

INFORMANT

OCTOBER, 1949

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

BROOKLYN, N. Y.

"Raising the Signal" Testimony Period One-Month Awake! Campaign Begins

Will You Take Part?

"Raise a signal." That was the positive command issued by Jehovah to the anointed remnant in 1919. (Isaiah 62:10, *An Amer. Trans.*) It meant that by the widest publicity they must tell the world of the Signal's being immovably fixed on Mount Zion, since 1914. No slumbering now, as when in captivity to Babylon. But awake! and exalt the Signal to the nations, Jehovah's glorious King Christ Jesus. And that they have done, lifting up the Signal to a position of great prominence to this year of 1949.

True, nations politically have rejected the Signal, favoring an abominable substitute of their own building, such as the U.N. Not all inhabitants of the nations, however, have followed that unwise course. Many have listened and rallied with gladness to the Signal, proving their allegiance to Christ and his kingdom now by actively joining in further "raising the Signal" before Armageddon. It is of utmost importance that all of us keep on uplifting that Signal, for it means salvation to those who hear and believe, and death at God's hand to the stubborn and foolish who turn him down.

"Raising the Signal" with "Awake!"

Jehovah's visible organization has directed that during October all persons who see the Signal and are aware of the lateness of the hour unite in "raising the Signal" with *Awake!* What, then, about you personally? Will you busy yourself at the doors and on the streets, at back-calls and Bible studies, seizing every opportunity to awaken your fellow man by talking *Awake!* and taking subscriptions therefor? We know you will, if you are physically able and determined to fulfill your consecration to serve as God's minister.

Little need exists to describe to you the merits of *Awake!* You are convinced of its worth, eagerly await its delivery through the mail and read with pleasure its satisfying articles on good government, New World conditions, current affairs, Bible doctrine, wonders of creation, etc. Carry your conviction as to the value of *Awake!* into the field during October. Unhesitatingly mention the year's subscription for \$1.00 to interested ones on back-calls and home Bible studies, where the groundwork has already been laid for an *Awake!* subscription. Perhaps they, too, will show willingness to have a part in "raising the Signal" with *Awake!* by talking truth to friends and neighbors and obtaining subscriptions. Help them to this end. Recall, also, this statement from *Counsel on Theocratic Organization*: "Routes may be developed, delivering the magazines regularly to the householder or

storekeeper, and later inviting them to subscribe." So invite those on routes to whom you have personally delivered *Awake!* to become subscribers.

Whether in group witnessing or personal territory, take part in door-to-door work, for it is here that most subscriptions will undoubtedly be taken. Every territory, including those worked many times, is suitable for subscription work with *Awake!* If some have not been covered within recent months these, of course, should be given preference. Understandably, objections will be raised by misinformed individuals. Many believe at first that we are salesmen, and *Awake!* is just another magazine. Be prepared to meet and overcome, if possible, these objections. Not that we will adopt a "high-pressure" attitude or force the truth on anyone. No, but for their benefit we will simply point out the truth about *Awake!* and its purpose and thus raise the magazine to its proper high level. It will appeal to right-minded persons.

Awake! has no connection with money interests; it is free from political influence. It is a magazine with a serious, vital mission, as the inside front cover indicates. It offers a wealth of knowledge and factual information on numerous subjects in condensed, readable form, topics of interest to young and old of every walk of life. Beyond that, *Awake!* is purposed to uplift the minds of men by building hope in a new world of God's making. Be specially familiar with the magazines you will use during October, making yours an effective *Awake!* witness.

As subscriptions are obtained, be sure to note complete and accurate data on the slip. The accounts servant will check this carefully, also. Be sure to call back on each subscriber, with the two-fold purpose of making certain the magazine is received and of aiding the subscriber in getting further knowledge of the truth.

Service Meeting Discussions

In each service meeting during October, devote some time to a discussion of the progress of the local *Awake!* campaign. Talk about apparent weaknesses, and ways to overcome these in the territory. Demonstrations and a recital of experiences in *Awake!* work will also be profitable during the month.

Truly, the people of earth who would live beyond this generation must be awakened to the most significant happening of our age, the appearance of Jehovah's Signal. World-wide, Jehovah's witnesses during October will rejoice to publicize this notable event, "Raising the Signal" with *Awake!* Will you take part?

Instruction on Correspondence

Letters and Forms Aid Service

In order that correspondence sent to the Society's office by companies, pioneers and others might be handled most efficiently, the following suggestions are given:

The full name of the company (and unit, where units exist) should appear at the top of the page on all company correspondence. The complete name and address of the company servant should also be noted, together with the date of writing. Pioneers and others should also give their name and address at the top of all correspondence and the word "pioneer" should follow the pioneer's name.

The opening paragraph of every letter should briefly state its purpose. If the letter relates to previous correspondence this should be stated in the opening paragraph. If a card was sent to you by the Society, it is usually well to return the card with your letter; or, if the Society wrote you a letter, give the symbol near the date and the date it was written and a brief but comprehensive statement of what it was about.

Each letter should be written legibly and each point stated briefly but clearly. The writer should always sign his name at the bottom of the letter. The company servant should sign all orders and letters for the company.

When publishers associated with a company wish to order literature, renew subscriptions or notify the Society of a change of address, it is best if the matter is handled through the company servant (using the forms provided by the Society) instead of individually, if this is possible.

Forms and Their Use

The various forms have been designed for efficient handling in the office as well as to best meet your needs in the field. The latest remittance forms, subscription record sheets, handbill order blanks, etc., should always be used. The Change of Address form (L-201) should be used whenever you move if you are a subscriber. Companies and pioneers should endeavor to keep a

reasonable supply of necessary forms on hand. If supplies are checked frequently forms can be ordered along with literature instead of separately when each one runs out.

The company servant should sign all forms, and his signature should certify that all entries are correct. The total listed on the remittance form should correspond with the total remittance sent, and the addition on the form should be checked. When an error is found by the Society, not only must the correction be made but the company must also be notified to correct its records.

Checks should preferably be made payable to the Society. If not, the check must be endorsed on the back by the one to whom it was made payable. Figures and written amounts on checks should always agree. Postal notes should be filled in both on the face and on the back. If this is not done the postal note is no safer than cash, because if lost anyone could write his name on the face of the postal note and cash it.

Since stencils are made from the subscription slip, the slips should be neat and easy to read. The subscription record sheet should correspond with the slips before they are sent in. Seldom should it be necessary in the office here to transfer information from the record sheet to the subscription slips because of incompleteness or illegibility.

Envelopes should show the complete return address of the sender, and pioneers should use the pink envelopes provided for them. If all of the correspondence is going to one particular department this may be noted on the outside of the envelope, as, Legal Desk, Convention Desk, etc. Subscriptions, orders, remittances and correspondence may be enclosed in the same envelope. The contents of all envelopes should be checked before mailing.

It would be well at this time to also consider Lesson 44, page 173, of *Theocratic Aid to Kingdom Publishers* for further instruction relative to letter-writing. Attention to the above suggestions will be of valuable assistance to the Society in serving you.

Publications Now in Stock

The Joy of All the People —Efik
"Let God Be True" —Yiddish
Permanent Governor of All Nations —Yoruba

District and Circuit Servant Talks

Advance notice is here given of the subjects to be discussed by the circuit and district servants when they go over their territory the next time. The circuit servants' talk during their visits to the companies will be "Earth's New Rulers". At the circuit assembly the district servant's public talk will be "Liberty to the Captives".

1950 Convention

Numerous requests have been received for further information relative to the 1950 Convention. It is indeed encouraging to know that so many are making their plans well in advance. Announcements concerning rooming, special travel arrangements country-wide, whether or not there will be a trailer camp, and other features of the assembly, will be made to all in the *Informant* as soon as arrangements are completed.

Meantime, all are encouraged to continue to plan and to save their funds so that they may be among those who assemble for the 8-day spiritual feast in New York, July 30 through August 6, 1950.

Advance to Perfection of Maturity

Strive for Continual Progress in Study and Service

Home Bible Studies Stressed

Advance! Go forward! That has been the watchword of God-fearing persons over centuries past. It is so in this day, on the threshold of a New World. As the light shines brighter and brighter and Jehovah's work progresses, God's teachable servants receive additional instructions on the work to be done. Clear in our minds now is the necessity of obeying God's command to proclaim his kingdom to the ends of the earth, in harmony with the lead taken by God's visible organization. Each servant of God should advance with the organization in knowledge and service. We must not stand still; and, by God's grace, we will not stand still but will advance from childhood and become men of maturity. That is what Paul meant when he stated: "Therefore leaving the [first] principles of the doctrine of Christ, let us go on unto perfection; not laying again the foundation."—Heb. 6:1.

We should advance to maturity in the deeper things of God's Word, which makes ever clearer the Kingdom hope. To do this we should set aside definite times for private study of the Bible, *The Watchtower*, and other Scriptural publications. If we are to be efficient teachers of good-will persons we must be equipped. Attendance at *Watchtower* studies, service meetings and the Theocratic ministry school is indispensable for advancement. Comment at meetings as opportunity affords and discuss the deeper things of *The Watchtower* with those more mature. By talking of the things you learn you will come to understand them better. So doing you will be advancing to maturity in knowledge, going beyond the foundation laid when learning the first principles of the truth.

Advance in Service

Not only should we advance in knowledge of the deeper things of God's Word, but we should also advance in our service to God. We will do this in November with the offer of "*Let God Be True*" and *The Kingdom Hope of All Mankind* (or any other book and booklet) on a contribution of 35c. To the homes we will go, placing the book and then calling back and arranging home Bible studies so Kingdom seekers may learn the fundamental doctrines upon which to build their hope of the Kingdom.

Advancing in service may require securing greater freedom from other activities, such as secular work, if these are interfering with study and your field ministry. Make time for Jehovah's service in your lives. Look forward to the possibility of pioneer service. Worldly advancements tend to enslave and disappoint. Advancement in knowledge and service to God's kingdom, however, brings hope and contentment now and life everlasting in the New World.

Aid Others to Advance

Although the offer for November is not new, demonstrations on new ways of presenting the offer and developing good-will interest into home Bible studies can be profitably given at the service meeting. Each publisher placing a book should remember his responsibility to call back in a week or two. Be patient with each person of good-will. Be interested in him, reason with him,

ever conscious of his views, and help him to advance. A study each week is what he needs. Aid him to attend the meetings at the company book study and Kingdom Hall and ultimately assist him into the active service. Aid children if they show interest. Sometimes parents become interested because of a study with the younger ones of the family. And give proper attention to elderly persons who desire to learn. God is no respecter of persons.

Let us not forget our weaker brethren and those new among us. The company should have arrangements for training these in the most important work of the ministry, home Bible studies. This can be done by individual attention by the more mature brethren. Taking them on back-calls with you, arranging studies and letting them conduct them, is an excellent way. Go back with them from time to time and see how they are advancing. This arrangement may be worked through the company book studies.

Just as parents should set the proper example for their children, so the more mature publishers should be examples to "babes" in the truth in study and service. Advancement will be in evidence as all publishers become more conscious of the seriousness of study and service to Jehovah with the great day of his vindication drawing nearer. If you do not have a schedule for study and service, we suggest you make one. We should utilize all features of the service to aid us in our ministry, and during November we will particularly strive to increase our home Bible studies, because through them our good-will neighbors advance more rapidly. Will you be conducting at least one home Bible study by the end of November?

Monthly Record Form Discontinued

The Monthly Record of Studies and Attendance form (SC-18) which was formerly sent with the year's supplies has now been discontinued.

The Semiannual Pioneer Hour Checkup

In Jehovah's arrangement for the expansion of true worship in the earth the pioneers occupy a specially favored position. With that favored position go certain obligations, among which is the quota of 1,200 hours a year, counted from September 1 to August 31.

To aid pioneers in attaining their quota as well as to keep the pioneer list in truth and in fact a list of full-time publishers, a checkup is made on each pioneer's activity twice a year. This is now being done and each pioneer who has come short will receive a letter from the Society. Depending upon the extent that they have come short, pioneers are being encouraged to do a little better, in that the average number of hours per month has been around 95 instead of 100; admonished that they must improve their time if they would continue to enjoy the pioneer privilege, or advised of their removal from the pioneer list.

Some pioneers who have come far short of meeting the hour quota write of their appreciation of the

Advance with the Theocratic Ministry School

Attend Faithfully and Improve Your Ministry

"It Is Nearer than They Think!" We, Jehovah's ministers, well know that to be a fact! And, since this world's end is so near, how imperative that we not only devote all the time and energy we possibly can to the witness work, but that we also be ever alert to improve our ministry. One of the most valuable aids in making such progress is the Theocratic ministry school.

With this *Informant* is being sent a new schedule for the school, listing Lessons 45 through 90 (the last) in *Theocratic Aid to Kingdom Publishers* and student talks for the coming year. These coming lessons in this textbook will prove to be especially interesting and valuable. The careful study of the lessons on "Theocratic Activities", "Argumentation", "Bible Helps", "Bible Translations" and "Religion" will enable each one of us to make good progress in knowledge that is invaluable in every feature of Kingdom activity. Resolve now to avoid missing a single meeting and also to always study the lessons in advance.

Increasing Attendance at the School

From attendance figures at hand it appears that some brethren do not sufficiently appreciate the importance of the school, or that other reasons exist to make the attendance low. We suggest that each company finding the attendance weak ascertain the cause and take steps to increase it at this time. In some instances, changing the day for the school and service meeting, as from Thursday to Friday, has accomplished this, especially where children are in attendance. In other cases, the intermission between meetings has been eliminated, except for the singing of a song, with good results. Or the ministry school might be scheduled first. Whether or not such changes will be beneficial can be determined by each company locally. But whatever the time and arrangement of the meetings, effort and appreciation on the part of each publisher will largely determine the attendance.

School servants can add much to the value of the school by thoroughly preparing themselves so that they can constructively counsel on coverage of material as well as the delivery, to the edification of both

pioneer service and express their desire to remain on the list. Appreciation, however, is not the only requirement. If those who fall far short are unable to demonstrate their appreciation by meeting the pioneer hour requirements, it will be necessary for them to be content to serve as company publishers, unless long years of service and physical infirmities make them eligible for the "infirm" list.

Those who hope to make pioneering their life work are, wherever possible, wise to keep a little ahead on their hours rather than let them drop behind. This will provide something upon which to draw should unforeseen circumstances, such as illness, arise. Now is the time to begin making or exceeding your quota for the new service year.

Special pioneers will no longer be required to make the semiannual report on their territory. The report by the circuit servant is all that is required unless a change in assignment is thought advisable before he next visits the company.

We still need more good pioneers! Our quota is 8,296 pioneers for 1950. Will you be one of them?

the student and the audience. Adhering to the two-minute limit for counsel will further help to make the school interesting. The school servant must learn to condense his remarks, pointing out just one or two points for commendation and one or two for improvement. The regular use of the counsel sheet will make for consistent and constructive counsel.

In some sections of the country there seems to be a tendency to use slang when speaking from the platform. As pointed out in the lesson on "Vocabulary Building", slang weakens one's language. The truth is beautiful and powerful; slang is rarely the proper medium for communicating it to others. School servants, especially, should be careful to set a good example in this regard.

The school is Jehovah's provision to aid us in 'advancing to maturity'. But unless the individual publisher does his part he will not make progress. You student speakers, accept your assignments. Is it an instruction talk? Make sure that you are fully acquainted with your subject and then give it extemporaneously, within the time allotted. Is it a student talk? Prepare thoroughly, and then give it, putting your all into it. And to all the company we say: Attend the school regularly, and prepare for and participate in the oral and written reviews.

Two Consecutive Peaks Conclude Service Year!

As shown by the reports below, July witnessed a new all-time peak of 89,669 publishers, exceeding the previous peak in April by 2,047 publishers. Even more thrilling, however, is the report for August. With a total of 91,463 publishers in the field during the final month of the service year an interesting possibility strikes the mind. With diligent effort on the part of all, is it possible that there will be 100,000 publishers in the United States eagerly welcoming witnesses from other lands who come to attend the 1950 International Convention? Can it be done? Remember, August's report already exceeds the quota set for the coming year. We will look for Jehovah's continued blessing upon our expansion during the coming service year.

UNITED STATES QUOTA FOR 1950
91,254 publishers

Monthly Field Service Report

JULY REPORT

		Av.	Av.	Av.
	Pubs.	Hrs.	B-C	Bi. St.
Sp'l Pios.	330	134.9	54.8	7.7
Pioneers	5,429	90.4	27.4	4.5
Co. Pubs.	83,910	9.8	3.0	.5
Total Pubs.	89,669			

Public meetings held: 5,713

AUGUST REPORT

		Av.	Av.	Av.
	Pubs.	Hrs.	B-C	Bi. St.
Sp'l Pios.	321	135.6	56.2	7.4
Pioneers	5,568	92.8	29.3	4.6
Co. Pubs.	85,574	9.5	3.0	.5
Total Pubs.	91,463			

Public meetings held: 5,991

NOTE: Individual company publisher quotas for the country have been discontinued. Each company publisher will strive to reach or exceed the company quotas as shown on the chart.