

INFORMANT

FEBRUARY, 1943

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

BROOKLYN, N. Y.

It's the "Jephthah's Daughter" Testimony Period! Three-Month "Watchtower" Campaign Begins

Get an Early Start and Keep Pace

At last it is here! And all the evidence points to the fact that this will be the greatest campaign yet! Jehovah's people are at full unity. Clearly the blessing of Jehovah is upon His Theocratic organization, causing a greater witness for the name of Jehovah and contributing to the final victory of the Greater Jephthah.

Jephthah's only daughter rejoiced exceedingly in the great victory Jehovah granted her father over the demon-worshipping encroachers. She willingly complied with the terms of the vow Jephthah had made. It was not her will be done. Glad was she for the privilege of devoting herself wholly and unselfishly in the Lord's service. Jephthah's daughter loved Jehovah.

The fulfillment of this prophecy today is inspiring. We see thousands of those who were foreshadowed by Jephthah's daughter, the "Jonadabs", joyfully responding and readily accepting the Theocratic arrangement, willingly offering themselves in unselfish Kingdom service. The vow has been made. All fruitage of the victory goes to the praise of Jehovah. Now let all Theocratic publishers, remnant and "Jonadabs", render zealous and untiring efforts in service during February, seeking out more of the "Jephthah's daughter" class.

The Offer

The offer is the subscription for *The Watchtower* for one year on the contribution of \$1.00, to which will be added as a premium the book *The New World* and the booklet *Peace—Can It Last?* If someone has *The New World* you may substitute any other bound book. If you find someone is a *Watchtower* subscriber already, then offer *Consolation* under the same arrangement. Where people are unable to contribute for the yearly subscription, offer a six-month subscription on the contribution of 50c, with a booklet free, without a book. Then, if necessary you can drop down to *The New World* and the latest booklet at 25c, or three booklets for 10c, or, finally, one booklet for whatever they are able to give, or free if they will read it. Remember, too, the foreign-language subscriptions. Sample copies may be obtained. An effort should be made to leave the Kingdom message in some form with all who are desirous of reading it.

Those who have record P-302 ("The New World") should introduce the special offer with that, using the doorstep setup. If you don't have that record, use the ones you have. If you can use the phonograph introduction, do so; but if you don't have access to a phonograph, use the testimony card provided by the Society for this campaign, one of which for each publisher is enclosed with this *Informant*.

During the next three months offer *The Watchtower* and *Consolation* to all your neighbors, friends, merchants, and all whom you meet, as well as those in your individual territory. Doing this will help you to make your quota. The quota for this campaign is 100,000 new subscriptions. If you are a pioneer you should get at least one subscription a week; if you are a company publisher you should obtain at least one new subscription a month. Every company should set its own quota on that basis, and push this campaign. Each week a check should be made to see that your company is up to its quota. Each individual publisher should check to see that he is up to his individual quota.

To reach this easy quota each publisher should start on February 1 and go after subscriptions. Don't wait until late in February before you start and then wonder why you haven't done as well as some other publisher. Everyone can make his part of the quota if he puts the first thing first. Those of good-will want the truth now as never before. There is no better time than now for a *Watchtower* campaign. We are in a better position than ever before. We have had the opportunity of becoming well organized into a trim fighting unit under the new Organization Instructions. Many have had the benefit of counsel and suggestions given by the servants to the brethren. By now every regular publisher should have an individual territory that has been worked with the *Kingdom News* and followed up with the phonograph and publications, as well as back-calls on those of good-will. Having used the House to House Record slip, you are now familiar with where the interest is in your territory. The preliminary details have been ironed out. For the *Watchtower* Campaign the stage is set! Let's all do our part and share in another victory for the Greater Jephthah!

"The New World" Record Prepared "Peace—Can It Last?" also Being Made

The three lectures delivered over the hookup from Cleveland Public Auditorium in September were recorded at that time; namely, "The Only Light," "Fighters for the New World," and "Peace—Can It Last?" For the past four months the Society has been trying to have these manufactured, and, although materials for manufacturing records are very scarce, delivery within the next few weeks has been promised. The supply is very limited; therefore we suggest that companies or pioneers desiring to have these records for use in back-calls should order just the number that they can use of the series "Peace—Can It Last?"

As to the lectures "Fighters for the New World" and "The Only Light", only sufficient pressings are made that each company can have one set. That is all you should order.

Introductory Record

A record introducing the book *The New World* has been prepared by the president of the Society. The Society was fortunate in getting a quantity of these made (approximately 25,000). This means that only those persons who will put the records to constant use should order them through the company. The number of the record is P-301, P-302; and, when ordering these, put them on the same order blank with literature that you will need.

To lessen the possibility of breakage, it is advisable that records be packed with books in regular freight shipments. When sent by express or parcel post the breakage is greater. Wherever possible all companies and pioneers will please include their order for these records with their freight orders for books.

Please keep in mind when ordering these new records that the Society can ship immediately the record "The New World" (P-301, P-302); but the other records, the three lectures, should be ordered on a separate order blank with nothing else and sent in at the same time and this will be held on file until such time as the records come into stock.

Due to the great scarcity of records, please do not order records that will be put on the shelves and not used regularly. Order only what you must have.

"The Only Light" (P-293 to P-302), \$3.00; "Fighters for the New World" (P-303 to P-316), \$4.00; "Peace—Can It Last?" (P-317 to P-330), \$4.00; "The New World" (P-301, P-302), 50c. Pioneers ordering P-301, P-302 with literature may get one disc free, up until April 1. Pioneers should order with groups when possible; and if you can keep a set of "Peace—Can It Last?" busy you can have it charged on your account and it will be applied against the credit you requested on your Certificate of Credit.

Make More Back-Calls Conduct More Studies

It is clearly understood by all the Lord's consecrated ones that the important thing in their lives is serving the Lord; therefore the thing uppermost in their minds is how they can increase their activities and improve their service to the Most High. The report for the year 1942 shows that the Lord has crowned it with his blessing and made it the greatest year of service up to the present time. This brings great joy to all New World fighters, and none of them wish to rest on

their "laurels" and slow down now. All are stimulated to far greater activity than ever before.

The back-call and book-study work is the most important phase of the Lord's service at this time and should be concentrated upon by all publishers of the New World. It is primarily at back-calls and book studies that the people learn of God's purposes and are instructed and "fed".

Consider 1943 "Yearbook"

This subject is of so great importance that the Society hereby advises every company of Jehovah's witnesses to set aside part of at least one service meeting during the month of February and consider the article "BACK-CALLS AND BOOK STUDIES", page 47 in the 1943 *Yearbook*. This assignment should be given to some capable brother in the company and he should be prepared beforehand to give an interesting and instructive talk on this subject. The speaker should study this article thoroughly and give it in his own words—it is not intended that the *Yearbook* be read in the service meetings. The speaker could have a brief outline of the material he would present to the company, and give it orally. Here are a few of the things that should be stressed by the speaker in this presentation: the necessity of making back-calls and conducting book studies, the advantages of the back-call and book-study work over other features of the service, the important part that the book *The New World* plays in the back-call and book-study work, the results of the back-calls and book studies, and the urgent necessity of making more back-calls and conducting more studies now, particularly in connection with the present *Watchtower* Campaign. He may also compare the average increase in the back-call work of the country with the increase of the local company and point out where the publishers may make many improvements over last year's activity. A few scriptures could be used to prove various important points. Additional material having direct bearing upon this work may be taken from other publications of the Society if needed for further emphasis.

Everyone who attends your book studies and upon whom you call back is a potential *Watchtower* subscriber. Every attention and consideration should be given these people. Every person whose name is in your back-call file should be called on with this special offer. Do not fail to offer the *Watchtower* subscription to all those with whom you may come in contact.

DRAFT

After February 1 all Selective Service registrants (18 to 45) must carry on their person their original registration and classification cards. Anyone not having classification should go to his board and ask for card. Failure to carry said cards subjects one to heavy penalty.

Your Company's Progress

New Chart Being Sent

Use Current Poster

All Theocratic publishers are very much interested in having a part in making their respective companies more progressive. We all want to see the Kingdom work increase to the honor of Jehovah's name. There are certain features of the work for which the publishers are directly responsible and which they can control. Progressive publishers want to know whether their company is increasing in these things. So that every company publisher may know exactly what is being done in his company each month in these vitally important features of the Kingdom service, the Society has prepared a chart, which is being mailed free of charge to each company. This chart is printed on heavy paper and will be sent separate from the *Informant*, in a roll.

The chart is headed, "THIS GOSPEL OF THE KINGDOM SHALL BE PREACHED"; which is Matthew 24: 14. There are seven columns on the chart, headed as follows: *Total Publishers, Total Hours, Average Hours per Publisher, Total Back-Calls, Average Back-Calls per Publisher, Total Book Studies, and Average Studies per Publisher*. These are the most important parts of the Kingdom work today. At the left-hand side of the chart the months are listed for the service years of 1943 and 1944, beginning with October 1942, and the chart provides space for a comparison between the two years. Space for posting the company quota is also allowed, as well as a place for the year totals.

Along with this chart you will find sheets of numbers, some red and some black. These numbers are printed on gummed paper.

How to Use It

The chart should be in the care of the assistant company servant. It is in two sections and will have to be pasted or glued together at the proper point. If you wish to do so you may paste or mount it on wall board to make it more durable, having in mind that it should last for two years. The chart should be posted in the company Kingdom Hall or headquarters meeting-place. Every company, regardless of size, will find it advantageous to use this chart. Keep your chart neat and clean and avoid smudges.

The numbers printed on the gummed sheets should be neatly cut apart in strips. Use black numbers for this year, saving the red for next year. Care should be taken in cutting these strips, so that they will all be of the same width. If the numbers are cut out properly they will all be of the same size, and then your chart will look much neater when you paste the numbers on it.

The assistant company servant should immediately post on this chart the quota for the company for the fiscal year 1943 and all the activity reported for the months of October, November and December 1942, and January 1943. At the end of each month hereafter when the report for the company is made up the assistant company servant should post the report on this chart. In figuring the averages it is only necessary to use tenths, the same as the Society does in the *Informant*. Decimal points are on the number sheets.

The *Informant* each month will contain a summary of the report for the United States as it does now. At least ten minutes of a service meeting once each month should be devoted to a comparison of the company activities with the report for the United States as a whole.

Whether you are keeping up with your quotas should also be discussed, using the chart. Keep up your chart and keep up your progress. Remove all other charts from the hall.

Posters

With the chart you will find two posters; one is for February and the other for March. On February 1 the January poster should be taken down and the February poster put up. Don't put up the March poster until March 1, and then take February's down. Have only one poster up at a time. Use the current poster as shown by the Calendar.

Territory Outline

Enclosed with this *Informant* you will find a new territory outline form. A number of changes have been made in this outline to conform to the new Organization Instructions. The company servant and territory servant should study it carefully and adjust your company setup accordingly.

Filling Your Orders

Due to the uncertainty of the times many items are out of stock and there is a possibility that they will not be in stock soon; so, when you receive an invoice and find that items you ordered are not listed thereon, consider them out of stock. You can reorder them in a month or two; but please do not write the Society asking why you did not receive such items, as this means unnecessary correspondence. We will always send to you what you order if we have it. Watch the *Informant* for announcement of new publications.

Whenever company service report forms are required by pioneers who are working in company territory, they should be obtained from the local company organization. That will save in shipping.

Remitting with Orders

Cash items are those items that cannot be charged to any account unless you have a credit balance on your account. A remittance to cover must accompany all such orders. "Cash items" includes everything handled by the Society except Bible No. 10 and books and booklets for field service campaigns. This campaign literature may be charged to company or pioneer accounts, only, however, when the accounts are in good condition and regular monthly remittances are being made thereon. A down payment of at least 25 percent must accompany all orders for English phonograph records.

PREVIOUS ALL-TIME PEAKS

Comp'y Pubs.		Pioneers	
Pubs.	60,094 Sep. '41	6,127 Nov. '42	
Av. Hrs.	20.3 June '40	138.2 July '42	
Av. B-C	4.6 Oct. '40	39.3 Apr. '42	
Dec. 1942			
Pubs.	Av. Av.	Dec. 1941	
	Hrs. B-C	Hrs. B-C	
Comp'y	50,221 12.5 2.9	14.8 3.4	
Pioneers	5,835 104.1 33.5	114.4 29.3	

December Activity

An examination of the activity of the pioneers and companies for the month of December shows a very decided drop in all branches of the work. The drop is more pronounced in the middle western and the eastern states, such as Missouri, Iowa, Illinois, Indiana, Ohio, Pennsylvania, New York, Massachusetts.

Gas rationing, of course, placed some restriction upon the activity of the Lord's people, but this does not seem to be the real cause, as the 17 eastern states that had gas rationing for several months show just as decided a drop as the other sections of the country where gas rationing commenced on December 1. Gas rationing, winter weather, floods, or anything else, should never be permitted to impede the progress

of the Lord's people. This is something to overcome. Be more than conquerors, rather than permit such "old world" limitations to interfere in any wise with the New World activity. The company servant and other servants, particularly the assistant company servant and back-call servant, should carefully check the records of their respective company and endeavor to ascertain the cause for the slump in activity and make some local arrangements to overcome any obstacles that may be found.

Timely Directions for Sending in Subscriptions

In order to give the most efficient service to all subscribers for the *Watchtower* and *Consolation* magazines, the following suggestions are given:

News

It is very important that the publishers and servants observe these details carefully. Each one should carefully read the instructions on both the front and the back of the subscription slips. If you do this and carry out the instructions carefully there will be no confusion or misunderstanding. We cannot overemphasize the importance of seeing that the subscriber's name and full address are properly filled in. PRINT CLEARLY, using indelible pencil or ink, only. Check this matter carefully yourself, and have the subscriber check it also when you give him his receipt, and then have him initial it. Indicate whether the subscription is NEW or a RENEWAL.

On the line "Sent in by," company publishers should put their own name and the name of the company, in this manner:

John Smith, Reading, Pa., Company
This will clearly identify the source of the subscription, for future reference if necessary. In the case of pioneers, their name is all that is required, properly checking, of course, that they are pioneers.

When receiving subscriptions here we often encounter the following difficulties: Illegibility of names, number street and town (the name causes us the most trouble); the wrong town or wrong street; misspelled names of towns and misspelled names of streets; no street shown on slip. These inaccuracies bring from the post office cards marked "No such number," "Not at address," "Not found," "Undelivered," "Unknown," etc. When we receive these cards we in turn have to find out who sent in the subscription, so that a card can be sent for correction. This creates much unnecessary work, delays delivery of the magazine to the subscriber, and brings complaints.

Foreign-Language Subscriptions

Foreign-language subscriptions should be handled carefully. Check and see if we have the magazine in the language required. If we have it, clearly mark the subscription slip to show the language in which it is required. The *Watchtower* is available in the following foreign languages, and subscriptions may be taken for the *Watchtower* in these languages: Greek, Italian, Polish, Russian, Slovak, Spanish, and Ukrainian. The subscription rate on all the above is \$1.00 a year, and each one is published only once a month, with the exception of Spanish, which will be published twice per month beginning February 1, 1943, issue. The latest bound book and booklet in each language may be offered as a premium. Portuguese *Watchtower* is \$1.50 a year, with the same arrangement for premium. In each case the publisher is to retain 25c for the book placed, and the balance turned in to the Society for the subscription. The *Consolation* magazine is available in Greek, Portuguese, and Spanish, at 75c a year; in Ukrainian at \$1.00 a year.

RENEWALS. The renewal slips inserted in the magazines should be used at all times by all publishers to renew their subscription. These each bear a number which enables us to locate quickly the renewal plate. The name of the subscriber should be the same on the renewal slip as on the address label of your magazine unless a change is desired or necessary. Many times we receive renewals with slight changes in the name, which causes confusion and delay. An address label may read *Eunice Jonadab*, whereas the renewal slip may come through reading *Mrs. J. Jonadab*. Check address label with the renewal slip and be certain it is correct before sending in your renewal. Servants in the company sending in renewals should be certain that they are correct before mailing them to the Society, particularly so with subscribers having difficult names and/or addresses.

We insert four notices in consecutive issues, except foreign editions, to remind subscribers to

renew. Sometimes the subscriber's renewal does not arrive in time or cannot be entered in time to prevent the sending of an additional notice. In such a case, when this extra notice comes, it should be ignored, as requested on the notice. Only after a month of non-receipt of the magazine should inquiry be made. If it is necessary to check up a subscription, whether new or renewal, the matter should be taken up with the company and then the company servant or one of his assistants can consult the records of the company, and the full facts can then be presented to the Society for investigation. If the subscription was not handled through the company, the matter can be taken up directly with the Society by the subscriber. State all facts briefly and clearly. Subscriptions expired beyond three months of the current month should be considered as new, and be so handled. All renewals are \$1.00 per year to all subscribers in the U. S., except *CONSOLATION Greek or Spanish*, which are 75c per year. No premium is to be given with a renewal subscription, and the entire subscription amount is to be forwarded to the Society with all renewals.

Each publisher is to turn in his subscriptions, together with the proper remittance to cover, to the company promptly. These are to be carefully checked by the assistant company servant, who will see that the slips are properly made out, and that the remittances accompanying the slips are correct, and will turn the money over to the accounts servant, getting proper receipt for same. He will see that a list is made up on the Subscription Record Sheet (Form S-10) provided by the Society, showing each subscriber, to be forwarded to the Society with the subscriptions, as well as a duplicate list retained for the company's files. He will also see that duplicate slips (one for each new subscriber) are turned over to the back-call servant, so that they can be placed in his files, and will finally turn over the original list and the subscriptions to the company servant, who will re-check them and will get the necessary remittance from the accounts servant to send to the Society on form SC-52. If remittance for subscriptions is sent in along with order for items of stock required by the company, then form SC-52 can be omitted and the square on the late order blank be used instead. Subscriptions should never be held up more than one week, and may be sent in two or more times a week if the occasion justifies it.

CHANGE OF ADDRESS. Much difficulty arises from improper information concerning change of address. This is the way every change of address should be sent to the Society, preferably through the company:
Example:

WATCHTOWER

CONSOLATION

Old Address:

John Goodwill Jonadab
666 Broadway
City (post office), State

New Address:

10 Kingdom Highway
City (post office)

If the subscription is for the magazine in a foreign language, then language should be clearly indicated, thus: *WATCHTOWER Greek*, or *CONSOLATION Spanish*. Changes should be sent in at least three weeks (in western U. S.) or two weeks in eastern U. S.) before moving.

Notice, New World Publishers

All company organizations will find enclosed with their supply of this *Informant* a special letter addressed "To All Servants of the New World".

The company servant should appoint some capable brother (or himself) to consider this letter before the company assembled at the first service meeting after receipt of the letter. The letter should be read to the publishers, and then the meeting be thrown open for a fifteen- or twenty-minute discussion. In addition, it should also be read at the first *Watchtower* study following the service meeting discussion, so that all in attendance may have an opportunity to consider this vital subject.