

# INFORMANT

DECEMBER, 1947

"Oh praise Jehovah, all ye nations."—Ps. 117: 1, A. S. V.

BROOKLYN, N. Y.

## "Praise-giving Nations" Testimony Period Strive for Another Peak in Publishers

### Three Books Serve as Telling Instruments of Praise

Rightly, the two billion people alive should give praise to their Maker. But they do not. Instead, the great majority praise other men and serve the god of wickedness, Satan. As a result the world, enslaved to a god who offers nothing but evil, writhes in agony and plunges to its death. Some, however, do praise their Life-giver. Today these number about 200,000, only 1/10000 of the total population. But contrast their lot! They alone enjoy peace, freedom and the hope of endless life. Jehovah showers blessings upon his praisers.

But how is praise rendered? Is it a "mental" praise, simply believing with closed lips that Jehovah is God? Does it reach only as far as the walls of a private dwelling or a Kingdom Hall? No! Jehovah's witnesses are public praisers, calling out vigorously in "the midst of the city", from house to house and on the streets: "O praise the Lord, all ye nations." (Psalm 117:1) Public praising accomplishes God's purpose to divide the peoples and draw out from all nations multitudes more of good-will to the true worship.

How thoroughly fitting that representatively "all nations" unitedly raise their voices in a resounding shout of praise this month! December climaxes a year of bounteous blessings: the praise-giving world tour of the Society's president, heart-cheering circuit and national assemblies, new peaks in publishers, and the ever-flowing revelation of satisfying truths through *The Watchtower*. Jehovah is good to us, and we are thankful for it. But we are not selfish. We want others to share. We want the world to know of Jehovah's mercy and loving-kindness. And for that reason we will not seal our lips, but open them in a stirring song of praise during December, a month that might easily witness a new high in publishers.

### Reaching Another Peak in Publishers

Do we have sound basis for assuming a new peak in publishers is possible? Last December 69,786 publishers were in the field. In April the figure climbed to 73,512, the largest number ever to turn in a report. Ninety-three thousand persons associate with companies in the United States. Upward of 40,000 back-call book studies are conducted regularly. Do you not agree that out of this throng of more than 100,000 there are at least 74,000 willing to give public praise this month? How, then, can the new high be reached?

How many inactive ones associate with your company? How many book studies are conducted with persons who know the truth, but do not publish? Will you servants immediately make a careful check of the

publisher's record card file, and plan to aid every inactive one and every irregular publisher? Will you regular publishers and study conductors lend your needed help? Will you to whom assistance may be offered respond warmly to a kind, considerate invitation to join in praise? Will everyone holding book studies with new interest who have a basic understanding of the Bible ask if they are willing to "come" along and share in praise, if only by simple handbill distribution in public meeting work? If your answer is unambiguously yes, and translated into prompt action, we feel confident the effort will be richly rewarded, even with a possible peak in publishers.

At each service meeting during December, a progressive report of the company's field activity should be considered. Discuss the progress, go into the work your company must yet do to contribute to the expected nation-wide peak, and make concrete plans for further action. Invite attendants at each *Watchtower* study and company book study to share in praise. Encourage and help brethren of "all nations" to serve actively, for language is no barrier to praising Jehovah. And be sure that each publisher turns in a report.

Arrange now for special field service during the Christmas holidays, when many will be released from school and secular employment. Use this time wisely, to the glory of Jehovah and his true Christ, and thus defeat the Devil's disguised purpose to seduce all nations to give praise that day to a false christ.

### Printed Instruments for Praise

Three books overflowing with Bible truths will serve as each publisher's printed instruments of praise. Offer the three on a contribution of \$1.00, including "Let God Be True" (but not "Equipped for Every Good Work") in each combination. Their silent pages will speak forth God's purposes, and may activate grateful readers to open their lips in public praise. Be sure to note placements on the House to House Record, for return calls. Diligently give your initial witness and follow up every opportunity. Above all, get into the field, and know that Jehovah will bless your zealous effort, to his praise.

December may be cold in many sections. Freezing temperatures, however, should not numb our lips into speechlessness. Lovers of righteousness respond just as warmly in December as in June. They yearn for truth and freedom. Give it to them, you praisers of the Lord of all nations. Give it by giving public praise to your Maker, in "the midst of the city". Everyone during December, "both young men, and maidens; old men, and children, let them praise the name of the Lord" Jehovah!

## Pioneers Obtaining Literature from Companies

Beginning January 1, 1948, pioneers may obtain regular supplies of literature from the company nearest them. This arrangement will reduce the number of pioneer orders filled from this office and give the pioneers immediate access to all publications the company may have in stock. It will mean, too, that pioneers will not have to carry large supplies of literature, as many would when placing 100-pound orders with the Society. It must be understood, however, that this arrangement is not obligatory upon either pioneers or companies. If a company is not in position to stock sufficient literature, or if it is inconvenient for pioneers to obtain literature from a company, pioneers may order direct from the Society. Much work and much expense to the Society will be saved, if pioneers obtain their supplies from a company whenever possible.

Company and stock servants will, of necessity, have to ascertain the approximate needs of pioneers in their company before ordering. When making out the order blank, stock servants will indicate at the top the number of pioneers who are expected to draw from the literature being ordered. Pioneers will obtain literature at the designated times when the stock room is open, and *must always pay cash* at pioneer rates at the time the literature is obtained. The Society will supply Pioneer Cost Lists to stock servants and accounts servants upon request, so that they will be acquainted with pioneer rates. Stock servants will place literature at such rates only to such persons known unquestionably to be pioneers. The company will not at any time extend credit to pioneers. If a pioneer desires credit, he must order literature direct from the Society.

Upon request by companies the Society will send a year's supply of Literature Credit Request forms, two copies of which are enclosed with this *Informant*. Once each month the company will make a request for credit to be applied to its account covering the difference between pioneer and company rates for the literature supplied to pioneers.

### Recording Pioneer Literature

When a pioneer obtains literature, the publisher's order blank will be filled out in duplicate, showing the pioneer's name and marked "Pioneer" at the top. The quantity of each item obtained will be listed, and the pioneer will pay the stock servant pioneer rates for the literature. The publisher's order blanks for this literature should be kept separate from the company publisher blanks. The accounts servant who receives the money and duplicate blanks from the stock servant will enter the money in the literature account in the regular way, but will keep the blanks separate. All literature placed will be recorded as moved, on the progressive inventory.

When a pioneer obtains *cash items*, which the company received

from the Society, the order blanks will be handled the same as outlined, and monies for these will be entered by the accounts servant in the cash account. Then sufficient money should be taken from the literature account to cover the difference between pioneer and company rates for the items and entered in the cash account.

### Requesting Credit

At the end of the month the stock servant will total from his pioneer publisher's order blanks the number of books, Bibles and booklets, as well as any cash items, placed at pioneer rates. The accounts servant will also total his copies to see that no discrepancy exists. The quantities will then be placed in the proper spaces on the Literature Credit Request form, two copies of which will be made out. Any cash items placed will be itemized separately. Items where the pioneer and company rates are the same will, obviously, not be listed. The names of all pioneers and servants to the brethren who obtained literature for that month should be listed on the reverse side of this form, which should then be checked, signed and sent to the Society. Upon being received at this office the names listed will be checked against our records to see that they are pioneers. When everything is found to be in good order, the company account will be credited and a credit memo sent to the company for entry in the "Debit" column of the literature account.

### Pioneers Desiring Credit

Credit balances on pioneer accounts at the Society's office will not be transferred to any local company to be drawn upon by the pioneers. All pioneers who wish to avail themselves of any special Society credit given to pioneers, or credits due to cash remittances to the Society, must order literature direct from the Society as long as such credit exists. Subscriptions may also be charged to such credit balances.

In some instances a pioneer may obtain a supply of literature from a company without the cash transaction through the transfer of stock arrangement outlined elsewhere in this *Informant*. However, each individual transfer must be authorized by the Society, and this provision is not made for regular usage.

If a pioneer leaves the pioneer service he will *not* be permitted to return his literature to the local company and receive pioneer rates for the literature. In every case he must either make out a Transfer of Stock or request a revision of rates covering all literature he has on hand received at pioneer rates. The pioneer deals with the Society in caring for this literature.

We believe this new arrangement will be a convenience to the pioneers and also a great assistance to the Society in saving both work and shipping expense; and the co-operation of all is much appreciated.

# Tenth "Watchtower" Campaign at Hand!

## Prepare for 4 Months of Heart-enlightening Service

"Let Your Light Shine"  
by Presenting  
*The Watchtower*

Beyond compare is *The Watchtower*! Standing as a beacon-light in the midst of earth's gross darkness! Devoted exclusively to 'enlightening the eyes of the hearts' of millions of truth-seekers regarding Jehovah and his purposes! That is *The Watchtower*. Nearly 69 years of illuminating the way to life marks the splendid service of *The Watchtower*. Through nine great campaigns the recipients of this unusual magazine have contributed to shedding its enlightenment by further distribution of *The Watchtower*. And, by the Lord's grace, January, 1948, will prove to be another milestone in the history of this journal, as the tenth *Watchtower* Campaign gets under way. Vigorously, Jehovah's witnesses will press forward in this mighty campaign, endeavoring to 'keep enlightened the eyes of the heart' by presenting *The Watchtower*.—Eph. 1: 18, 19. A.S.V.

### Stress "The Watchtower"

A year's subscription for *The Watchtower*, plus a premium of eight timely booklets, for one dollar, is the featured offer for the 1948 campaign. And, publishers, remember: This campaign is primarily for *The Watchtower*, with a quota set at 300,000 new subscriptions. Hence, that is the publication to be stressed during January to April inclusive.

Hard to present? On the contrary! Presentation is made exceptionally easy with *The Watchtower*'s many outstanding features. Not only does it offer an incomparable coverage of Bible prophecy and Christian doctrine, but study aids are provided for earnest Bible students, such as a weekly study schedule specially designed for busy people, revealing questions on each paragraph, and explanatory footnotes where necessary. Within the pages of *The Watchtower* actual experiences regarding world-wide Kingdom expansion are reported. Further, it is not influenced by religion, politics or commerce, but stands uncompromisingly for the truth of God's Word.

With each year's subscription for *The Watchtower* obtained during the campaign, Kingdom light-bearers will be privileged to present free eight instructive booklets. Moreover, included in each eight-booklet combination will be that up-to-date publication so enthusiastically received at the Philadelphia convention, *The Joy of All the People*. (Instructions on ordering are elsewhere in this *Informant*.) As another added feature to the campaign offer, the Society is pleased to supply free with this *Informant* an attractive, three-color, witness-bearing booklet wrapper. The stock servant and his assistants should begin now preparing booklet packets using this special wrapper as instructed in the campaign letter. Give attention to neatness. Additional wrappers may be ordered from the Society as your needs demand.

### Alternate Offer

Where the *Watchtower* subscription is not obtained, *Awake!* may be offered together with the gift packet of booklets. If a subscription cannot be obtained, then drop to "*Let God Be True*", on a 35c contribution, or eight booklets, on a 25c contribution. Further, exercise a diligent effort to leave in every home a copy of the

new booklet *The Joy of All the People*.

The campaign offer also applies to foreign-language subscriptions and booklet stocks. The subscription rate for such remains the same as for the English *Watchtower*.

### Increase Back-Call Activity

Special attention will be directed to reflecting the "only light" by back-call activity during the four-month campaign. In effect, campaign back-calling will be two old. First, revisit all previous literature obtainers and present the enlightening subscription offer. Second, put forth every effort to call back on new subscribers. On the first return visit take the latest issue of *The Watchtower*. Demonstrate its inestimable value in Bible study. Arouse further interest. Establish a home *Watchtower* study. That is our objective, though several calls may be required to accomplish it. If, as the *Watchtower* study progresses, a consideration of fundamental Bible truths becomes necessary, the alert publisher will opportunely introduce the "*Let God Be True*" study. Only by conducting home *Watchtower* and book studies can we give the needed vigilance and care that eventually leads men of good-will out of darkness into the marvelous light, out of religious bondage into association with God's organization.

### Preparation Equals Success

Preparation as an organization and individually is a prime requisite to a successful *Watchtower* campaign. Therefore, servants, take notice! Advertising servants should order sufficient distributor copies of *The Watchtower* and *Awake!* to meet campaign needs. When increasing distributor copies please use the Magazine Distributors' Order Blank.

In addition to preparing booklet combinations, stock servants will ascertain the booklets needed for the campaign. If it is necessary to replenish your stock, bear this in mind: Before ordering from the Society be sure to check with near-by companies. If they are overstocked with booklets, supplies may be obtained from them. The servant to the brethren may lend his assistance in this, as he is familiar with company literature supplies in the circuit. If you cannot obtain the necessary stock from adjacent companies, then order from the Society. (See campaign letter for instructions on redistributing and ordering booklets.) With close company-cooperation most of the 17 million booklets in stock throughout the country will receive widespread distribution.

Territory servants should plan systematic coverage of company territory with the offer, giving particular attention to territories not recently worked. Back-call servants will carefully arrange the twofold back-call activity. Assistant company servants will be diligent to supply the names of inactive and irregular publishers to book-study conductors and other regular publishers so that aid may be offered these weaker brethren in Kingdom service. Accounts servants will prepare to handle the subscriptions as publishers submit them, and will post on the information board a list of foreign languages in which *The Watchtower* is available. Finally, company servants should assume oversight of the entire campaign organization, and plan informative service meetings with good

## New Publications

### Yearbook and Calendar

The 1948 *Yearbook* is now available for ordering. This book shows the advance of true worship in many lands and should be read by every publisher and person of good-will. The rate is 50c per copy. Also, the 1948 *Calendar*, with its attractive picture, and showing the year's text as well as the monthly texts and Testimony Periods, is available at 25c per copy, or 5 copies to one address on a contribution of \$1.00. Companies should ascertain the total number of *Yearbooks* and *Calendars* needed by publishers and pioneers and send in their orders on the regular order blank, with remittance to cover. (The *Yearbook* and the *Calendar* are cash items.)

### The Joy of All the People

Brethren should order supplies of this new 32-page booklet released at the Philadelphia assembly, November 23, 1947. This talk was given by Brother Knorr to audiences in Oriental, European and African lands. It plainly shows how the pagan doctrines as practiced by heathendom or as adopted by Christendom bring no joy, and then presents a clear, simple discussion of the need for a ransom and how it has been divinely provided for all men. A copy of this booklet should be included in each combination of eight booklets placed during the *Watchtower* Campaign. Companies should order sufficient supplies to meet their needs, having in mind that in many instances pioneers will be obtaining regular supplies from them.

### Convention Photographs

The Society has photographs of the Los Angeles and Philadelphia national assemblies of 1947. There is available a selection of eight photographs, 8" x 10" in size, glossy finish, of the following scenes:

- Los Angeles Assembly*
1. Aerial view of Wrigley Field
  2. Aerial view of trailer camp
  3. Sunday afternoon session
  4. Model service meeting
  5. Compound picture of one session, trailer camp
  6. Compound view showing four assembly features
- Philadelphia Assembly*
7. Inside convention hall
  8. View of overflow hall

These may be had on a contribution of 25c each, or six prints to one address for \$1.00, or eight for \$1.50. Also, for framing and placing in the Kingdom Hall is No. 9, a large 15" x 20" aerial view of Wrigley Field on Sunday afternoon, available for a contribution of \$1.00.

Companies should send in one order for all publishers and pioneers associated with them, specifying the quantity of each number. These are cash items and remittance must accompany order.

demonstrations and field experiences. Throughout the campaign frequently reconsider pertinent parts of the *Watchtower* Campaign letter. Of course, all servants will take an exemplary lead in the field service.

Individual publisher-preparation means that each witness of Jehovah should be familiar with the contents of *The Watchtower* and its many features, and be prepared to present it publicly. It also means to be *Watchtower*-conscious in January, February, March and April! By the Lord's grace, the 1948 *Watchtower* Campaign will be an overwhelming success.

## Transfer of Stock

Occasionally it is necessary for literature to be transferred between pioneers and companies. To clarify procedure in effecting such transfers, the following details are given.

The Society provides Transfer of Stock forms, and one form will be supplied upon request for each transfer authorized by the Society. When making request for a Transfer of Stock always inform the Society's office of the name of the pioneer or company to whom the transfer is to be made and the approximate value of the literature being transferred. If the account of the company or pioneer receiving the literature is in good standing, the Society will supply one Transfer of Stock form authorizing the transfer of literature. The total quantities of books, Bibles and booklets to be transferred should be listed in the spaces provided. All foreign language publications should be included in these amounts.

Upon receipt of the Transfer of Stock form properly filled out and signed, indicating that all literature is in good, usable condition, we shall make the necessary adjustments in the accounts and notify the company and/or pioneer involved by credit memo or invoice. Procedure for transfer in the case of pioneers being removed from the pioneer list is explained in the pioneer removal letter.

## Foreign-Language

### Public Meeting Handbills

The Society has arranged to supply handbills to companies desiring to put on foreign-language public talks. These will be 25c per 1,000, and must be ordered in 1,000 lots for each subject to be advertised. No order will be filled for less than 1,000. The literature ad on backs will be in English, but the front will be in the foreign language in which the talk is to be given. The regular handbill order blanks should be used with all information shown. Attached to each order blank should be a sheet showing full copy, including title, for everything to be printed on the front of the handbill, translated into the desired language. At least six weeks to two months must be allowed for printing and shipping. All such foreign-language meetings will be arranged for by the company committee whenever they believe such advisable and where qualified speakers are available.

## Field Service Report

### MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sol'l Pics.		175.0	59.0	7.1
Gen. Pics.	3,824	153.2	29.5	5.3
Co. Pubs.	70,534	14.5	3.6	1.0
October 1947				
	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sol'l Pics.		176.1	56.1	6.5
Gen. Pics.	2,225	143.6	38.9	5.1
Co. Pubs.	67,821	14.5	3.6	.5

PUBLIC MEETING CAMPAIGN  
Public Meetings Held: 3,286

## Publications Now in Stock

"Freedom in the New World"—Tagalog  
"The Truth Shall Make You Free" Study Questions—French  
Rotherham Bible  
(Note: This Bible is one volume, and the company rate is \$8.50. It is a cash item and remittance must accompany order.)