

INFORMANT

FEBRUARY, 1951

"Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king."—Rev. 19: 6, NW.

BROOKLYN, N. Y.

"Make Known the Good News" Testimony Period Watchtower Campaign Enters Second Month

Back-Calls Bring Results

¹ Someone told you the good news of the Kingdom. You listened to it, learned to appreciate it and then started telling others about it. The one who told you also continues to tell others, and daily the number of Kingdom proclaimers grows. It is this chain reaction going on throughout the whole world that makes it possible for more and more to hear the good news of the Kingdom, learn to appreciate it, and, in turn, aid still others to know of it.

² Are you not glad that someone took the time to tell you that good news, which is as soothing "as cool water to a thirsty soul"? Yes, you are. And you can now prove your appreciation to the Provider of the good news, Jehovah God, by employing your 'ability to use your mouth and to make known the sacred secret of the good news' at every opportunity.—Eph. 6: 19, NW.

Offer "The Watchtower"

³ During February, the second month of the 13th annual *Watchtower* campaign, we will continue to offer a year's subscription for *The Watchtower* (or, if the person is already a *Watchtower* subscriber, *Awake!* may be offered), with a three-booklet premium, for \$1, the yearly rate. Take the initiative and energetically present the good news of Jehovah's established kingdom. Engage regularly in door-to-door work. Call on those whose subscriptions have expired. Make regular back-calls and be alert to every other opportunity for witnessing. This will result in many subscriptions' being obtained.

⁴ Have you experienced the joy of obtaining a subscription? By the end of February each company publisher should have obtained at least one subscription, while each pioneer should have obtained a minimum of 8 subscriptions. Using the valuable features of the magazine in an effective presentation will help you to

obtain subscriptions. Point out that *The Watchtower* contains the best news. This can be done effectively only if the publishers have diligently prepared their presentation in advance and are thereby familiar with the magazine's contents.

Follow Up Interest

⁵ But taking a subscription is only the first step in aiding one to get the good news. Now that they have *The Watchtower*, they must be aided to appreciate it. Since this can best be done by making back-calls, a real effort should be made to call back on each new subscriber. Show them that you were not interested merely in taking their subscription, but that you want to assist them to get the full benefit of the magazine's contents. To do this effectively, you must be prepared when calling back. When they say on your return, as they often do, "No, I haven't had a chance to read the magazine yet,"

have something definite in mind to talk about. Be familiar with the articles in the issue you are using so that you can refer them to the magazine and they can see the advantage of reading it. By using the magazine effectively, you will set a good example for them, as they see that you appreciate the magazine enough yourself to read it and make known its good news.

⁶ Try to start a *Watchtower* study with them, for it will greatly aid them to understand and fully appreciate the good news. Such *Watchtower* study can be counted as a home Bible study and should be reported at the end of each month.

⁷ By our getting out into the field service this month and offering *The Watchtower*, many of the "other sheep" will be located. By following up the placements, they will be assisted to understand the refreshing Kingdom news, which will cause them to show their appreciation by blending their voices with yours in making known the good news.

Pioneer with a Purpose

Have a Fuller Share in Theocracy's Increase

¹ Glance through the 1951 *Year-book*. What is most outstanding? Is it not Theocracy's remarkable increase? And what accomplished it? *Work! Working with a purpose.* 'As a man sows, so shall he reap,' and in harmony with this Scriptural rule Jehovah's servants have sowed purposefully, watered patiently and diligently and God has given the increase. You are thrilled at the part you have had in it. Yet, would you like to have an even greater share in it? You can by enrolling now as a pioneer.

² Because the pioneer service is a joyful one does not mean that it is a carefree, happy-go-lucky life. It is a full-time job that carries weighty responsibilities. If you desire to pioneer, know what is required of you and plan accordingly. For example;

Pioneers are required to meet a minimum quota of 100 hours a month, or 1,200 hours per service year. Realize, first of all, that this is a *minimum* quota, not a maximum requirement. To meet it a pioneer must average four hours a day. Hence, plan your time, not simply to meet the *minimum* quota, but set your goal above the minimum requirements and allow yourself a margin for unforeseen emergencies. Do not let every little thing that comes up during a day's activity interfere with or interrupt your service schedule. Neither let the fact that you do not have to punch a time clock make you negligent or lax about your service. Get out early in the morning, put your pioneer service first, and let nothing distract you.

³ However, there is more to pioneering than just meeting the hour
(Continued on page 3, col. 1)

London Convention August 1-5

¹ London convention delegates who want to travel by boat should make their own application for space to and from Europe through local travel agents or with the steamship companies direct. There are three classes of boat travel: Tourist Class, Cabin Class and First Class. Tourist Class is cheapest, running about \$350 round trip; the other two classes are proportionately higher. If you definitely decide to make the trip, put down a deposit for space with the travel agency or steamship company and as soon as the space is confirmed, purchase your ticket for the going and return trips. Only then will you be assured of space for the round trip. Some of the steamship lines serving Europe are the Canadian Pacific (leaving from Canadian ports for Liverpool), Cunard, Holland-America, United States Lines and French Line. The Society presently holds 50 berths in Cabin Class on the S. S. "America" (United States Lines), which sails from New York on July 21. This space is for eastbound only and does not include the return voyage; that will have to be arranged separately. The one-way minimum fare would be \$230. Anyone interested in taking these reservations should write the Convention Desk.

Air Travel

² In order to get charter air service, the Society will have to know how many persons are going and on what dates they want to leave and return. If you have *definitely* decided to go to the London convention and you want to travel by air, then write to the Watch Tower Bible & Tract Society, 124 Columbia Heights, Brooklyn 2, New York, London Convention Desk, giving your name, address, age, citizenship, date you desire to leave the United States or Canada, whether you will attend the Paris assembly too, and the date of departure from Europe to the United States. Those desiring to travel on the same plane should list on the same sheet of paper all of the information requested. Some may attend both the London and Paris assemblies. (The Paris convention is August 9 to 12.) In that event one must allow at least one day to return from Paris to London, where planes for the U. S. will leave. (Whether planes will leave from Paris is still questionable.) On receipt of this information the Society will be able to make reservations for you and write you when to send us the money for your round-trip ticket. Round-trip air travel will probably cost about \$400. Please be very definite

Presenting THE GOOD NEWS

On the Streets

¹ Among the many thousands walking up and down the sidewalks of the busy streets are persons never reached with the Kingdom message through the house-to-house work. Working odd hours, traveling as salesmen or construction workers, living in hotels, inaccessible at their business offices, etc., these persons are entitled to, and must be reached with, the good news of God's kingdom. This can be done by displaying and offering the *Watchtower* and *Awake!* magazines on the streets.

² "But I don't seem to place any magazines even though I spend several hours in the magazine work," some publishers remark. Experience shows that many more magazines will be placed by taking the initiative and calling out slogans as well as approaching and presenting the magazines to the people. Use appealing slogans to arouse the interest of the passers-by, such as, "*The Watchtower* dispenses life-giving knowledge. Get your copy for only 5c." "If you want truth and facts, get the *Awake!* Only 5c a copy."

³ Shoppers who momentarily pause to look at something in a shop window might be approached in this manner: "Pardon me. Have you ever read the *Watchtower* magazine? These are serious times and I'm sure you are keenly interested as to how they might affect you. *The Watchtower* will prove to be a source of real comfort and enlightenment to you, as it discusses these perilous times in the light of Bible prediction, and points to God's kingdom as man's only hope. A copy of *The Watchtower* is only 5c."

about your desired date of departure from New York, Chicago or Toronto and your desired date of departure from Europe.

³ Probable departure dates from New York (and other points in the U. S. and Canada) will be July 27, 28 and 29. The return trip to the United States via chartered plane will have to be made before August 31, 1951. Report the date you want to return and then the Society will advise you as to the schedule of your return flight.

⁴ If you are undecided about going to Europe, DO NOT REPORT TO THE SOCIETY. If you KNOW DEFINITELY you are going, then report by March 1,

⁴ There are those persons waiting for a bus or streetcar that can be approached like this: "Hello! Ever read the *Awake!* magazine? May I suggest that you obtain the latest copy and examine it as you ride the bus home. *Awake!* will acquaint you with uncensored information that will keep you awake to the vital issues of the times. It is only 5c a copy." These introductions can be elaborated on by opening the magazines and showing some of the fine features contained in them if time and opportunity permit.

Proper Street Conduct

⁵ It takes courage to approach people, but it likewise takes courage for people either standing or passing by to approach you to take a magazine. If we approach the people, we make it much easier for them. Be congenial and friendly. All may not accept your offer when approached, but you will find that many who have been too timid to come up and ask you for a copy will take the magazines when you present them this way. Never give the appearance of being apologetic for doing your work. Yet, never act rude or discourteous.

⁶ It is recommended that publishers stand by themselves in street magazine work, unless a publisher is training another, in which case it is suggested that they stand about ten feet or so apart rather than close together. The tendency of publishers to converse with one another will thus be avoided, and the people who are yet unacquainted with the Kingdom message will receive the benefit and blessing of such knowledge.

1951, as instructed herein.

⁵ At present, American citizens traveling to Britain and France will need a U. S. passport, but no visas. For full information on obtaining the necessary travel documents, write the Department of State, Passport Division, Washington, D. C., or contact the clerk of a United States District Court, if there is one in your vicinity.

Rate for No. 7 Bible

The cost of the *New World Translation of the Christian Greek Scriptures* will be the same as the No. 11 A.S.V. Bible. Check Cost List.

YOUR SERVICE MEETING

Effective back-calls stimulate and advance Kingdom interests. The demonstration outlined below should show by contrast how ineffective a back-call is when the publisher is not properly prepared and how simple it is to make effective back-calls when a few minutes are spent in preparing and how helpful such calls are to people of good will. If we are to realize a 34 per cent increase in the peak number of publishers this year, effective back-calls must be made. This demonstration should be from 15 to 20 minutes in length.

FIRST SCENE: (Part one) The publisher has just completed door-to-door witnessing and is talking aloud to himself.

Having time to spare he decides to make a back-call. Taking out the house-to-house record sheet, a woman with whom literature was placed is selected and the publisher makes the call.

FIRST SCENE: (Part two) Publisher is at the door.

Following a brief introduction, he asks, "Have you had a chance to read the magazine I left?" "No," is the answer for one reason or another. Having nothing definite in mind that he can turn to in the magazine, the publisher can only make general comments to the effect that the magazine contains good information and that it should be read. He offers the householder another magazine, suggests that it be read and is about to leave when her husband makes an appearance, saying he has read the magazine and likes it. The publisher, not being familiar with the articles, says he is glad it has been read, hopes the one just left will be read also and leaves with the promise to return.

SECOND SCENE: (Part one) Publisher is at home, talking to himself, preparing for back-call work that evening.

His house-to-house record sheet reveals the previous week's placements were mostly January 1, 1951, copies of *The Watchtower*. Taking that issue of the magazine in hand, the publisher starts looking for an article that could be used on almost any call. He realizes that he cannot memorize the entire issue, so he seeks something that will catch the good-will person's interest, be simple to understand and something upon which a further witness could be given should the opportunity present itself. He comes across the "Questions from Readers" column, page 31, and notes the question, "If God knew all things, then why did he create creatures that would fail?" He decides to use this point on his calls, noting that it can be used to tie in other articles in the magazine for further discussion.

SECOND SCENE: (Part two) Publisher at the door.

Following a brief friendly introduction, he opens a copy of the January 1, 1951, *Watchtower* and says, "I don't know whether you have had a chance to read this or not, but what do you think of this question, 'If God knew all things, then why did he create creatures that would fail when put under test?'" After letting the party express his views, he then points out that he learned from the article that God knew his purposes would succeed before he started creation, that God's purposes are predestinated, but not creatures' lives, and that creatures must choose life or death for themselves. Then build up the witness showing how one must have knowledge to serve God and choose the way that leads to life. Turning to the main article, the publisher can show the great number now being helped to that end, then how the magazine's purpose is to aid people to know of God so that they can serve him. He concludes the call by arranging to return for a further discussion of the magazine's contents, thus laying the groundwork for a home Bible study.

Pioneer with a Purpose (Cont'd)
quota. Pioneers are also required to engage in every feature of Kingdom service. Sometimes we have a tendency to specialize in one feature of activity, such as street work or back-calls and Bible studies, and neglect the other features, either because we feel we can do that feature of the work better than the others or, oftentimes, because it is an easy way to "put in time". However, by so doing, we miss the real purpose of our service, which is to find and feed

the "sheep". By participating proportionately in every feature of service you will become a well-balanced pioneer who can effectively wield the "sword of the spirit" in whatever field of battle you are engaged.

⁴ In working with a purpose you must make the most of your time. You must be efficient, yes, proficient, in your service. So do not go out merely so you can "count time", but make your time count. Do not waste or squander your efforts and energy, but endeavor to accomplish some-

Warning Draft Registrants

Some of Jehovah's witnesses who have registered under the draft and claimed classification as ministers and conscientious objectors have been visited by agents of the FBI and asked unlawfully to sign statements relinquishing their rights as conscientious objectors.

Counsel advises that registrants who are ministers may also claim to be conscientious objectors and the board of appeal is entitled to have complete information on both claims. It is not necessary, therefore, that Jehovah's witnesses sign statements for FBI agents giving up their claim as conscientious objectors in order to be classified as ministers. Both claims may properly be raised at the same time.

Mr. J. Edgar Hoover, director of Federal Bureau of Investigation, in a letter to Hayden Covington, stated: "You are advised that Agents of this Bureau have been specifically instructed not to persuade or coerce any person to waive either his claim as a minister or a conscientious objector . . ."

34 Per Cent Goal 144,913

UNITED STATES QUOTA FOR 1951
108,315 Publishers

Monthly Field Service Report

December Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	291	138.8	59.6	8.2
Pioneers	6,345	88.5	32.2	5.3
Co. Pubs.	101,420	8.9	3.1	.5
Total Pubs.	108,056			

Public Meetings Held: 6,190

thing while you are in the field. "Whatever you are doing, work at it whole-souled as to Jehovah." (Col. 3:23, NW) Successful pioneers are those who are working "whole-souled" at their jobs. It is not always easy and hence is not for those who are inclined to follow the lines of least resistance. It requires that you step out confidently on God's promise that he will provide for you, will sustain and keep you as a pioneer. Yet, no other service could be more soul-satisfying or bring as much contentment and joy.

⁵ As pioneers you have a wonderful opportunity set before you. Your share in attaining the 34 per cent peak can be great. Because of the great amount of work you do, you are in position to do something real and definite about this increase. Will you do so?

⁶ You will be forever glad if you increase your service, become a pioneer, and thus enjoy a fuller share in Theocracy's increase.

"Be Rich in Right Works"

Prepare Now to Share in Magazine Work in March

Riches! Uncertain riches! By selfish works many under this present system of things strive to gain uncertain material riches. Ultimate death is the only reward such vain works and riches bring. But what is it that really makes one rich? To be engrossed in the work of dispensing life-giving knowledge; to work in behalf of your fellow man and neighbor; to work in behalf of God's kingdom; to work in behalf of the praise and vindication of Jehovah's name, this is what makes one "rich in right works". (1 Tim. 6:18, NW) Such right works result in our gaining the rich prize of everlasting life.

It is the *Watchtower* magazine that continually points out from God's Word what these right works are and how they can be performed to one's everlasting enrichment. We will prove the fullness of our appreciation of these all-important right works and their rich benefits by greater action on our part in obtaining *Watchtower* subscriptions during the month of March.

New Public Meetings Begin with Memorial

1951—Another year to increase praise through public meetings! The talks this year, as set out below, cover a variety of subjects.

Conquering Fear in a Perplexed World Religion—True and False

Will East Meet West in Peace?

The Peoples' Greatest Need

Critical Times—Why Are They Here?

Evolution and the Bible

The Truth About the Trinity

How Long Would You Like to Live?

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 the brothers assigned to prepare the talks.

No series of the 1950 talks should be scheduled to start after the Memorial, March 23. Order handbills early, allow at least one month in the eastern U.S. and at least six weeks west of the Mississippi for your orders to reach you. Mark the envelope, "HANDBILLS." Make a real effort to support the 1951 public meeting series and see the Lord's blessing and increase.

Engage in All Features of Magazine Work

Be geared for sped-up activity as we enter the second half of the *Watchtower* subscription campaign in March. Polish up your slogans! Smooth out your presentations! Plan now to engage in all features of Magazine Day activity: street work, store-to-store and house-to-house magazine work. *The Watchtower* will continue to be offered, but *Awake!* may be offered if a person is already a *Watchtower* subscriber, and a one-year subscription for either magazine, with a 3-booklet premium, is \$1.

The Watchtower has immeasurably aided us in becoming rich in right works. Shall we not continue doing the right works of God, by acquainting others with these right works through the *Watchtower* magazine? By all means. And why? Because it will result in the everlasting enrichment of, not only ourselves, but also those who hear us.

Can You Hear WBBR?

WBBR has recently rearranged its programs to appeal to an even greater number of persons in the eastern part of the United States. Home Bible studies, Bible questions and answers, breakfast-table discussions, Bible talks attractively presented in addition to newscasts, tasteful music and public service programs, all make for enjoyment and profitable listening. WBBR is on the air 6 to 8 a.m. Monday through Saturday and 5 to 8 p.m. Tuesday through Friday, and Sunday's schedule is 6 to 11 a.m. and 4 to 8 p.m. Remember, it is located at 1330 on your dial.

WBBR would like to know how far its signal reaches and the quality of reception; so during February see if you can get the station, and let us know of the reception. We would appreciate your comments on the new programs and any suggestions you may have. If your town hears the station well, you will wish to advertise it. WBBR leaflets may be had at 25c a thousand for this purpose.

COMPANY ORGANIZATION

Company Servant

¹ It is the privilege and obligation of the company servant to have the oversight of the preaching activity and functions of the company. It is a serious responsibility and one that he must be careful to discharge properly. He must have a good knowledge of the Scriptures and an accurate knowledge of instructions and communications issued by the Society. Therefore, he is the one to take the initiative in reconciling difficulties and adjusting any problems arising in the company that would retard Kingdom expansion.

² Instructions, supplies, and information received from the Society are to be passed on to the company and servants to whom they apply. The Society appoints other servants to assist the company servant in getting the work done. The company servant must be familiar with the duties, work and records of all the other servants and will periodically check on the work and records of these assistants. When a servant cannot handle all his work alone, the company servant will select someone to assist him. If a servant does not fully understand his duties or has become a little lax in performing them, the company servant will show love for his assistant by devoting some time to help him become more proficient.

³ The company servant should have an eye to the future and endeavor to help and train all possible

to fill different service positions in the company. At first he may feel this course takes more time and effort than if he did the work himself, but in time it will bring the desired results, for these brothers once trained will be ready for added responsibilities and be able to train others in turn. Only in this way can the servant body keep step with the expanding organization and be prepared to meet any emergency.

⁴ The company servant will see to it that all company meetings are properly prepared and conducted. He will arrange for instructive and encouraging service meetings, planning them well in advance. Thus the company will feed upon a rich and wholesome diet that will strengthen it for increased and efficient service.

⁵ The company servant as far as possible must set an active example for the company by participating regularly in all features of the work. By thus taking the lead, his counsel to the company will be based on actual field experience and will therefore be practical and helpful to all. Also, his schedule should set aside time to call upon the sick and to aid new and irregular publishers become regular in their ministry. With the company servant zealously discharging his responsibility and with the company giving him full support, the company organization will enjoy Jehovah's rich blessing and get the preaching work done.