

INFORMANT

JUNE, 1943

"More than conquerors through him that loved us."—Rom. 8: 37

BROOKLYN, N. Y.

72,490 Publishers During April!

"Call to Action" Heeded Everywhere!

Over Five Million Booklets Placed!

April 1 the Theocratic "Call to Action" went out to Jehovah's witnesses and companions everywhere. 72,490 of them arose to action in the United States alone. Jehovah's rich blessing was upon them as they "willingly offered themselves". The report shows that a new peak of 66,079 company publishers was reached. But that's not all! Full-time publishers also increased to the new all-time high of 6,411.

April was packed full of activity. The new booklet *Fighting for Liberty on the Home Front* was released. To be exact, 5,493,125 booklets were distributed by the brethren during the one month. Besides that, 239,313 bound books were placed. And on top of that comes the amazing report of 51,147 new subscriptions obtained. The publishers accomplished all of this by devoting 1,722,119 hours in the field service. This increased time is what helped make the April report the source of joy that it is.

The willing and unselfish efforts of the brethren in the interests of the Kingdom are commendable and inspiring. There has never been a time of greater persecution of Christians than now; but right in the face of it all Jehovah causes His servants to "be strong, and do exploits".

Society's Address

Hereafter all communications mailed to the Society should be addressed as follows:

Watchtower Bible and Tract Society
117 Adams St.
Brooklyn 1
N. Y.

When writing to the Society at 124 Columbia Heights, the address should be Brooklyn 2, N. Y., as this is in a different district from 117 Adams Street.

This is required in order to comply with the request by the U. S. Post Office Department to facilitate the handling of mail at the General Post Office in Brooklyn, New York.

Claims for Damages

When brethren receive literature or records in a damaged condition, please have the postmaster or the freight agent note the damage in writing. Do not give or show to the postmaster or railroad agent any invoices, but state that the claim for damage will be made by the WATCHTOWER at Brooklyn. Then mail to the Society a letter describing the damage, enclosing the acknowledgment of damage by the carrier employed, as well as your original invoice. We prefer to start the claim here and make collection.

The Society always replaces records and books immediately on such claims, and will not make additional charge, but we must have the proper papers to make claim.

How futile are the efforts of opposers of The Theocracy to prevent the increase of His Government! With Jehovah's spirit upon them, and with the leading of His Theocratic King, Jehovah's faithful witnesses are defeating the persecution by going forward preaching the gospel of the Kingdom with ranks unbroken. And, by the Lord's grace, we'll keep it up.

For the privilege of having had a part in the "Call to Action" and for these overflowing blessings and evidences of favor from Jehovah we give thanks to Him and praise His name. Let us not forget His goodness. Let's show our appreciation in the days to come by being New World publishers during June and continually thereafter, always looking to The Theocracy and the further blessed victories certain to be gained in the near future.

PREVIOUS ALL-TIME PEAKS

	Company Pubs.	Pioneers
Pubs.	60,094 Sep. '41	6,245 Feb. '43
Av. Hrs.	20.3 June '40	138.2 July '42
Av. B-C	4.6 Oct. '40	39.3 Apr. '42

	Apr. 1943	Apr. 1942
Pubs.	Av. Av.	Av. Av.
Hrs. B-C	Hrs. B-C	Hrs. B-C
Company	66,079 13.5 3.1	14.4 3.6
Pioneers	6,411 129.0 32.4	135.5 39.3

Informants and Testimony Cards Provided for All Publishers

The Society furnishes the *Informant* free to all companies according to the number of publishers in the company. The *Informant* should be given to the publishers, both regular and irregular. The *Informant* sets out all the details relative to field activity, and the only ones really interested in this field activity are those who are engaged in the field-service work. Other persons attending meetings, who are inactive or do not go out in the service at any time, need not have copies of the *Informant*. If you have extra copies, they can be furnished to these individuals, but the company servant should see to it that the regular and the irregular publishers receive each issue of the *Informant*.

Testimony cards should be supplied to all publishers, regular and irregular. For those who profess consecration to the Lord a regular testimony card with identification printed on the back has been prepared. The consecrated should be supplied with these. For very young children and those who do not profess consecration, but want to have some part in the Lord's service, the Society has provided a testimony card that is blank on the back, and such may be had on request.

New Publications

"Children" Study Questions: Spanish.

"The New World" Testimony Period Increase Your "New World" Studies

Take *The New World* and Latest Booklet to New Fields

Remember, back nine months ago, what a thrill it was to receive the book *The New World*? Remember what a great shout of joy arose when the president of the Society announced its release? And then, when you began to read *The New World*, didn't your heart beat faster as you eagerly went from page to page and feasted upon the truths concerning the New World? Didn't it seem a most timely and comforting message amidst the confusion and darkness of the war-afflicted world? Weren't you extremely grateful to Jehovah God for the opportunity of learning more about His New World? And right now you are rejoicing in the New World more than ever before.

Those same thrills and joys are being repeated daily among people of good-will. *The New World* may not now be new to you any more, but it is to many who are just now receiving it. It is just as new to them now as it was to you last September. When it was released to you at the Theocratic Assembly the presentation was very enthusiastically made, and therefore you were more anxious to get it. Likewise, when you have the opportunity to present it to others it should be with enthusiasm, for you are giving the people something brand-new to them and that which will show them the way to life in the New World. Every time you offer the book *The New World* to the people, think about what you are actually bringing them, how happy you were when you received it, and then you will make a better presentation.

The month of June is "THE NEW WORLD" Testimony Period. Very appropriately the Society has chosen the book *The New World* and *Fighting for Liberty on the Home Front* (or any other booklet), on a 25c contribution, as the literature to be offered. The main objective during June is to get *The New World* into the hands of the people and show them how to study it to learn how to come under the New World Government and obtain life. Let's show *The New World* at every door.

In some parts of the country the publishers have not yet been in the small towns and rural communities with *The New World*. These people too need the New World, and they will learn about it from the book. Some companies have city territory that has not been covered with the book *The New World*. For June we ought to select all the accessible territory that has not been covered with *The New World* and work it. Territory servants can check their files and let the publishers know where the unworked territories lie.

Presenting "The New World"

Experiences from the field show that the doorstep setup method with the record "The New World" (P-302) is the most effective presentation of the Kingdom message yet. It has been reported that the message on this new record holds the people in rapt attention. If you have used it you know. If you haven't, then you're missing something. With the warm, summer weather coming, there is every reason why all publishers having phonographs should put them to constant use in the door-to-door work. Any publishers who have phonographs they are unable to use from house to house should report that matter to the advertising servant, who will arrange to let other publishers use them during June. Every phonograph should be playing the New World message during June.

If you are unable to get a phonograph to use, then use the testimony card and verbal witness. Show the book to everyone. Let them look at it, and show them what's in it. Talk *The New World*, and you'll place it.

"The New World" Follow-Through

Placing *The New World* is just the first step. All publishers should by now be using the House to House Record (S-15) and thereon record every placement of *The New World*. This record is made so that you can follow through. The next (and more important) step is to aid those obtaining the book *The New World* to learn what is in the book. Merely placing books with the people does not assure them of getting a knowledge of Jehovah's purposes; so the publishers that are "New World-minded" make placements with the hope of returning and eventually starting a *New World* study.

Tact is essential in dealing with people with whom you hope to start a study. This subject is briefly dealt with in *Course in Theocratic Ministry*, page 94. Whenever a subject comes up that you can refer to through the index in *The New World*, be sure to do it. Direct the attention of the people to the book. They will see that it contains many things they should know. You may have to call half a dozen times before you can even talk about the *Study Questions* booklet; but patience is a thing the Lord's people have learned about. Patience does not mean waiting in inactivity, but rather patiently working to the end of starting studies. Our quota is one book study per publisher. "THE NEW WORLD" Testimony Period is the time to start a *New World* study. Time in the New World service is the key.

Briefly, then, during "THE NEW WORLD" Testimony Period all New World publishers should get the book *The New World* into the hands of the people of good-will, start *New World* studies with them, and let everyone know about the New World and its blessings.

"Course in Theocratic Ministry"

Everyone Will Profit by Studying It

Many questions have come to the office relative to the study of *Course in Theocratic Ministry*. Many of them are answered in the booklet, but were overlooked. Study pages 3 to 9 carefully.

Every publisher, male or female, will be greatly profited by attending the study of this course. It is Jehovah's provision for all his servants. According to the Scriptural arrangement, and as pointed out in the booklet, only brothers will be enrolled and have speaking assignments. These who enroll are obligated to attend every study and participate therein. Others, including sisters, may attend the studies and participate in the discussions of the review, but only those enrolled will give talks.

The main purpose of this course is to make all more proficient Theocratic publishers. Brothers' giving talks is only a part of publishing. Most publishing is done from door to door, by both men and women. Considering instruction talks and participating in the reviews will prove beneficial to sisters as well as brothers. Use of concordances, Bible dictionaries, and reference works, gathering material, how to study, coherence, tactfulness, and the many other things brought out should be understood by every Theocratic publisher. Everyone who possibly can should attend.

It is advisable for each individual company, regardless of size, to act as an independent study group. It would not be proper for several companies to assemble together for this

study. The study should be held regularly, each week, in all companies. If the student speaker of the evening is not present, due to some circumstance arising suddenly, then the course will continue as outlined in the booklet, without the student talk. If an occasion occurs when the instructor cannot be present, he should designate some other competent person to perform his duties.

In small companies where there are only two brothers, one could give a student talk, each week; thus they would each speak every two weeks. If three, four or five brothers are enrolled only one should speak, each week. In companies made up entirely of sisters the course should be carried out, with the exception of the student talks. Instruction material should be studied and a review conducted among themselves. The most capable sister or the one who conducts the *Watchtower* study should act as instructor. These sisters could look up material additional to what appears in the lessons, and many examples or illustrations may be brought out during the reviews. In small companies where there may be only two or three brothers enrolled, sisters may be privileged to offer observations from the floor as to the student talk. The instructor, of course, should give final counsel on all talks.

Appointments of instructors in the course are being made, and companies will receive them shortly. It is suggested that while waiting for the appointment of the instructor all companies consider the material in pages 3 to 9 of the Course, devoting twenty minutes of their service meeting each week until completed.

Progress of the Watchtower Campaign

The Lord's rich blessing can readily be seen on this year's *Watchtower* Campaign. With determination to carry out their covenant obligations to Jehovah, His people have gone forth letting nothing hinder their efforts. Placements have been higher than ever before, with already the 100,000 mark reached on the new subscriptions for the English *Watchtower* in the United States alone. New *Consolation* and foreign-language *Watchtower* subscriptions added to this, the figures totaled more than 130,000 by the middle of May.

This campaign is the biggest yet.

Sign Your Identification Card

If the brethren are arrested and haled into court for preaching the gospel, it is always necessary to offer in evidence their Identification card. To present a blank card does not accomplish the purpose for which it was intended. Even in everyday witnessing it is necessary to show your Identification card, and, in order to bear proper authority and establish your real identity and commission, this card must be properly signed. As soon as you receive your Identification card, type-write your name at the top of the card and your address at the bottom of the card. Then sign your name in ink at the bottom of the card. This should be done neatly, and the card should always be kept clean and tidy.

World publishers are alert, and they want to be ready to start JULY 1 with a bang!!

"More time in the field!" "Redeeming the time, because the days are evil."—Eph. 5:16.

Use of Study Conductor's Report

Every person who conducts a study of any kind should fill out a Study Conductor's Report (SC-3) each month. All the information requested on the Study Conductor's Report should be given as completely as possible. The Study Conductor's Report is important because it provides information that must be reported to the Society and that is not otherwise obtainable by the company servants from the publishers. All companies should use the latest Study Conductor's Report form, which provides space for reporting the new interest.

Actually there are two different uses of the Study Conductor's Report: (1) To report information on established studies for which the Society has appointed conductors; and (2) to report information on back-call book studies conducted by publishers in the field.

All Study Conductor's Reports must be turned in promptly at the end of each month, to the assistant company servant. The assistant company servant has only three days of the following month in which to compile his report; so Study Conductor's Reports should be given to him immediately at the end of the month, if possible; otherwise, mail them to him.

Because the assistant company servant is required to turn the Study Conductor's Reports over to the back-call servant, it will be necessary that the assistant company servant keep among the company reports in his care a record of the following:

Total number of book studies for which study conductors have been appointed by the Society;

Total number of back-call book studies conducted by company publishers;

Total number of back-call book studies conducted by pioneers working in the company territory;

For each of the above groups the total attendance, the total new interest, the total associated, and the total new interest attending for first time.

One study is counted for each Study Conductor's Report turned in. For example: If a study is conducted in the same home and with the same people four times in a month it should be reported to the Society as one study (and four back-calls), not four studies.

Report the New Interest

The company monthly report card (and pioneer, too) provides for reporting *field service* only. Therefore it would follow that, in reporting the number of studies and attendance thereat, the only figures to report would be those concerning field activity, that is, total back-call book studies. Many companies have been including the established book studies conducted by appointed conductors in the number of book studies reported on the monthly report card; but that is not *field service*. Established book studies are reported to the Society in the company information form, but not on the monthly report card.

As to the number attending book studies to be reported, this would apply to the newly interested ones attending back-call book studies who have not commenced attendance at the company headquarters meetings regularly. Do not include the study conductor or publishers who may happen to attend back-call book studies. Just report the *new interest* attending the back-call book studies on your company and pioneer monthly report cards. Assistant company servants will please note that the pioneers report the number of studies they conduct, and the attend-

ance, as a matter of local record only. The company should not include the pioneer activities in the company monthly report to the Society.

Back-Call Servant's Study File

When the assistant company servant has obtained the necessary information from the Study Conductor's Report slips and posted it he will turn the slips over to the back-call servant to file. The back-call servant should check the reports, to see that the proper information is given. If the conductor does not fill out the report properly he should be shown the correct way. The back-call servant should check his permanent back-call file and see if he has received back-call follow-up slips regularly for the back-call book studies that have been reported, and post any information that was not previously reported on follow-up slips. It would be well to ask conductors of back-call book studies to turn in follow-up reports if they have not been doing that. The back-call servant should try to assist the publishers in every manner possible to increase the study activity, and when he notices some reports indicate a downward trend in attendance or a decrease of studies he should consult with the publishers and assist them in any way he can.

All the Study Conductor's Report slips from appointed study conductors and back-call studies should be filed under the name of the study conductor, alphabetically. The reports should be in monthly order under the name of the conductor, for each study he conducts. When a publisher conducts more than one study, the reports for each study should be kept together in monthly order. Thus, if a publisher conducts four studies, there would be four groups of Study Conductor's Report slips filed under his name. The report slips may be clipped together with paper clips for each study, or placed in envelopes with the name of the publisher conducting the study on the front. By filing in this manner the company servant, back-call servant, and servant to the brethren, or any other servants who have occasion to check up on book studies, can readily see who conducts book studies, how many each publisher conducts, and which publishers need the most assistance in study work. Study Conductor's Report slips should be kept for at least one year.

Personal Cleanliness

From time to time reports come to the Society's office regarding some few brethren who are not very presentable and, in some cases, who actually lack in personal cleanliness as they participate in the Lord's service and associate with the Lord's people. This is unfortunate indeed. Such brethren actually practice an injustice upon their brethren who have to assemble with them at studies and meetings, and are a cause of stumbling many people of goodwill who, not knowing the Truth, are inclined to judge the value of the message by the appearance of the messengers. Love for the Lord, love for one's brethren, and love for the Kingdom, therefore, should induce each one to be clean in body, clean in apparel, as well as clean in mind and doctrine, in order to properly represent The Theocracy. Let all representatives of the New World Theocracy, therefore, conduct themselves in this respect as becoming proper representatives of the New World.

July Campaign

Prepare Now for More Time in the Field

The month of July has been set aside as a period of great activity in the distribution of foreign-language literature and old English publications. You want to be ready to participate, beginning July 1, in this campaign of educating the people in the New World. Therefore you should PREPARE NOW!!

FOREIGN-LANGUAGE LITERATURE: This literature will be distributed free or on whatever contribution the people wish to make, and it is the primary and most important distribution work of the month. It includes all foreign-language literature except Spanish and the latest book and booklet in each language. Check your supplies and needs, and order now, using the special blank sent with the May *Informant*, and sending it in with orders for other literature.

ENGLISH LITERATURE: We shall be using *The Harp, Deliverance, Creation, Reconciliation, Government*, and all booklets except *Fighting for Liberty on the Home Front, Peace—Can It Last? Hope*, and model study and question booklets. We cannot supply any of the above-named books from Brooklyn, as our stock is depleted. Use up what you have on hand. You may order booklets in even cartons, specifying whether self-covered or colored-cover. Don't ask for any particular booklets; we will give you a variety of whatever we have on hand. Place your orders so that we can make shipments of 100 pounds or more.

If you have not surveyed your territory to ascertain your needs in foreign literature, and have not otherwise prepared as directed in the May *Informant*, do so now! New