

INFORMANT

OCTOBER, 1950

"Preach the word."—2 Tim. 4: 2.

BROOKLYN, N. Y.

"It Is Nearer than They Think" Testimony Period One-Month *Awake!* Campaign Featured

Individual Quota Set

¹The vast majority of earth's people today either slumber under the stupefying sedative of religious, political and commercial propaganda, or blindly grope amid a woe-bedarkened world, insensible to imminent world destruction. They refuse to believe the words of Jehovah's prophet that 'it is nearer than they think'. (Isa. 13: 6, *Young*) In contrast with these, however, thousands of honest-hearted, God-fearing people have awakened to the realization that Jehovah's wrath is certain to shortly be expressed against this old, satanic world. Believing it, they rejoice, for this world's destruction is in itself a promise of a new world's construction through Jehovah's Theocratic kingdom. Knowing that many thousands more must awake to this fact, the question presents itself, How can we help them and arouse their hopes in God's new world?

²The answer is: Acquaint them with God's Word of truth! They must learn the facts about this evil world, know the truth concerning religion, politics and commerce, understand world happenings in the light of Bible prophecy. The *Awake!* magazine is one of the chief exponents of truth and effectively meets the demand for reliable information. Recognizing this, we will therefore present a one-year subscription for *Awake!* for a \$1.00 contribution during the month of October. No premium will be offered.

Demonstrations Aid in Meeting Quotas

³An individual quota of one subscription per publisher and four subscriptions for each pioneer has been set. The company quota will be equivalent to the quota of publishers for the 1951 service year. Each one will work diligently, striving to meet and surpass his individual quota and make this the best *Awake!* campaign to date.

⁴To aid all publishers in effectively presenting the *Awake!* magazine at the doors, practical demonstrations should be arranged for the service meeting program. Bring out the fine talking points on this outstanding magazine and illustrate how they can be used in obtaining subscriptions. This should be done throughout the month so that the publishers can remain *Awake!* conscious. Experiences and discussions can also be featured to show how subscriptions were obtained, how objections were overcome and how the campaign has progressed locally.

"Awake!" Is of Interest to All

⁵*Awake!* is unique. Each issue contains interesting and valuable information for all. It appeals to everyone: businessman, youth, aged,

nature-lover, Bible student and members of the family in general. By becoming familiar with *Awake!* you will be prepared to meet on common ground all whom you contact and to show them the merits of subscribing for such a magazine. *Awake!* is truly different and stands in contrast to worldly periodicals, newspapers and magazines. It is uncensored and without commercial advertising. It is factual and truthful. *Awake!* fearlessly points out the fallacies of religion, the corruption of politics, the enslaving greed of commerce as well as other existent evils. However, it does not merely uncover error, but by adhering to truth and righteous principles it arouses men's hope for better things and establishes a keen desire for Jehovah's new world.

⁶To make an effective presentation of the *Awake!* magazine, however, you must be convinced that it is what the people really need. Would you be without the *Awake!* magazine? Certainly not! And it is as important to all lovers of truth and righteousness as it is to you. Impressed by your conviction and sincerity, good-will persons will more readily believe that what you have to offer is vital. *Awake!* will build up in them further confidence in God's visible organization, the channel that provides the information in *Awake!* and will, in many instances, open the way for a subscription for *The Watchtower* later on. Therefore, use *Awake!* in all features of Kingdom activity, at the doors, on back-calls, in the store-to-store and house-to-house magazine work, and on the streets. At all times stress the full year's subscription before dropping to an offer for six months, on a 50c contribution.

Follow Up Your Subscriptions

⁷Whenever a subscription for *Awake!* is obtained, be sure to call back. Not only are you interested in getting the magazines into the hands of the people but you want them to come to a full knowledge of the truth. Do not let the spark you have kindled die. By returning with the latest issue a few weeks after placing the subscription you will have the opportunity to further kindle that spark until by persistent and consistent effort it too will become a flaming firebrand reflecting God's truth. Display genuine love, proper courtesy, dignity and Theocratic tact when helping these "sheep".

⁸An additional effort should also be made to call on all those whose *Awake!* subscriptions have expired. These expiration slips are periodically mailed to the company and should not be overlooked. A goodly

Have YOU Considered Pioneer Service?

The Need Is Great Our Goal Is 10 Percent

¹To minister for Jehovah's ever-increasing Theocracy is a very blessed privilege, a "treasure in earthen vessels". (2 Cor. 4: 7) The more service one performs, the more precious his treasure. Certainly, then, a pioneer devoting full time to the ministry has wonderful possibilities for possessing a treasure of great value. Especially now, in view of world conditions and the uncertainties of life in general, can we appreciate what a privilege and safeguard it is to be a pioneer.

²The majority of mankind, by sweat, blood and tears, strive to exist, but with what reward? Increased woes and eventual death. Their sense of value is warped. They cling to a sinful, dying old world with its material riches, unaware that the most valuable treasure is to minister the truth of Jehovah's new world. The latter leads to life. Placing the proper value on this treasure of service, all publishers will keenly strive to increase and expand their privileges of service by becoming full-time pioneers.

³Why not be a pioneer? How good it would be for you! Having the truth on your mind and speaking it from morning to night, day after day, all the time; this will strengthen your faith and heighten your appreciation for Jehovah, his kingdom and his Word. Engaging in every feature of field service regularly, even taking the lead therein, what joyous blessings and stimulating experiences you will have! Your zeal and enthusiasm will increase. Your good example will be a righteous influence upon those around you. Then, too, as a pioneer you will be more free of worldly entanglements, the snares of a commercialized society. As you "lay aside every weight" that hampers full-time service, this old world will mean even less to you, and your hope in God's theocratic new world will be enlivened.

⁴These benefits were vividly portrayed for us by pioneers and missionaries from the world over through their experiences related at the Theocracy's Increase Assembly. What a stirring and convincing appeal they made as they echoed their invitation, 'Be a pioneer,' 'Come over

percentage of these will resubscribe when called upon.

⁵Yes, the remaining time before the final end overtakes this sleepy world is short. In fact, it is much nearer than they think. Yet in the brief remaining period thousands must be awakened, aroused and alerted that they may seek refuge in God's Kingdom organization. We have the instruments of truth in our hands by which this mighty work can be accomplished. Let us make full use of such during the month of October by giving wholehearted and enthusiastic support to the *Awake!* campaign.

into Macedonia and help us!' Pioneers continually write telling of the incomparable joys of their treasured service. Why not join them and "taste and see that Jehovah is good"?—Ps. 34: 8, A.S.V.

⁵Yes, there will be difficulties. Not as many luxuries, not the best of everything in food, clothing and shelter. Your faith will be tried as with fire, but that is when you learn to depend fully on Jehovah and trust in his mighty arm, which will never be shortened on your behalf. Do not be easily discouraged, but lean heavily on Jehovah and his holy spirit. "Stick to your work" and Jehovah will bless you. Besides, if you left the pioneer service as soon as the going became a little hard would you actually be returning to something better? Hardly. Therefore, properly evaluate your treasure of service as a pioneer and guard it jealously.

More Pioneers Needed

⁶As we approach the final end the demand and need for pioneers increase. Hundreds of isolated counties await pioneers who can work them. Repeated requests for pioneer aid are being received daily from small companies throughout the United States. Truly, the harvest is great and the pioneer laborers few by comparison. Can you help fill that need?

⁷Also, do not forget the pioneer quota is still 10 percent of all publishers. With more than 100,000 publishers in the United States that would mean an army of over 10,000 full-time workers. A number of companies have reached their 10-percent goal, proving that it can be done.

⁸Many publishers are appreciating their treasure of service and are joining the pioneer ranks. At the Theocracy's Increase Assembly 281 pioneer applications were filed out. Additionally, 1,730 publishers took pioneer applications home with them, and many of these are now being sent in. Why not insure holding fast to your treasure by increasing your service privileges and entering the full-time pioneer ministry now? A pioneer application awaits you.

Lost and Found

Articles lost and found at both the Yankee Stadium and the trailer camp are now being held at the factory at 117 Adams street. Brethren who lost items during the convention may write for them giving a full and complete description. Please mark the outside of your envelopes "Lost and Found".

Delay in Filling Orders

Due to the very great number of large orders on hand now, there will be some delay in filling them. It is requested that the brethren be patient until their orders are received. Please do not write in about them at this time, as that only increases the mail and causes further delay.

'Use the Remaining Time Wisely'

Prepare to Share in Zealous Activity

New Book to Be November Offer

¹ Are you aware of the shortness of the time until this old world's final end? Do you appreciate the marvelous privilege you have of being Jehovah's special ambassador to announce the lateness of the time to a sleeping world? Or have you become so engrossed in the foolish pursuits of this dying old world that you no longer recognize the shortness of the time that remains? If your earnest desire is to receive and enjoy everlasting life in God's new world of righteousness, then you will seriously and closely examine the way that you are using your time.

² As time runs out for these last evil days, all who are grateful for the privilege of being Jehovah's trusted servants will want to take advantage of the time that yet remains to preach the gospel with unflagging zeal. Many more "other sheep" must yet be gathered to the King's right hand of favor and safety. Therefore, all of Jehovah's consecrated servants will show proper concern for the everlasting destiny of both themselves and the "other sheep" by following the apostle Paul's advice to 'use the remaining time wisely'.—Eph. 5:15, 16, R.S.V.

³ With the highlights of the great international convention still fresh in our memories we will be ready and eager to present to the public for the first time the new bound book, *"This Means Everlasting Life"*, on a contribution of 35c, during the month of November. To become

familiar with its contents and to insure effective presentation, all will want to first read and study it themselves.

All Territory Now New

⁴ With the introduction of the new book, all territories become new. A careful, systematic coverage of territory should be made so that no one will be denied the opportunity to obtain this timely aid. House-to-house activity should be stressed, and wherever the new book is placed this should be noted and a definite effort made by each of Jehovah's servants to call back. Calling back will indicate that our purpose isn't just to place the book, but is also to aid good-will persons in gaining an understanding of the life-giving message contained in its pages. *"This Means Everlasting Life"* should also be placed on back-calls and at Bible studies.

⁵ Appropriate demonstrations at the service meetings illustrating a few ways in which the new book can be presented at the doors will aid the publishers to get off to a good start. Companies should order a sufficient supply of the new book now, if this has not already been done, so that publishers will be fully equipped for vigorous and enthusiastic field service activity.

⁶ The time is short! What remaining time there is should be used wisely. Wise use of our time in the service of the Most High will soon be justified and rewarded, for faithfulness now will prove to Jehovah our dependability to serve him faithfully for all time in his righteous new world.

and come to know the contents of this new booklet so as to ably cope with any situation that may arise in carrying on the preaching work.

³ Throughout the world at the present time there is much turmoil and uneasiness. The flames of war are smoldering and breaking out, governments are much disturbed, fearful of one another, mobilizing, drafting man power and sounding forth the cry for more patriotism. These and other signs indicate a time of trial, panic and disregard for established law and order, which presages trying times for Jehovah's witnesses. In fact, already in many parts of the world, including various sections of the United States, the enemy is again active, trying to 'frame mischief by law' and causing outbreaks of violence in an effort to disrupt the preaching work. In view of these conditions, the Society recommends that each company of Jehovah's witnesses start an immediate study of this booklet.

Method of Study

⁴ It is suggested that the company servant arrange to cover the booklet in a period of three or four months. This can be done by spending ten or fifteen minutes on each service meeting until the study is completed. The material in the booklet is arranged in sections so the main points can be picked out and emphasized in a minimum amount of time. However, to cover the booklet in a few months means advance planning and preparation on the part of those assigned. Make the study interesting by presenting the material in various ways. Some parts can be effectively demon-

Work Business Territory

Winter Months Opportune Time

¹ Is your company working its business districts? Do you work the stores and places of business in your individual territory, or have you avoided these? Does not "all the inhabited earth" in which we are commissioned to preach the good news include the business districts? Certainly, these sections of our territory are not to be overlooked because to some they appear formidable and hard to reach with the Kingdom message. When you meet a businessman at his home while in the service, you do not hesitate to present the truth to him. Hence, view the matter of working your business territory just as positively. Furthermore, the *Awake!* subscription offer for October and the new book, *"This Means Everlasting Life"*, the literature offer to be featured during November and December, are excellent to present to business people. For they too are interested in world happenings and in preserving and gaining life for themselves and their families.

How and When

² When working business, as in other territory, we "become all things to people of all kinds". Our conduct must be bold and businesslike, yet remain tactful, pleasant and sincere. Try to meet each one on his own level, never feel or act inferior. Be prepared! Know what you are going to say and in your presentation speak directly and to the point. Wear clean clothes that are tidy, have shoes polished and otherwise present a groomed appearance. This will add to your confidence and poise, which will have a good effect on those to whom you present the message. A brief case or neat envelope is preferable for carrying the literature.

UNITED STATES QUOTA FOR 1951 108,315 Publishers

Monthly Field Service Report

July Report				
	Pubs.	Av. Hrs.	Av. B-C	Av. Bl. St.
Sp'l Pios.	319	98.6	36.4	5.6
Pioneers	5,635	67.8	21.4	4.3
Co. Pubs.	88,369	8.2	2.5	.4
Total Pubs.	94,323			

Public Meetings Held: 4,706

August Report				
	Pubs.	Av. Hrs.	Av. B-C	Av. Bl. St.
Sp'l Pios.	334	75.6	30.6	4.6
Pioneers	5,901	65.7	25.6	3.7
Co. Pubs.	96,630	8.6	2.4	.4
Total Pubs.	102,865			

Public Meetings Held: 2,760

strated, others considered by question and answer or given as talks, etc. Since the material will be covered rapidly, it would be well to have a brief oral review or quiz from time to time to be sure that the main points are being retained. It should be remembered in preparing demonstrations that their purpose is to *illustrate* points and not to entertain or amuse. Using different brethren in the presentations and demonstrations will add interest and enable most publishers to enjoy an active part in the study.

⁵ While the opportunity is present, let all brethren diligently study this booklet so they will be equipped to defend and legally establish the good news during these last days.

³ Usually the best procedure in large business houses, offices, stores, etc., is to ask for the person in charge, by his name if you know it, or by his position, such as superintendent, manager, doctor or whatever he may be. If met by a secretary or receptionist wanting to know who you are and the nature of your call, you can give your name and state that your business is personal. After witnessing to the person in charge, he may grant permission to speak to some of the employees that are not too busy. If the person desired is not in, perhaps an appointment for a future call can be made, or you can witness to whom-ever you are able to contact. In event some places are very busy skip them, keep a record of them and return at a more convenient time. While the best time to work business territory varies with the type of business and the locality, it has been found that the early morning hours Monday through Friday are the most favorable.

⁴ Our purpose in working business territory is the same as in other features of Kingdom activity, namely, find and then 'feed the sheep'. Necessarily this obligates us to make back-calls on business people and conduct home Bible studies with them. So, to the extent that you are able, obtain the names and home addresses of all showing interest and especially those who accept the literature. Where this is not possible, many times these persons can be reached further by telephone. Thereby one can find out what progress they have made in reading the book, extend an invitation to attend meetings and make arrangements for future back-calls or studies. Such concern toward this group of earth's inhabitants will undoubtedly result in a heartening response from those who are sheeplike.

Servants, Publishers, Pioneers All Take Part

⁵ Small stores, offices and other places of business included in the individual territories should be worked with the rest of the territory. However, in towns and cities where there are large, concentrated business sections, the territory servant, if he has not already done so, will make maps of such sections to be worked as business territory. The method for handling this is the same as that of the regular house-to-house territory. (See paragraphs 95 and 96 of *Counsel on Theocratic Organization for Jehovah's witnesses*.)

⁶ Demonstrations showing how to approach the manager of a store, a doctor, lawyer or other businessman can be featured on the service meeting program. This will aid the brethren and stimulate them for this work. Business territory is ideal to work during the winter, for in this work the publisher is indoors most of the time.

⁷ Appreciating these facts, the scope of our commission, the need these persons have for the truth, and the fine publications we have to offer them, who can hold back any longer from having a full share in this work? Therefore, servants, make the necessary plans and announce these to the company. Then publishers and pioneers can co-operate in working the business territory. With all getting behind this effort and giving this territory the attention it needs, a grand witness will be given and many more will take in life-giving knowledge, all to the vindication of Jehovah's name and Word.