

INFORMANT

FEBRUARY, 1952

"Say to the prisoners, Go forth."—Isa. 49: 9.

BROOKLYN, N. Y.

"Theocracy's Increase" Witnessing Period Introduce All to the King Through MAGAZINES

Increased Praise Schedule

"Jerusalem shall be inhabited like unwalld villages, because of the mass of men and beasts within her." (Zech. 2: 4, *AT*; *Watchtower*, January 1, 1951) In these last days Jehovah God has built up his organization, Jerusalem, and brought about Theocracy's increase. But people in the 'great city' are not idle! They continue to spread out and preach the message of God's kingdom to the ends of the earth so that all shall know that Jehovah is the Supreme One of the universe and that the vindication of his name and word is near at hand. Being citizens of the new world organization, let us share in praising our God and King by offering subscriptions for the *Watchtower* and *Awake!* magazines, with the premium.

Our house-to-house work will continue as a regular feature of our service activity. But there is also the responsibility of calling back on all persons who showed interest by taking a copy of the magazine, booklet or book and those who expressed a desire to subscribe. Caring for these calls and conducting home Bible studies are activities of vital importance in the Lord's work. That this has the Lord's blessing is proved by the tremendous growth of the 'unwalled city'. Results go hand in hand with such efforts in cultivating the field of God.

When obtaining subscriptions or otherwise finding interested persons we should be diligent to accept the responsibility of caring for these sheeplike ones. We should make a complete record of interest found and then water and nourish this interest for continued increase. Regular calls on these persons, designed to increase their knowledge of the Creator and his purposes and to bring them to full-bodied maturity, need to be made.

Increased Activity

To properly care for our God-given responsibility of 'feeding the sheep' group contacts should be well organized. It has been found that

9:30 a.m. Sunday is the best time for the publishers to assemble for group service. Discussion of the daily text and a consideration of the activity for the day should start promptly at the appointed time. Brief quizzes, discussions, experiences, demonstrations, or reviews, based on previous service meetings, may be prepared and presented for refreshment and stimulation before going afield. The entire meeting need be no longer than 15 minutes, thereby making it possible for all to be in the field by 10:00 a.m. for a full day of service.

Many publishers have found it practical to start the day's activity with a couple of hours of house-to-house activity, eat a lunch while still in the field and then continue into the afternoon by calling back on persons who previously displayed interest and starting and conducting home Bible studies.

So prepare for and take an active part in Theocracy's increase now by uniting yourself with your brothers world-wide in this great witness work.

To improve the organizing of efficient follow-up of subscriptions and eliminating many unnecessary expirations the following procedure is recommended.

When subscriptions are turned in by the publishers the company servant should see that they are written up properly by the accounts servant on the S-10 form in triplicate. (Note on the form the date and the name of the publisher obtaining each subscription.) The original copy, after being thoroughly double-checked and signed by the company servant, will be forwarded to the Society each week as usual, the duplicate copy filed by the accounts servant and the triplicate copy given to the Bible study servant. The Bible study servant will see that the information on the new subscriptions is listed on

Postal Rate Increase

In view of the increase in postal rates, effective January 1, 1952, all who correspond with the Society using postal cards (pioneers included) will be required to use two cents in postage.

Returned Magazines

During 1951 the post office returned well over 72,000 magazines to this office, which could not be delivered for the following reasons: "not found, no such street, no such number, unknown and unclaimed." This averages over 6,000 magazines per month. Since this costs the Society 2 cents for each return it amounts to well over \$120 monthly, or upward of \$1,500 yearly, and now the cost on these returned, undelivered magazines is to be increased to 5 cents per copy. Therefore, the
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Public Meetings for 1952

In Kingdom Halls, homes, public parks, on mountainsides and on the seashore, the Kingdom message was sounded forth in 1951 through the medium of public meetings. There was a total of 225,399 lectures given during the 1951 service year, making an average of 618 per day! Now we look to 1952 for an increase in this feature of service, as another way
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Subscription Follow-up Procedure

a separate sheet of paper and given to the company book study conductor. Of course, the publisher will continue to keep a record of his own subscriptions and will call back to deliver the current issue until the magazine has started coming to the subscriber through the mail. In about six weeks from the time of obtaining the subscription, the company book study conductor will check to see that back-calls are being made by the publishers obtaining the original subscriptions. He should oversee the follow-up activity by utilizing this list of subscribers when at back-call contact points, on company book study nights or other appropriate times and render such assistance as possible in getting publishers started in
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**"The Watchtower" Aids Men
of Good Will**

Second only to the Bible itself is the place "The Watchtower" occupies in the hearts and minds of the servants of Jehovah. It has been stressed so much by them as to be synonymous with them and their work.

The report on Canada appearing in the 1952 "Yearbook" calls attention to how greatly improved "The Watchtower" is in its new form: "convenient size, the rich variety of subjects covered, the interest-gripping headings and illustrations, and the satisfying answers to the readers' questions." Appreciating these points will help us in our presentation. (106)

The United States report tells of a mother of 17 children who, as the result of reading "The Watchtower" over a period of years, wrote the Society for instructions on how she too could have a part in the witness work. (61) But would it have taken years for that mother to see her privileges of service if someone had studied "The Watchtower" with her? The report from Turkey tells of two women of good will becoming publishers within one month of the time one of Jehovah's witnesses began a study with one of them on the illustration of the sower. (237, 238)

"The Watchtower" also helps men of good will to see what are God's righteous requirements. Certain "church" members in British Guiana took "The Watchtower" on "Marriage" to their clergyman, in defense of a person divorced on Scriptural grounds who wanted to remarry. They won their argument. (94) What a privilege is ours to help men of good will!

Theocracy's Increase

Jehovah's prophet Zechariah, foretelling Theocracy's increase, said that "Jerusalem shall be inhabited as towns without walls for the multitude of men and cattle therein". (2:4) Why without walls? Because walls would interfere with the expansion of Jehovah's organization. The aptness of the simile and the various ways in which this prophecy is being fulfilled today are forcibly brought to our attention in the "Yearbook".

The advertising of public meetings plays a vital part in Theocracy's increase. Said a Swedish newspaper: "One day in the spring an energetic gentleman appeared in this community and started to invite people to a lecture . . . It did not [take] long until the lectures had to be held out of doors for lack of space." (231)

And the part circuit assemblies play in Theocracy's increase is noted in the report from El Salvador. As a result of a circuit assembly at San Miguel, "the hall overflowed for every public talk, so more walls had to come out, and to date we have removed three walls, and each time the hall has filled right up to its new capacity as if by miracle." (132)

Missionary activity is another vital factor in Theocracy's increase as seen by the report from Uruguay. "To accommodate the many new attenders some good people have opened up their private homes for company meeting places. One brother tore out a brick wall . . . and . . . is going to do away with another wall to make [the room where the meetings are being held] still larger. Six missionaries in a small city . . . now find that they have to enlarge their dining room and use it to accommodate the people." (238, 239) Truly, literally as well as symbolically, Zechariah's prophecy is finding fulfillment in our day, and the various kinds of activity are all having a part therein.

Presenting THE GOOD NEWS

To Those Who Say, "I Have No Money"

"I have no money" is often heard from a householder when offered a subscription for *The Watchtower*. What the householder usually means is 'I have no money for magazine subscriptions', thinking *The Watchtower* is just another magazine. With this in mind a publisher might tactfully say:

"It is true the cost of living has increased and all of us have to be careful about how we spend money. However, having in mind Jesus' words that 'man does not live by bread alone, but by every word proceeding out of the mouth of God', an understanding of the Word of God is of great value to us, especially in these days of crisis. *The Watchtower* is a Bible study aid to guide lovers of righteousness to understand God's Word and is recommended to you as indispensable in properly understanding world events. A year's subscription, on a contribution of \$1, will mean that a copy of *The Watchtower* will be delivered to your home through the mail twice every month. Just as it is very essential that we eat our daily bread to keep strong and healthy physically, so it is important to take in knowledge of God's purposes regularly to stay healthy spiritually. Knowing *The Watchtower* will provide such a rich spiritual feast for you. I will be glad to take your subscription for a year at the nominal cost of \$1."

Or he might say: "Having to face

similar problems as you do, I appreciate the fact that high costs of food, clothing and home requirements leave little balance in the family budget for many things we want. Also, a dollar is not worth much in actual purchase value these days. However, I feel that the peace of mind and sense of security that a knowledge of God's Word gives is what you really desire, and *The Watchtower* is a distinct aid to this end. So it is a pleasure for me to be able to offer you a year's subscription for only \$1. If your family budget cannot care for an expenditure of \$1 at this moment, then I will be glad to call next week when I will be in your neighborhood."

Also, a publisher might reply by saying: "Even if you are not in position to subscribe just now, I would like to show you the features of this exceptional magazine which has a circulation of over 1,300,000 copies per issue and is studied by Christians all over the world." Then proceed to call attention to its various features, the purpose of the magazine, what the main article deals with, questions from readers, etc. Often a householder will see that *The Watchtower* is not just another magazine and will subscribe.

If you do not obtain a subscription after tactfully dealing with this objection, offer a single copy of the magazine on a 5c contribution. This will provide them with an opportunity to become acquainted with its true value and furnish a basis for you to make return calls.

Postal Rate Increase (Cont'd)

accounts servant and all publishers who take subscriptions should feel their responsibility to see that all addresses are properly checked for accuracy and legibility before forwarding the subscriptions.

There are two outstanding reasons for this problem: The subscriber does not advise us sufficiently in advance of the time he changes his address: and the subscription slips are not being filled out completely and correctly.

Change of Address

If you are going to move notify the Society of the new address immediately, using the Change of Address form S-20. Before sending it in ask yourself, Is the new as well as the old address given? Did I

state clearly which magazine is involved? Did I show the expiration symbols on label? (e.g., W or G N 52) If a person of good will, a person with whom we study or on whom we make back-calls is going to move assist him to notify the Society. Supply him with the Change of Address form S-20 and explain its use. Company servants, stock servants, circuit and district servants as well as all pioneers should also always use the Change of Address form. It should be at the Society's office three weeks before change is effective to allow ample time to make the change of address. Your co-operating with the suggestions offered here will assist greatly toward eliminating the unnecessary expense and burden caused by magazines' being returned.

YOUR SERVICE MEETING

Now that two demonstrations are presented here each month, two different points can be stressed. This month, the first demonstration shows how the two new uses of the S-10 form, that is, the procedure in following up new subscriptions and obtaining renewal subscriptions, will be put into operation. The second one demonstrates the need of training for the preaching work.

SCENE I: Calling back on the new subscribers.

Part A (7 minutes) Company servant, Bible study servant, accounts servant and at least one company book study conductor are engaged in a lively discussion of the new procedure. Company servant, explaining system, emphasizes that accounts servant will make out S-10 in triplicate, stressing need for double-checking for accuracy and legibility. He will note on it names of publishers who placed subscriptions and give one copy to Bible study servant. About six weeks after receiving S-10, Bible study servant will make out lists of subscriptions received along with names of publishers who placed them. He will give lists to company book study conductors. Study conductors will check with publishers who placed subscriptions to see that back-calls are being made.

Part B (3 minutes) A study conductor, after company study, is checking with publishers and briefly explaining why this is done and importance of calling back on subscribers. Publishers express appreciation for reminder even though they had been calling back with each current issue of magazine. Study conductor mentions that he will have to check with one publisher on back-call day since he was not able to be here.

Part C (2 minutes) Publisher continues to follow through by calling on subscriber with current issue again even though six weeks have passed since subscription was placed. This should be very brief, and only the introduction need be given.

SCENE II: Calling back to get renewal subscriptions.

Part A (5 minutes) Above-mentioned servants continue discussion started in first scene, taking up use of S-10 in obtaining renewals. One or two months before subscriptions expire, Bible study servant makes out subscription blanks and gives them to study conductors. For this year, since in some cases the names of publishers who placed subscriptions are not available, Bible study servant can see if expiring subscriptions belong to those with whom Bible studies are conducted. If so, conductor's name is noted so that he will be approached concerning the call. If publishers have back-calls on some whose names are listed, they should call for the renewal.

Part B (3 minutes) Company study is just closing. Study conductor is giving out subscription slips handed to him by Bible study servant. One slip is given to a publisher who conducts a study with the subscriber. Another is given to a publisher who obtained subscription almost a year ago. Some slips are left over because a publisher moved and others because ones who placed subscriptions could not be determined. These slips are given to various publishers. A publisher recognizes the name on an unassigned slip and it is given to him. Some unassigned slips still remain to be used at contact points.

Part C (2 minutes) The final part of demonstration shows a publisher just leaving a home after obtaining a renewal. He is assuring householder that when the renewal notice appears in his magazine he may ignore it and that he will call again as arranged.

"Seeing Ourselves as Others See Us"

A brother with a microphone (or facsimile) announces, "I am your sidewalk radio reporter. An item of interest in this town is the 'Watchtower' people, whom I always see on the street. I am going to devote tonight's program to interviewing our citizens concerning this magazine, 'The Watchtower.'" People (prepared with answers beforehand) are walking by, and he stops some and asks them questions, as, "What do you think of the 'Watchtower' people?" or, "Do you take 'The Watchtower'?" To their answers, he asks, "Why?"

One man answers he never took a magazine because he didn't know the Witnesses wanted him to take one; the way they stand just holding up the magazines like a signpost, he thought they were merely advertising it. Another says he approached one Witness who didn't try to tell him what was in the magazine, and even hesitated about handing him one to look at. A third says a Witness came to his door, but what a shape the magazine was in! All marked up and wrinkled, besides, all the Witness seemed interested in was getting subscriptions, he couldn't tell him anything of interest in the magazine; it looked like an ancient copy anyway. One says he is a subscriber to "The Watchtower". He took it because he noticed the Witnesses so diligently and consistently on the street, and they seemed to have such belief that "The Watchtower" would help the people. Another subscriber explains how a Witness approached him while he was sitting in his car and enthusiastically showed that here was something he would find to be absorbing reading while waiting; he did, and on approaching the Witness two weeks later for another copy, the subscription offer was made and he accepted it. A lady says she took "The Watchtower" at her home. Why? My! the interesting features the Witness showed her, how he referred from it right to the Bible, since then he has come back and, with each issue, shows her things she can tell her whole family, until she has got them all reading it now. A man complains that he subscribed but never got a copy, until some other Witness came months later and found that the subscription slip had been filled out wrong; it certainly seemed an unbusinesslike and slipshod way to do.

The reporter questions several, showing the way the people view us as we do the work in a right or in a poor, unprepared manner. He breaks the conversations up by interjecting remarks, as a sidewalk reporter does. Afterward he finds a Witness doing street work. Approaching him, he asks why the ones who manage his local organization do not train all their ministers better, or use the good ones to go with the less-trained ones. The Witness answers that this is done, but that he believes the citizens' views certainly show the need of more such training.

Use of S-5 Forms

Always indicate number of publishers and pioneers in space provided on the Order Blank form S-5. Note: Cash items (cash items include certain forms) are listed separately on the S-5 order form. Remittance must accompany order.

Public Meetings (Cont'd)

of 'saying to the prisoners, Go forth'. The eight new talks will be:

A Free Mind in an Enslaved World
Why Is the Bible
Practical for Our Day?
God's Warning to
a Wicked Generation
Training Children for Life
Armageddon—the War to End War
Death—Friend or Foe?
What Has Happened to Morals?
Is God Responsible
for World Distress?

These talks may be started on the week end following the Memorial (April 12, 13), or as soon thereafter as possible. No series of 1951 talks should be started after April 13, although a series already in progress may end after that date.

Three sets of outlines for each company and one set for each male pioneer are being sent with this *Informant*. One of the three should be filed in the ministry school library and the other two distributed to those assigned to prepare the talks.

Starting March 2 the circuit servant will give the new talk, "What Does God Require of You?" The district servant will soon give the talk, "What Religion Will Survive the World Crisis?" at circuit assemblies.

Speakers, in preparing talks, should keep in mind that our work is not only to tear down false ideas but primarily to BUILD UP by expounding the truth. Most people are convinced that present systems are inadequate, and see world wickedness and distress, without our going to great lengths to prove it with a profusion of observations and clippings. While it is necessary to consider these things briefly, we should emphasize and develop what the people are most interested in, that is, the remedy for such conditions. When dealing with false religious doctrines, avoid prejudice, assertions and sarcasm. Drive your points home with Scriptural proof and logic. Adhere to the time allotted each point on the outline and have a well-rounded-out exposition.

Please keep the following points in mind when ordering handbills: Handbills are printed for current talks only; other subjects may be used, but the Society will be unable to supply handbills. (See February 1950 *Informant* for details.) Order at least one month in advance in the East, six weeks in the West. Order for new series as soon as you can complete arrangements. Fill out order blank carefully. Double-check each item. Write **HANDBILL ORDER** on the outside of your envelope.

Publications Now in Stock

Can You Live Forever in Happiness on Earth?—Arabic, Danish, Finnish, French, Icelandic

Publish Uplift and Comfort for the Poor

Have You Reached Your Subscription Quota?

People in this crumbling old world are in great need of uplift and comfort. Who can give such to them? Jehovah alone can. He provides this through his Word. We, having received comfort through understanding Jehovah's purposes, gladly join in doing the work Jehovah promised to accomplish as expressed at Psalm 113:7: "He raiseth up the poor out of the dust, and lifteth [up] the needy."

Last year the *Watchtower* campaign was a huge success, ending with 2,744 subscriptions over our quota of 220,000. Can we exceed our quota again this year? With the end of February, the 1952 *Watchtower* campaign comes to the halfway mark. Have we individually reached our quota of one subscription for the first two months of the cam-

paign, or eight subscriptions if we are pioneers? What can we do to get more new subscriptions? First, attend all of the meetings. By attending meetings regularly, instruction is gained on how to present the campaign offer.

Let all publishers endeavor to have a larger part in door-to-door work during March. Those being trained in such work by other publishers have the opportunity to advance toward maturity by giving the witness and speaking at the doors.

Therefore, let us concentrate on presenting a year's subscription for *The Watchtower*, with a premium of three booklets, on a contribution of \$1.00. Have a greater share in this *Watchtower* campaign and you will have a greater share in raising the poor out of the dust of old world ignorance and bringing them long-needed comfort.

UNITED STATES QUOTA FOR 1952
130,308 Publishers

Monthly Field Service Report

December Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	252	135.3	56.7	8.9
Pioneers	6,332	87.9	31.4	5.0
Co. Pubs.	114,541	8.3	2.9	.5
Tot. Pubs.	121,125			

Public Meetings Held: 6,932

Coming Literature Offers

March: *Watchtower* Campaign

April: Last month of *Watchtower* campaign will be a magazine month. Order an extra supply of both magazines.

May: *New World Translation of the Christian Greek Scriptures* and the book *What Has Religion Done for Mankind?* on a contribution of \$2.00. (These may be ordered as campaign items.)

Subscription Follow-up (Cont'd)

this feature of work. Duplication of calls can be eliminated by making sure that the original obtainer makes the back-call if at all possible. Some will make the calls unassisted, others will want aid and some may not be able to take part due to circumstances. In that case these calls will then be assigned to other publishers. The purpose of the call will be to stimulate interest in the magazine, get the subscriber to read its contents and endeavor to start a study in the magazine just as we do with other publications.

A month or two prior to the expiration of the subscription these good-will persons should be called upon for renewals. The names on the S-10 forms in your file can be copied off and listed on subscription blanks, *Watchtower* or *Awake!* whichever the case might be. Again the same publisher obtaining the subscription, if possible, will be given the call to make. This follow-up activity can be centered around the company book study.

This latter procedure can be started immediately on subscriptions now listed on the company

S-10 forms that will be expiring in the next month or two. If the name of the publisher obtaining the subscription does not appear on your old sheets, effort should be made to determine the name of the publisher obtaining the subscription. In small companies publishers will recognize their own subscriptions if given a chance to look over the S-10 forms. Also, many can be determined by comparing the list with the Bible study file. Subscriptions listed that are not in the company's territory, such as those obtained at assemblies and those not within reasonable traveling distance need not be called upon, as these will be cared for by the expiration slips sent out by the Society.

Subscriptions not renewed will be processed as usual by the Society, and the company will receive the expiration notice as heretofore. A final call can then be made, and this will provide all subscribers with the opportunity to renew or indicate definitely that there is no further interest. If this arrangement is followed out systematically a great deal of this interest can be brought to maturity.

COMPANY ORGANIZATION

Pioneer Publisher

The pioneer is a publisher who devotes at least 100 hours a month, or 1,200 hours a year, to Kingdom preaching work. Privileges of pioneer work are open to company publishers who have regularly published for at least six months after their baptism. If necessary, a pioneer may engage in part-time work to provide things essential for his livelihood. (Acts 18:2,3; 20:33,34; 1 Cor. 4:12, NW) However, such work must always be viewed as secondary to his pioneer service.

The primary responsibility of a pioneer is to devote his time to the preaching work, and this by regularly engaging in house-to-house, back-call, Bible study and magazine activity. He should use the current offer when witnessing, obtaining his literature through the company when at all possible. Each pioneer will direct interested persons to company meetings and endeavor to aid these and other publishers in the field service. This he can do by working in co-operation with the company's weekly service arrangements at the Kingdom Hall and company book studies.

Due to his consistent field activity and practical field experience he can be of real help to the company in its service arrangements and programs. By taking personal interest in company activity and putting forth a real effort to improve his ministry, as well as that of his fellow servants, he will be exercising understanding and maturity. Servants in the company will show appreciation for this assistance by not imposing various duties on the pioneer that may interfere with his field service work. In exercising love and showing enthusiasm for his work, the pioneer will be an example in service and godly conduct and prove to be a stimulating inspiration to the entire congregation.

The pioneer endeavors to exercise patience and tact at all times and will work for the upbuilding and unity of the local organization. He wisely appreciates that regular attendance and oral participation at company meetings and enrollment (if a brother) in the theocratic ministry school are a real encouragement to the company publishers, and it will benefit him personally and prepare him for his daily ministry. Many opportunities and privileges are open to him to expand his ministry by accepting assignments to companies in need of pioneer assistance.

By doing this a pioneer is able to contribute much toward the increase and progress of a company.