obstacles to overcome and objections to refute differ. Each company, on the basis of local conditions, can illustrate in service meetings the most effective method of presentation through demonstrations, experiences and talks. In this campaign, stress is to be given to the two-magazine offer, with "Let God Be True" or another book and a booklet free, for \$2.00. Where the complete offer is not desired, place emphasis on *The Watchtower* for one year, with a booklet, for \$1.00. The householder unable to accept a subscription may be glad to receive "Let God Be True" and a booklet, on contribution of 35c. No special testimony card is being provided. Those who wish may use the permanent testimony card, suitable for any offer, as an introduction.

Door-to-door ministry will be accompanied by the customary street, public-meeting, back-call and book-

The Pioneer Hour Checkup

The Society is keenly interested in helping the pioneers to meet full-time responsibilities and thus continue to share the blessings of pioneering. Hence a checkup letter was sent at the end of the first six months of the new quota arrangement to remind those who had fallen short. The response to these letters was very gratifying. The expressions of appreciation and determination from the pioneers reflect their thankfulness for the blessings they are receiving.

In the future, the checkup will coincide with the service year. Hence the 1400-hour quota will now be counted from September 1, 1948. Those who come short during the six months ending with February, 1949, will be advised by the Society, so that they can improve their activity during the remainder of the service year, if possible, and thus meet the quota.

Suspensions

The Society would like to remind the pioneers that the suspension arrangement is no longer in operation. Those who want to take some time off for one reason or another may do so without asking for a suspension. If the taking of such time off from full-time service results in the pioneer's making less than 120 hours for that month, the pioneer should briefly give the reason in the space for REMARKS at the bottom of the monthly report card.

This report card should be sent at the end of each month's service no matter how few hours may have been put in and even if none at all; and in each instance that the hours are less than 120 for the month a brief explanation should be given.

Pioneers who take time off or who for any reason fall below 120 hours will, of course, endeavor to make up the time lost and strive to meet their quota for each six-month period and the entire service year.

How to Handle Subscriptions

A new instruction sheet, "How to Properly Handle Subscriptions," is being mailed with this *Informant*. It replaces the former one, which may be discarded. Consider its contents carefully in service meetings, post on bulletin board during campaigns, and preserve it in the company file for future use.

study services. In all of these an endeavor will be made to encourage interested ones to subscribe for *The Watchtower* and *Awake!*

The millions who pray in sincerity "Thy kingdom come" need to know that the Kingdom has come. They need the life-giving message of the Kingdom contained in *The Watchtower* and *Awake!* By God's grace, Jehovah's witnesses will satisfy that need, and guarantee their own salvation, by a public show of belief. Showing belief by service is the primary requirement for success of this eleventh *Watchtower* Campaign.

Company and Pioneer Orders

From time to time weak points relative to ordering by both companies and pioneers come to our attention, points that, if remedied, will result in more efficient service.

It is advisable to always have company orders sent to the same address, unless there is some good reason for doing it otherwise. If circumstances make it necessary to ship orders to the stock servant, or some address other than that at which the company regularly gets its mail, the name and address used should not vary each time, nor should orders be sent to various members of the same family. It is necessary for the Society to keep an extra stencil on file for each variation in the name and address the company uses when ordering, even though the change is slight. Since we have no means of knowing which is correct, we must use the address last sent in. Of course, the Society is glad to keep these stencils if such is necessary and an aid to the brethren in the field. Pioneer groups in isolated territory can assist in this same matter by having all orders come to the same one of their group.

Companies should not request literature to be charged to them at pioneer rates, even though it is being ordered for pioneers. All company orders are charged at company rates. The pioneer obtains his literature from the company at pioneer rates, whether campaign literature or something ordered specially for him, and the company will in turn be credited through the Literature Credit Request Form (SC-53). If it places a burden on the company to order cash items for pioneers, the pioneer can order these himself and send his order with the company's.

When company and pioneer orders are sent together, however, it should be kept in mind that there should be a remittance form for each order even though only one check or money order is sent for the entire amount. The remittance forms will show what part of the remittance to apply to each order. Remember, too, that the new remittance form (S-52) should accompany all cash item orders, regardless of size, including those for handbills. If you are not sure whether the item you are ordering is a cash item, please consult the Cost List, where you will find cash items defined and a list given.

Occasionally pioneer orders have been delayed when the Society was not notified that the one to whom the order was to be shipped had moved, or when a pioneer sister got married and neglected to advise us of her change of name.

Careful attention to the matter of ordering, making sure to fill out the order blank carefully and completely and to include remittances when necessary, will assure better service and will eliminate much unnecessary correspondence between the Society and the companies and pioneers.

"Blameless Ministry" Testimony Period

1949 Watchtower Campaign Progresses

Stress Watchtower Back-Calls

This world of Godlessness is in an irreparable plight. It has become the miserable slave of its god Satan, and is totally void of faith and devotion to righteousness and the principles of God's Word. Whoever may be responsible for this condition, one thing is absolutely certain: The accusing finger of guilt cannot be pointed at the ministry of Jehovah's witnesses and the Society. As remarkably demonstrated by the thrilling year's report in the 1949 *Yearbook of Jehovah's witnesses*, the ministry of God's servants stands blameless, "giving no offence in any thing." Yes, *blameless* because the Society has consistently endeavored to fulfill its charge as "faithful and wise servant" in providing "meat in due season"; and because you, the publisher, have faithfully accepted your responsibility as minister of God and have carried the vital Kingdom truths to men of good-will throughout the world. Now comes February 1949 and the "BLAMELESS MINISTRY" Testimony Period; another opportunity to minister, "giving no offence in any thing, that the ministry be not blamed: but in all things approving ourselves as the ministers of God."—2 Corinthians 6:3, 4.

During this second big month of the 1949 *Watchtower* Campaign, God's blameless ministers will continue to hold forth the message of life and deliverance from a destruction-destined world. How? By offering a year's subscription for *The Watchtower* and *Awake!* for two dollars, and giving as a premium with the dual-subscription offer "Let God Be True", or some other bound book, and a booklet. When placing the offer, it is suggested that the publisher inform the obtainer that he will count it a privilege to call back in order to make certain that the magazines are being received, and answer any questions that might arise. Good-will persons truly appreciate this display of sincere interest in directing them to a knowledge of God's Word.

Remember "Watchtower" Back-Calls

In order to fully prove ourselves as the ministers of God and show a blameless ministry in "all things", we must not fail to call back on subscribers and extend that helping hand so much desired and needed by those who say, in effect: "How can I understand except some man should guide me?" How can they, indeed? The admonition, therefore, is: *Make Watchtower back-calls*. They are essential. Wherever possible the publisher obtaining the subscription should make these back-calls. Call with a purpose, namely, to establish a home *Watchtower* or book study. Show genuine interest in the subscription obtainer. Such proper procedure on the part of the minister tends to dispel any doubts relative to Jehovah's witnesses, and hence further establishes our blameless ministry.

Watchtower and *Awake!* expiration slips and good-will back-call slips are being sent by the Society to the companies. The back-call servant should see that these receive prompt attention by the local publishers. In this regard, it is suggested that as home *Watchtower* or book studies progress the publishers assist the students to recognize and appreciate the importance of *The*

Watchtower and the advantages in subscribing. This will also help them to see the desirability of renewing their subscriptions before these expire.

Can Your Company Increase?

With a month of rousing activity "showing belief unto final salvation" in January, many subscriptions for *The Watchtower* and *Awake!* will undoubtedly be obtained. Therefore, February will be a good time to reflect on January's activity, analyzing what has been accomplished locally and how improvement can be effected during the remaining months of the campaign. Refreshing and instructive *Watchtower* Campaign field experiences will also be of real value. Publishers who have been successful in obtaining subscriptions may be used to relate their experiences, particularly those which will assist other ministers in their presentation of the offer. Keep the importance of the eleventh *Watchtower* campaign in full view throughout the entire four months. Remain subscription-conscious!

Jehovah's proven ministers possess and preach the singular message of hope and salvation. Theirs is the only ministry that can stand blameless before God and the world. Let us maintain our proven ministry during the "BLAMELESS MINISTRY" Testimony Period, in February, "in all things approving ourselves as the ministers of God."

Publications Now in Stock

The Joy of All the People—French
The Joy of All the People—Italian
The Joy of All the People—Marathi
Kingdom Service Song Book

—French

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios. } 4,557 {	175.0	50.0	6.5	
Gen. Pios. }	120.0	32.6	4.5	
Co. Pubs. 75,682	13.2	3.4	1.0	

November Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios. 473	159.9	56.3	6.6	
Gen. Pios. 4,633	111.2	32.8	4.5	
Co. Pubs. 73,999	12.0	3.4	.4	

PUBLIC MEETING CAMPAIGN

Public Meetings Held 3,623

The Watchtower in 22 Languages

The Watchtower and *Awake!* are now available in the following languages:

"The Watchtower"		
SEMIMONTHLY		
Afrikaans	German	Spanish
Danish	Hollandish	Swedish
English	Ilocano	Tagalog
Finnish	Italian	Visayan
French	Norwegian	

MONTHLY		
Arabic	Polish	Slovak
Greek	Portuguese	Ukrainian
Hungarian	Russian	

"Awake!"		
SEMIMONTHLY		
Afrikaans	English	German

MONTHLY		
Danish	Portuguese	Swedish
French	Spanish	Ukrainian
Greek		

Praise "More and More" in 1949

Are You Sincerely Working on the New Publisher Quota?

1949 Yearbook and Calendar to Aid in Meeting Quota

In the interests of expanded world praise, the 1948 *Yearbook* declared: "There is much singing yet to be done. As each one keeps his place within the Lord's organization and sings, certainly the praises of God will be heard among all nations." And heard they were! Uniting under the year-text, "I will sing praises unto thee among the nations," thousands of singers spread the song of praise, in 96 different lands. And with what result? The amazing number of 280,756 ministers of God engaged in Theocratic ministry in 1948! A new world publisher peak!

With this calendar year of expansion ended, the question arises, What now? Slack the hand? Rest on past increases and peaks? Expansion-minded ministers answer an emphatic *No!* Rather, each individual, each company will plan, organize and diligently work toward even greater peaks and thus swell the ever-increasing throng of praising "nations".

Can We Meet the Quota of 10-Percent Increase?

Is it possible for Jehovah's ministers to give more praise than they have in the past? Our new 1949 year-text gives stirring answer: "I . . . will yet praise thee more and more." (Ps. 71:14) Yes, more praise, more gospel-preaching by more ministers in 1949! In fact, a 10-percent increase in number of ministers is our quota for this service year.

By God's grace, that quota has already been exceeded in the United States, during October. But exceeding the quota one month will not assure the average for the year. With keen appreciation for our new quota of 10-percent increase, let each individual minister resolve: "I . . . will yet praise thee more and more," and then do just that. Take an active interest in the quota locally and do it now! Do not wait till the last few summer months. Compare your own activity with that of the company, and frequently ask yourself: "Am I contributing to the fullest extent that I can to aid the company in its endeavor to meet the new quota?" If not, praise "more and more". Become thoroughly familiar with your company's chart on which the quotas are posted. Study it; learn to know the company quotas. Realize that the chart is not just a maze of figures, but a precise measuring rod of Theocratic expansion in your company. During the 1949 service year it will visibly mark your progress toward meeting the 10-percent increase.

It is the combined efforts of individual praisers with a personal interest in local quotas, coupled with Jehovah's spirit, that will make for a 10-percent increase in number of publishers in the United States for the entire service year. Ministers of God the wide world over have consistently proved this to be true in 1948. Thrilling beyond words are the reports of increase from our brethren in the far-flung corners of the earth. Consider: In Germany, 15,856 ministers of Jehovah set an individual quota of assisting one good-will person to enter the ministry of praise during the 1948 service year. By Jehovah's grace and through perseverance, the witnesses in that land enjoyed an 83-percent increase, reaching an average of 29,172 publishers and a peak of 36,526 publishers! In 1948 a 20-percent advance

was made by our British brethren, with 14,676 ministers sharing each month in the song of praise, while Italy, that little country long deprived of the gospel song, had a 116-percent increase. In Russia, a land where singing Jehovah's praises brings banishment to Siberia or the firing squad, ministers of God increased from 3,498 in 1947 to 8,000 in 1948, according to the best reports available; a 128-percent increase! Think of it! Also, the entire international Theocratic organization can rejoice, for the increase in average number of publishers was 27 percent.

Now, what about the United States? Here a 7.7-percent advance was effected. This is good; but it shows we are far behind our brethren in other parts of the world. Can we not do better? Let us meet this challenge by making our 1949 quota.

1949 "Yearbook" and Calendar

The above reports and many others equally encouraging will make each one of us more diligent in our efforts to attain to the 10-percent increase as we read the thrilling world-ministry report by the Society's president in the 1949 *Yearbook of Jehovah's witnesses*. With its highly informative and stirring contents, the 1949 *Yearbook* can be made the subject of discussion at service meetings, back-calls and book studies. Its outstanding record of increase after increase is a mighty testimony to the blameless ministry of Jehovah's witnesses and can be readily incorporated in public talks. Read, study, analyze and review its contents; use it in your ministry.

Closely allied with the *Yearbook* is the attractive 1949 service calendar. Its four-color aerial panoramic view of the world-renowned missionary school of Gilead reminds one of the great work that school is doing. Moreover, its theme of expanded praise will alert the minister to his own ministerial obligations and will serve to daily remind him of the 1949 10-percent increase in quota.

All indications point to the joyful fact that 1949 will be a record year of praise abundantly blessed by Jehovah. Let each minister of the Most High begin the year aright. How? Start now, in January, working for the quota of 10-percent increase and striving for a steady increase in number of publishers thereafter. Let us each and every one declare before Jehovah in word and action: "I . . . will yet praise thee more and more" in 1949.

Literature for Germany

In the past it has not been possible for the Society to supply magazines and books to persons in Germany whenever a request was made. Now, however, we are glad to announce that it will be possible for the Society to accept subscriptions for persons in Germany. Anyone who wishes to subscribe for a magazine in any language for someone in Germany may do so. Check to see that *The Watchtower* or *Awake!* is published in the desired language. Individual copies of books and booklets will also be mailed to persons in Germany upon receipt of order with remittance.