

# INFORMANT

APRIL, 1953

"Worship Jehovah in holy array."—Ps. 29:2, AS.

BROOKLYN, N. Y.

## February Report Shows 143,004 Publishers!

### Will April See a 20 Per Cent Peak for U.S.?

#### Evidence of

#### Maturity by the Spirit

<sup>1</sup> Love! Joy! Faith! These are fruits of the spirit, reflected in an efficient, devoted and mature ministry with a constant increase of preachers of good news. Jehovah's servants are ever alert to the necessity of working in harmony with his spirit, which means using his Word and following its righteous principles, directions and examples. Jehovah's spirit is directing his people today. To conscientiously strive to improve one's personal ministry and advance in knowledge of the truth is to seek maturity by the spirit.—Heb. 6:1-3, NW.

<sup>2</sup> What a joy it is to see another new all-time peak of publishers in February! This second peak for 1953, coming in a short month, shows that publishers are striving for maturity. Can we go beyond 150,000 in April? A recent check of circuit assembly reports for the last six months in the United States indicates that there are more than 150,000 publishers associated with the companies. If all get out in April, we will easily go beyond our 20 per cent goal. Let each person who reads this *Informant* ask himself whether he is mature enough to put forth some effort to publicly praise Jehovah during April. If he loves Jehovah, rejoices in the truth and has faith, what can stop him from manifesting these fruits by communicating his happiness to others? Nothing can stop him from preaching the good news!

<sup>3</sup> April has often been a peak month, and it is hoped that April 1953 will see a grand new peak of 150,000 or more publishers. It can be done, but much depends on the mature activity of each and every dedicated servant. You will rejoice to know that a total of 179,942 subscriptions were obtained in January and February. Did you share in this wonderful activity? You still have April left to take part in the 1953 *Watchtower* campaign. It

simply means making up your mind to get out and witness from house to house. April can also be an all-time high subscription month if all servants demonstrate their maturity by publicly giving God praise.

<sup>4</sup> We made an increase of 12.9 per cent in February. Will the April report show that we made the remaining 7.1 per cent? Do not forget to mark your company report card, "We made it!" if you reach the 20 per cent peak in April.

<sup>5</sup> How can we show maturity and follow the spirit's direction in

April? Engage in house-to-house preaching; present the subscription offer enthusiastically; seek out every remaining avenue for helping others, including those on whom we make back-calls and with whom we conduct Bible studies, by having them receive *The Watchtower* during the coming year; encourage newly interested persons and publishers needing assistance to join with you in public praise; co-operate with the company organization to the full. Thus you will demonstrate a mature appreciation of Jehovah's provisions and a desire to submit to the direction of his spirit in this time of the end.

## Request Rooms for the World Assembly

### Accept Assignments Made

<sup>1</sup> "Where will I stay in New York?" is a question of major concern to each publisher. The matter can be cared for now by planning your requirements and returning the Room Request Form accompanying this *Informant*. Fill out the form *completely* after carefully considering the instructions attached to the form. These instructions should be reviewed at an early service meeting, as though they were part of the *Informant*, so that all will be familiar with what is essential. It is far better to fill out and return the Room Request Form designating accommodation needs than to write a letter. Letter writing hinders assignments rather than facilitating them. Mail your room request to Watchtower Convention, 557 W. 157th Street, New York 32, N.Y.

<sup>2</sup> The New York brothers will obtain thousands of rooms in private homes at moderate prices, as noted on the request form. When you write for a room in a private home, let it not be just as a safety measure in case you cannot find a place for yourself. When an assignment is received, be certain to stay in that home, for the householder is expecting you. In 1950 most brothers accepted assignments willingly and had rich blessings in witnessing

to persons of good will. Many who were householders in 1950 are now publishers as a result of the good impressions you made while staying in their homes. If you fail to show up for your room, the householder may regard all Jehovah's witnesses as inconsiderate and irresponsible. Householders frequently go to considerable trouble furnishing rooms, postponing vacations, obtaining new linens, cleaning and painting to make your stay pleasant.

<sup>3</sup> If you cannot possibly arrive on the day designated, be sure to notify the householder direct as to when you will arrive, even if it is the very next day. Bear in mind that it is primarily in the homes where a witness will be given and where so much good can be accomplished, so be considerate and thoughtful. If you prefer to look for your own accommodations when you get to New York, you may do so; but if the Watchtower Convention obtains a room at your request, PLEASE TAKE IT. Each request will be given individual attention in an endeavor to take the best care of your requirements.

<sup>4</sup> The rooming department has quite a number of good hotel accommodations listed, although none are within walking distance of Yankee

(Continued on page 3, col. 3)

### 'Increasing and Yielding Fruit'

Increase of true worship is inevitable! Therefore we properly look for this increase and work for it. (Mark 4: 8; 2 Cor. 9: 10, NW; Hab. 2: 14) How do you view the 10 and 20 per cent goals? With faith and determination to do your part toward pushing the advance of true worship? It takes diligent work, as demonstrated by the "Yearbook" report from Haiti, where a 41 per cent increase was made in 1952. (178, 179, 180) Do you have the same zeal? Despite difficult conditions, Colombia made a 29 per cent increase in 1952. (133, 134)

Korea is making its contribution toward the expanding of true worship with tremendous increases in publishers, but it takes diligent work. (81) Has your company yet experienced the joy of expanding, as have the congregations in Bermuda and Hong Kong? (73, 186) Expansion must come for all healthy companies! Egypt has seen an increase of nearly 400 per cent in the last five years, but it took work. (150) What has been your increase over the last five years? Eastern Germany achieved a 33 per cent increase last year despite persecution. (170)

An increase in publishers does not necessarily result in a drop in service averages if maturity and regularity are properly stressed. The Gold Coast report illustrates this point. (32, 170, 171) Compare the United States' report for January (11.7 per cent increase) with the December report and note the increase in averages too. Increase depends to a great extent on maturity of the brothers and active servant leadership in the field.

### Attending Assemblies

Have you decided to attend the world assembly? Are you weighing the matter carefully? When you consider the cost, do not forget the blessings! The brothers in British Honduras attend assemblies at great effort and expense. (115) Will you have to walk 440 miles to attend the assembly, as brothers in Northern Rhodesia are willing to do? (227, 228) Do you feel that financial circumstances simply will not permit you to attend? The brothers in Italy are very poor, too, but they put forth the effort to attend assemblies. (196) Perhaps you should reconsider and plan more carefully, though it may mean a sacrifice in other directions.

Much depends on your appreciation for assemblies. Review the "Yearbook" account in the report from Tanganyika and ask yourself whether you appreciate assemblies as much as those brothers do. (231) The Kingdom work in Northern Rhodesia is growing by leaps and bounds. Undoubtedly it is due, at least in part, to the great appreciation for, and support of, assemblies. (227)

Do not underestimate the effect of assemblies, both upon those who attend and upon those who observe, hear or read about such gatherings. The report from Nigeria illustrates the point. (224) Encourage good-will interest to attend. In St Helena a boy and his father attended an assembly, their first meeting of any kind, and the boy said, "It was not as if we were on St. Helena, but in another world." Good results followed. (265)

In faraway Chile the brothers immediately determined to be represented at the world assembly. (130) Will your efforts match those of the Canadian brothers? (128) Will you be there?

# Presenting THE GOOD NEWS

## By Expanding Magazine Distribution

<sup>1</sup> Since Magazine Day was introduced in March 1949 magazines have been gradually replacing booklets. Companies were instructed: "One day a week will be devoted to the distribution of *The Watchtower* and *Awake!* on the streets, from house to house, store to store and in other ways." Pioneers and company publishers supported Magazine Day activity. What has resulted? The English *Watchtower* printing has increased from 584,000 copies each issue to over 1,000,000 today; and the English *Awake!* from 545,000 to over 800,000. Has Magazine Day been successful in carrying the good news to many thousands? Most assuredly. Splendid work is being done, Kingdom publishers!

<sup>2</sup> However, there can be further expanding of magazine distribution, and all companies and individuals are invited to have a full share in this activity. Most companies are using Saturday for Magazine Day, with house-to-house or store-to-store work in the morning and street work in the afternoon and evening. If Saturday is not convenient, another day may be selected. Remember, too, store-to-store and house-to-house work, the main features of Magazine Day, may be done one day and street work another.

<sup>3</sup> Some publishers find that results of street work on Saturday afternoons are rather limited. Have you tried house-to-house distribution on Saturday afternoon? Might it not be that you will place more magazines at the homes than on the streets? Why not try it and compare results? Our object is to place magazines most effectively, and in your area working at the homes may be the way to do it Saturday afternoon.

<sup>4</sup> Some publishers, because it is not possible to get back to homes or stores every week, might find it advantageous to offer both *The Watchtower* and *Awake!* on a contribution of 10c. The two are readily placed on giving a short witness. Others have been successful in establishing routes with regular weekly visits, and these brothers may continue with such. However, when engaging in street work, feature only the latest copy of either magazine for

5c. (Both magazines may be carried, in the event they are needed.)

<sup>5</sup> Most companies have much house-to-house territory that is not frequently covered. Have you tried working some of this territory on Magazine Day with two magazines for 10c? Territory can be covered quickly and many magazines placed. The quick working of this territory with magazines can be co-ordinated and interchanged with the regular witnessing at other times so that no confusion results. Repeating on the same territory, perhaps in several months, offering two magazines again will result in placing many magazines. Rather than covering the same store area every week or two, why not branch out and include house-to-house territory? When completely covered with magazines it will be counted as a territory worked and should be marked as having been done with magazines. Territory and advertising servants can co-operate in arranging for working territory in this manner. Such magazine coverage should not interfere with the regular literature offer on Sunday and at other times.

<sup>6</sup> It is suggested that company book study groups use magazines in house-to-house work before the study, offering a *Watchtower* and *Awake!* for 10c. Why not let magazine work from house to house before the study be a regular part of the company book study arrangement? Many who cannot participate in Magazine Day activity will be able to share in magazine distribution through this arrangement.

<sup>7</sup> Whether young in the truth or a seasoned publisher, Magazine Day activity is very enjoyable and an easy avenue of service. Regularly join in offering *The Watchtower* and *Awake!* from house to house and store to store. It will increase the flow of good news to millions of potential "other sheep".

UNITED STATES QUOTA FOR 1953  
139,289 Publishers

## Monthly Field Service Report

February Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bl. St.
Sp'l Pios.	203	140.3	59.0	7.5
Pioneers	6,792	93.4	33.8	4.7
Co. Pubs.	136,009	8.7	3.3	.5
Total Pubs.	143,004			

Public Meetings Held: 8,571

# YOUR SERVICE MEETING

The first demonstration below should be used as early as possible in April, possibly at the first service meeting. It supports striving for the 20 per cent peak. The second demonstration may be considered in connection with the notice on "1953 Vacation Pioneers" on page four.

## Worship in Holy Array'

**SCENE I (4 min.)** Company servant talks about recent Memorial celebration. Attendance figures are compared with number of publishers. It is evident many who attended Memorial are in need of closer association with Jehovah's organization to join in "holy array" worship. He covers what has been done, or can be done, since Memorial night to help these new ones. This calls for love on the part of mature servants, a desire to assist men of good will to right worship. (2 Ki. 10:15-28) April will be a busy month, because all companies are working for the 20 per cent peak. It can be reached if all servants, publishers and pioneers encourage and help one another, as well as new persons. Survey is made of company's potential to reach the 20 per cent peak. Cards are compared with number of publishers for January, February and March. How many were irregular, did not report each month? What can be done to assist them? That is the matter for the company to work out. It requires co-operation.

**SCENE II (7 min.)** Assistant company servant raises his hand and is invited to come forward to tell what he is going to do during April. First, early in April, he will give each company book study conductor a list of publishers who did not get out in March. Then later on in April, between the 15th and 20th, another list will show all who have not turned in a report thus far for April. This will provide study conductors information with which to work. A company book study conductor then raises his hand and comes up to tell what he is going to do. On receiving the lists he will plan activity for his group for he wants to do his part. He will be at contact point to take the lead and will call on and assist as many as he can. In fact, he makes clear this is to be done not only during April but every month, for it is his desire that all associated with his study become regular publishers. Regularity is important. (Heb. 13:15, NW) A mature publisher next puts his hand up and asks, "Brother, what can I do to assist?" He, too, is invited up and company book study conductor discusses with him how the two can work together and assist many. (Work in pioneers too, if you have them.)

**SCENE III (5 min.)** Is this arrangement practical? Company servant interviews publishers who have been assisted in this manner. Those who have become strong relate how they now arrange time each month to be regular publishers and, having been assisted, desire to assist others.—Acts 20:35; Rom. 15:1, 2, NW.

**SCENE IV (4 min.)** Company servant admonishes all publishers to make extra effort during April and months to follow to help newly associated ones, Memorial attenders and those being studied with, to come into closer fellowship and join regularly in worshipping Jehovah in holy array. More than a report is desired, as pointed out in the March "Informant". 'Ministers for the issue' is our goal. Join in "holy array" worship during April and assist others.

## Vacation Pioneering

**SCENE I (6 min.)** Opens with publisher who has been assigned to prepare talk on vacation pioneering. He is talking out loud as he looks over and reviews material he has selected and prepared thus far. Before him are April 1, 1950, "Watchtower" and April 1951 "Informant", etc. Quoting excerpts from "More and More Pioneers of Good News", he proceeds to review briefly points covered in article dealing with urgency of times, reasons Society issues call for more pioneers. He remembers example set by Christ Jesus; recalls others. Then he relates conditions and requirements for entry, just who is urged to take up pioneer work and what must be considered before taking up pioneer work. Also discusses how divine support is forthcoming, how Jehovah provides and delivers. Next comes the matter of youthful publishers who can and will be pioneers, how they can be assisted and the benefits that come from doing this most favored work. Increases are noted in number of vacation pioneers: 1950, 858; 1951, 1,256; 1952, 1,807. What will it be in 1953? How many will come from our company? To help them, perhaps it would be well to have an interview of some who were successful vacation pioneers or are prospective vacation pioneers.

**SCENE II (4 min.)** Same person is seen talking to ones selected for interview and is rehearsing with them. (Here companies that have not had any vacation pioneers may interview any who contemplate taking it up this year, or, if none, interview regular pioneers.) A series of short questions may be propounded which will permit material in Scene I to be highlighted by answers given in person's own words.

**SCENE III (5 min.)** In closing, brother will ask vacation pioneers to relate experiences demonstrating blessings that come from this field of service. (If none locally, use "Year-book", pages 67, 96, 158, 234.) In conclusion he points out that such experiences can be the lot of those who can put in more time as pioneers. Then in summary he outlines who can enter this work: young and old, boys and girls, men and women, yes, housewives too. All are encouraged to try vacation pioneering. Vacation pioneer requirements: 1. Must be immersed, 2. Publisher for six months (before or after immersion), 3. Devote at least two months. How can this be done with a world assembly coming up in July? By planning now, starting early, striving for maximum of hours from very beginning. Many schools close in the last part of May, thus giving all of June, July and August. It can be done, and it is worth the effort. Will we have more vacation pioneers in 1953? The answer lies with you.

## Bookmarks Discontinued

The Society is discontinuing the printing of bookmarks, because the purpose of furnishing the address

## Request Rooms . . . (Cont'd)

Stadium. However, they are easily accessible by convenient subway transportation, requiring only 15 to 30 minutes traveling time. Remember that prices for hotel rooms are somewhat higher than in 1950. In the event you have written the Society or a hotel for rooms and they referred you to the Watchtower Convention, we suggest that you fill in the Room Request Form designating your requirements. Usually letters are too incomplete for assigning rooms.

## Trailer City Space

<sup>5</sup> The request form for trailer and tent space is on the reverse side of the Room Request Form. If you are making plans to stay in the camp, please fill out the form giving COMPLETE information.

## Volunteer Service Opportunities

<sup>6</sup> Much work will be required in getting rooms and preparing for the convention. However, the Society requests that only those who receive official notice proceed to New York ahead of time. Others, of course, will remain in their respective assignments until the time of the convention.

<sup>7</sup> Most of the work will be done one, two and three days before the convention opens, and during the convention period. In order to know who will be willing to share in this theocratic service, a supply of the Application for Volunteer Service form is sent with this *Informant*. Please fill these out completely, denoting the type of work you are capable of doing, or in which you have had previous experience. Turn these forms in to your company servant. He will check to see that they are completely filled out and then mail them to Watchtower Convention, 557 W. 157th Street, New York 32, N.Y. In 1950 more than 15,000 volunteers were needed. Many more will be required this year. Will you be one of those who will serve your brothers? (We have enclosed convention forms equaling approximately one third the number of copies of the *Informant* you receive. In most instances this will be sufficient. However, write to Watchtower Convention for more if you need them.)

of the Kingdom Hall is now well fulfilled by the public meeting handbills. Orders now on hand will be filled, but no further orders are being accepted.

# God's Loving Way

## Tremendous Booklet Campaign in May

<sup>1</sup>The servants of Jehovah God enjoy a special relationship to him. (1 John 4:16, NW) From the perfect example set by Jehovah himself we learn how to manifest our love to others, by making known his way. All devoted servants may demonstrate that they appreciate God's loving way by taking part in the activity arranged for May.

<sup>2</sup>A booklet campaign will be carried on by all companies and pioneers, and effort will be made to place the oldest booklets first. Combinations may be made up with any booklets in stock: ten booklets for 15 cents; five for 10 cents; or two for 5 cents. Appropriate wrappers for five- or ten-booklet combinations are being sent with this *Informant*. Five wrappers may be given to each company publisher who will use them, and the remaining ones should be divided equally among the pioneers working with the company. In most instances this will give pioneers quite a few more than five.

<sup>3</sup>If you need booklets, order now, marking your order plainly "For Booklet Campaign". Listed below are booklets we can supply from Brooklyn. If we run short of some, substitutions will be made unless you specify otherwise.

Can You Live Forever in Happiness on Earth?  
Evolution versus The New World  
God's Way Is Love  
Government and Peace  
Hope  
Loyalty  
Religion Reaps the Whirlwind  
Righteous Ruler  
Safety  
Supremacy  
Will Religion Meet the World Crisis?

<sup>4</sup>All booklets shipped will be charged at the regular rates. However, for this campaign company publishers will be given *all* booklets at one cent per copy, and pioneers at a half cent per copy. Companies wishing to do so may request credit at the end of May for booklets placed at these rates from their stock. Send one credit request form for literature placed with pioneers and a separate request for booklets placed with company publishers at one cent per copy.

## Publications Now Available

"This Means Everlasting Life"

—Italian

Can You Live Forever in Happiness  
on Earth?

—Shangaan

## 1953 Vacation Pioneers

Last year there were more than 1,800 vacation pioneers enrolled. Many are wondering about the arrangement this year, in view of the world assembly. The Society encourages all persons who can do so to enter the ranks of vacation pioneers this summer. Doubtless some can start as early as June 15, or perhaps June 1. If you can start early, so much the better. If you can start July 1 and pioneer for July and August, we invite you to send for a pioneer application blank. In other words, all those who wish to pioneer this summer are welcome to do so, even though the world as-

sembly comes in July. You will still be able to devote much time to field service and a great deal can be accomplished. Send for your application now, *stating that you wish to enroll as a vacation pioneer*. Fill it out completely, sign it and then return it immediately with a letter of recommendation giving your service activity for the past six months. Act now to avoid delay.

## Guard Against Pretenders

Reports persist that persons pretending to be in the truth visit companies to borrow money and pass bad checks. This notice is published so that brothers may be on guard against such persons.

# COMPANY ORGANIZATION

## Servant Leadership

(Part 1)

<sup>1</sup>Leadership initiates with Jehovah and his King-Son, Christ Jesus. To servants in the congregations the charge is given, "Pay attention to yourselves and to all the flock, among which the holy spirit has appointed you overseers, to shepherd the congregation of God." (Acts 20:28, NW) Overseers are thus charged with leadership and, because so much depends upon their diligence, enthusiasm and example, they cannot neglect to perform their duties without its resulting in hurt to the congregation.

<sup>2</sup>To the extent that servants in a congregation work together, organize for the ministry in harmony with the Society's instructions, and take the lead in preaching activity, to this same extent will Jehovah bless the activity of the congregation. Progress and theocratic increase will result. Making field service arrangements and preparing constructive and educational meetings are important, but are really only part of a servant's leadership. When it is time to engage in the preaching work, he should be at the Kingdom Hall or home meeting place on time. After the text is discussed and prayer offered, servants (including study conductors) should execute well-planned arrangements for giving assistance to those needing help. Territory lined up ahead of time will be entered promptly and all publishers will be encouraged to stay in the field at least two hours for house-to-house witnessing.

<sup>3</sup>The servant rendering assistance to the congregation does so with Christian love and sincere concern. He knows that 'all that has breath must praise Jehovah' to have his favor and everlasting life. Mere-

ly coming to meetings, though necessary, is not all that is required. So he wants all to be regular in expressing their faith and devotion by preaching in the field. Hence, definite arrangements are made for all to share. The assistant company servant should check his records twice a month, about the 1st and the 15th, to find out who did not publish during the previous month and who have not been out during the present month, and who otherwise need help because of low service activity. A list of these should be made and furnished to appointed study conductors so they and other mature brothers can give needed assistance to irregular publishers in house-to-house activity and otherwise. This way you will help irregular publishers early in the month and again later. Thus we see that conducting the study is only part of a company book study conductor's responsibility.

<sup>4</sup>This help is not to be rendered in a cold, unfriendly way, nor in a manner that will embarrass brothers. Efficient leadership in organization does not mean this at all. Rather, in a loving and considerate way each one's particular problems and obstacles can be given attention. Sometimes they may be more fancied than real, but the servant can help each one to overcome these by regular encouragement and by pointing out the responsibilities resting upon all Jehovah's people to publish the good news regularly. Prove yourself to be a real servant of your brothers, for "you must assist those who are weak and must bear in mind the words of the Lord Jesus, when he himself said, 'There is more happiness in giving than there is in receiving.'"—Acts 20:35, NW.

★ Every Publisher a Regular House-to-House Preacher of Good News! ★