

INFORMANT

MARCH, 1953

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

BROOKLYN, N. Y.

141,532 Publishers in U.S. in January!

New High of 91,235 Subscriptions Reported

1,058 Companies Say "We Made It!"

¹ Yes, by Jehovah's undeserved kindness we reached and surpassed our 10 per cent quota in January. Not since April of 1951 had we hit an all-time peak. And now, in a winter month, despite much sickness throughout the country, we are off to a splendid start toward our goal of 150,000 publishers before the world assembly in July. Some companies actually achieved a 50 per cent increase in January. What will your company do in March? Will you be able to report "We made it!" for the 20 per cent peak by the end of April?

² Another heart-cheering fact is that January was the best single month in any *Watchtower* campaign to date. In 1952 we obtained 71,540 subscriptions in April, but now the grand total is 91,235 for January. Without question the reason for this

marvelous increase is that Jehovah is blessing the efforts of the brothers everywhere to get out in the field and preach the good news from house to house. You must meet people to talk the truth to them, and you must meet people to place subscriptions. So keep right on meeting people by regularly working from house to house. If you did it during January, there is more reason to do it during March and April! Let everyone keep his eye fixed on 150,000 publishers before convention!

Keeping the Flock Clean

³ God's flock is clean and everyone who remains part of this flock must keep clean in his worship. (Isa. 52:11, AS) It is possible to keep clean in this world only by recognizing the directions of the Flockowner, Jehovah, and partaking of his loving provisions for it. Regular activity as a house-to-house preacher keeps our minds fixed upon the

Kingdom message, which is clean and pure. Thus we regularly contribute toward the cleanliness of God's flock.

⁴ Two months of the 1953 *Watchtower* campaign have gone by. Did you reach one half your quota: 1 subscription as a company publisher, or 8 as a pioneer? Remember, it is 2 and 16 by the end of April. One company of 79 publishers reported 178 subscriptions for January; another of 90 publishers reported 325 subscriptions. House-to-house preaching by *all* publishers will help reach the quotas.

⁵ Do not forget the special activity for Memorial week end, with brief but interesting programs arranged for the mornings of assembly at the Kingdom Hall. But get out into the field the very first week of March and help irregular publishers to do likewise. By Memorial time each company should have a grand new peak. Will all of you who were publishers in January help in

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1953 Unassigned Territory Work

The summer months of June, July and August will again afford opportunity for publishers to work in unassigned territory to some extent at least. We feel that a great deal can be accomplished in view of the letters and literature the Society sent into these areas following last summer's work. Enclosed with this *Informant* you will find a letter dealing with the unassigned territory activity for 1953, along with an application form and a list of counties not worked at all last year. In most instances companies will wish to go back to the territories they visited last year, and we urge them to do this wherever possible. The follow-up work will be most profitable, as reported by brothers who are already doing some of this work. Give the matter careful consideration and send us your Application for Unassigned Territory on or before April 1, 1953.

Plan Enthusiastic Memorial Activity

Work for the 20 Per Cent Peak

¹ Each year at Memorial time we take special note of our great privilege of worshipping the Sovereign Jehovah. We are moved to review our dedication responsibilities, the wonderful and yet serious position we occupy as devoted preachers of the good news. We are moved to "worship Jehovah in holy array" with renewed vigor and apply ourselves to thoroughly accomplish our ministry. There could be no more grand and glorious opportunity bestowed upon us now. Do you fully appreciate it?

² Do you see that there is now the possibility of making 1953 an outstanding year for worship of the true God? The world assembly will do much in this regard, but we add emphasis to it by diligent efforts in the field. It would be a wonderful

thing if we were to reach 150,000 publishers in the United States sometime before July. What a splendid setting this would provide for holding the world assembly! Last year there was a total of more than 146,000 publishers in the field. If right now all would determine to get out in March and be regular publishers, we would go beyond 150,000 in March and April. Will you help?

³ Besides being a regular publisher and expanding your own ministry, why not receive greater joy in the service by aiding others to go with you? With Memorial approaching, the servants in each company should make definite arrangements to assist everyone who has reported service in the past. Then there is another aspect of Memorial activity that must receive diligent consideration if we are going to

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Home Bible Studies

Bible studies generally lead to dedication, baptism and a new publisher of good news. (Acts 8:26-40, NW) While most frequently conducted in homes, it is possible to conduct them in many different places and under unusual circumstances, if publishers are alert to start studies. Consider the 1953 "Yearbook" report on Korea for an example. (83) Lack of space often requires the conducting of five studies simultaneously at the Kingdom Hall in Hong Kong. (187) Do you have such a handicap to overcome? Studies can be conducted with all kinds of people, as in Portugal. (85)

How do people of good will react to theocratic instruction at the home Bible study? Consider the report on the Bahamas (103), and the report from China (133), and the one from Hashemite Kingdom of the Jordan. (208) See what one new publisher in Japan is doing. (202) In Peru home studies in "The Watchtower" produce good results. (244) And some publishers use tracts to start studies. (245)

Do you have the obstacles that the brothers in China must overcome in order to conduct home Bible studies? (131) What would you do if you had to produce your own books in order to start studies? What are you doing now with the splendid books you have? Does your zeal measure up to that of your brothers in China?

Check this issue of the "Informant" and see what the U. S. national average is for home Bible studies. Is your company keeping pace with it? Are you making progress toward maturity by striving to do better in this respect? Consider the "Yearbook" report from Hawaii. (182)

Public Meetings

The 1953 public meeting series starts on March 29. Has your company made plans to have a full share in public meetings this year? If you do not plan for public meetings every month, you will be missing a blessing in advancing Kingdom interests as illustrated by many reports in the "Yearbook". In Argentina the number of new persons at public talks (most of these in private homes) always exceeds the number of publishers present, despite the fact that only private invitations are given. (91) In Jamaica the results are very good too. (200) Fifteen publishers counted 500 at a public meeting in the Philippine Republic. (247) Brothers in Costa Rica and Bolivia experience splendid results with public meetings, notwithstanding inconveniences and bad weather. (138, 109)

Public lectures can be given in many places, often under unusual circumstances, if the effort is put forth to arrange for them. In Austria a kitchen was used. (100) Some brothers in the British Isles used the vestry of a chapel with success. (118) In Cuba the national prison was used for a talk, as well as a theater and park. (139) One public talk in Chile went out over the city public address system throughout the town. (129, 130) Jesus talked by the seashore, and our brothers in Newfoundland use the wharves to deliver public lectures as they visit coastal towns by boat. (219)

The reports from the Gold Coast and British West Indies demonstrate how good-will persons will often help in advertising a public talk if given the opportunity. (122, 172) Are you sometimes discouraged by having only a few persons attend your public talk? Consider the work of the brothers in Israel. (80) Keep up the good work with public meetings! Let every company share!

Presenting THE GOOD NEWS

By Helping Obtainers of Individual Magazines to Subscribe

At one time you called on these people, perhaps on Magazine Day. You told them *The Watchtower* is a journal that will help them get answers to Bible questions and understand the reason for world distress; that it will give them hope for the future. They took an individual copy, and you had in mind a return visit. Time has passed and you are ready to call back. A subscription is what you want, but how will you start, and what will you say? Perhaps something like this:

"Mr. Smith? Good evening, sir. You will recall that I left a copy of *The Watchtower* with you a short time ago. I would very much like to have your opinion of the journal." (Person may say he did not read it, or that he read some and magazine is good. Having previously selected an article of general interest, you proceed.) "You know, *The Watchtower* always contains helpful information. Take, for instance, this January 15 issue (page 39). It gives splendid counsel to married persons, saying: 'Because of difference in mental, physical and emotional make-up, each needs the other, each can supply a lack in the other, each is made to be a complement to or counterpart for the other. But to mesh all these qualities harmoniously requires

each one to play the role assigned by God. Neither can grasp at the other's duties.'"

Then you relate how the magazine deals with Ephesians chapter 5, which gives some of God's requirements for husband and wife. This is certainly practical for everyday living, because it helps make a success of marriage, which brings joy. And you call attention to the cheerful note on which the article ends, pointing out new world opportunities now before every married couple. This is just one of the many good articles appearing in every issue. Missing one copy is like missing a tasty meal. "We have an arrangement whereby you can receive the magazine regularly by mail, and the cost is only \$1 for an entire year. I would be very happy to take your subscription and give you these three booklets free. In all the world there is no dollar investment that will bring you more pleasure or greater lasting value."

Emphasize the *Watchtower* subscription; however, both subscriptions may be offered. If you have not kept a record of obtainers of individual magazines, do so in March and follow through in April. These people are acquainted with the journals and provide good prospects for subscriptions. Be prepared to discuss one or two good articles when you call. You will thus aid many to begin to "worship Jehovah in holy array".

Correspondence Suggestions (Part 4)

All remittances for literature, magazines, supplies, etc., should be made payable to Watchtower Bible and Tract Society, Inc. (exactly as written here) and should be sent to 117 Adams Street, Brooklyn 1, N. Y. Remittances not made payable to the Society must be endorsed by the original payee. Figures and written amounts on checks often do not agree, so they should be carefully compared by the company servant. The company servant should also see to it that the necessary signature or signatures are on each check; otherwise the check must be returned. When a check is written, be sure there are sufficient funds in the bank to cover it. Frequently checks are returned to the Society because of insufficient funds in the company bank account.

Coming Literature Offers

May: Booklet Campaign

June, July, August:

Three bound books.

Out of Stock

Theocratic Aid to Kingdom Publishers will be out of stock until further notice. Brothers will have to share copies in order to have sufficient for the ministry school.

UNITED STATES QUOTA FOR 1953
139,289 Publishers

Monthly Field Service Report

	January Report			
	Pubs.	Hrs.	B.-C	Av. Bi. St.
Sp'l Pios.	191	144.2	61.1	7.6
Pioneers	6,962	96.2	34.1	4.6
Co. Pubs.	134,379	8.9	3.2	.5
Total Pubs. 141,532				

Public Meetings Held: 8,224

YOUR SERVICE MEETING

Home Bible studies can be conducted in "The Watchtower", or "The Watchtower" can be used as a steppingstone to a Bible study, as illustrated in the first demonstration below. The second demonstration provides a review of procedure for obtaining subscription renewals and for following through on expiration slips forwarded by the Society.

Starting Home Bible Studies

SCENE I (3 min.) Conductor discusses importance of home Bible studies. Many studies can be started by making return visits on "Watchtower" subscribers; or, "The Watchtower" can be used as a steppingstone to lead into a study of "Let God Be True", in order to consider the basic doctrines in a simple and easily understood way. How can this be done?

SCENE II (9 min.) Publisher and servant who made last call, as outlined in February "Informant" demonstration, are seen making return visit upon householder who subscribed. After friendly greeting and brief discussion of day's events, conversation turns to more weighty matters. Servant points to physical facts in evidence that fulfill Bible prophecy. Using, February 1, 1953, "Watchtower" (asking householder to get his copy), he turns to article "Deliverance to a Righteous World". After asking question and briefly commenting, first paragraph is read. Attention is called to clear and direct way question is answered; also to scripture text, which publisher quickly locates and reads. Householder is asked how that sounded, and he indicates approval. Servant then reads next question and asks for householder's thoughts. He ventures quiet and hesitant comment, while disclaiming any real knowledge. At servant's suggestion he reads paragraph. Servant and publisher are friendly to householder and encourage him, though he is a bit embarrassed by his rather poor reading. Servant tactfully assures him it is well done and encourages further participation. This time better response is noted from householder. Another paragraph or two are considered, with publisher, servant and householder taking turns at reading paragraphs and scriptures.

The fifth sentence in paragraph seven prompts householder to ask a question about the end of the world. Servant replies briefly and then takes from his case study copies of "Let God Be True", turning to the chapter on "The End of the World". He points out that many persons have asked the same question and then asks householder to read first paragraph. He exclaims that this is just what he wants to know. The question on paragraph two is read, and householder is really engrossed by answer and comments on paragraph. Seeing householder's keen interest in subject, servant continues study in book as several more paragraphs are considered. When hour is up, publishers prepare to go, after arranging to continue discussion next week.

SCENE III (3 min.) Conductor summarizes, pointing out that transition need not wait for householder to raise question. Publisher can inject "Let God Be True" and introduce book at any appropriate point. You have placed "Watchtower" subscription and will want to deal with that when you make first return visits. But if, after a discussion or two, it appears desirable to take up basic principles, a regular study in "Let God Be True" or any other book can be started as outlined above.

Another Opportunity

SCENE I (3 min.) Bible study servant in discourse points out that many "Watchtower" and "Awake!" subscribers fail to renew each year. We should try to obtain renewals from as many of these people as possible. The proper time to renew is while the subscription is still active; hence Society encourages Bible study servant to use Subscription Record Sheet (S-10) and, one month before subscription expires, give name and address to publisher who made original call so that he may obtain renewal. If publisher does not succeed within four months Society will send Expired Subscription Back-Call Slip for a further call. Bible study servant suggests arrangement be reviewed so all will understand it.

SCENE II (5 min.) [Use of S-10 form] Several publishers have been given slips for subscriptions about to expire. One is now interviewed for results and he is enthusiastic about arrangement. Of five subscribers called on, three renewed. He states it is easy to get renewal while subscription is still active. He briefly relates one experience where he used suggestions offered in February "Informant" to obtain renewal. One subscriber seemed to lack interest in "Watchtower", so he introduced "Awake!" as different type of magazine and obtained subscription. Bible study servant queries, "What do you think should be done with subscriber who will not renew when called on by publisher who originally took subscription?" The reply, "Why not have another publisher make a call when Society forwards the Expired Subscription Back-Call Slip?" Next scene shows how.

SCENE III (6 min.) Bible study servant has expired subscription slips from Society. He calls another publisher and asks him to make call and give former subscriber another opportunity. Publisher expresses willingness but is not sure what to say. Bible study servant demonstrates.

"Good evening, is Mr. — in? . . . How do you do, sir. My name is Mr. —. I'm a minister visiting some people in the neighborhood and would like very much to talk to you for a few minutes. I was just advised by the publishers that your subscription for 'The Watchtower' has expired. Appreciating the great value of this magazine myself, I believe you will want to have it continue. Most people do. Take this issue of March 1, for example, with the article 'The World's Integrity on the Wane'. It shows from the Bible why there is so much corruption, scandal and evil-doing in the world. (Continue and show interesting points of this issue.) I feel sure you will want to resubscribe, knowing now how great a help 'The Watchtower' can be. The cost is only \$1 (about 4 cents a copy) and you receive these three booklets free." This presentation should be well prepared. We realize that at one time he did have interest, which has now apparently cooled. Perhaps he never really read and understood the magazine. Give him another opportunity to keep it coming. Any subscriptions obtained from expiration slips (L-15) are counted as new.

Plan . . . Activity (Cont'd)
reach the 20 per cent peak. Last year 196,266 persons attended the Memorial celebration. At least 50,000 of these persons did not publish at all in 1952. How can we help Memorial attenders in 1953? Here is where diligent planning will come into play.

Two Big Week Ends

4 Beginning with the first of March, work toward getting everyone out in field service. The week end prior to Memorial (March 28 and 29) will be one of special activity from the Kingdom Hall. Then before Memorial organize your servants, study conductors and good publishers. Make them responsible for meeting and getting acquainted with new persons who occupy certain rows of seats in the Kingdom Hall on Memorial night. Introduce yourself; ascertain their names and where they live. Make arrangements, if possible, to take them out in field service. One servant, study conductor or publisher might take care of two persons in this way. So organize to talk to them all!

5 The speaker will tie in faithful service with the meaning of the Memorial. Concluding announcements will include service the week end of April 4 and 5, which should also be a special week end of activity with everyone assembling at the Kingdom Hall. Two big week ends of service at Memorial time, with diligent efforts made to help everyone into the field! Use your automobiles to best advantage in helping persons attend the Memorial, and then get them out in the service. Keep the 20 per cent peak in view and work for it!

6 Great numbers of people are now associating with us. Our big job is to show them how to really "worship Jehovah in holy array" by talking about the Kingdom. We must help them publish. Do not let this Memorial go by without a diligent effort to help everyone who attends. If we plan and then do our part conscientiously, we can easily reach 150,000 publishers. Will you be at the task, making every possible effort? (A Memorial report card is enclosed. Report total attendance, number partaking, and attendance at the public meeting on March 29. Mail your report immediately after the Memorial celebration, March 30.)

Publications Now Available

Can You Live Forever in Happiness on Earth? —Cinyanja, Ga, Ibo
"Let God Be True" —Twi
"This Means Everlasting Life" —Arabic, Ibo

Maturity by the Spirit

Final Month to Reach Subscription Quota

The existence of all things is dependent upon Jehovah as Creator. For reasoning human creatures Jehovah instructs that there be a constant growing to accurate knowledge of him and hence to maturity of understanding by means of his spirit. Christians are thus required to do more than profess belief; they must "press on to maturity, not laying a foundation again, namely, repentance from dead works, and

faith toward God."—Heb. 6: 1, N.W.

All Christians pressing on to maturity are invited to demonstrate their active faith by sharing in the presentation of *The Watchtower* during the final month of the campaign. Particularly should we obtain subscriptions by calling at the homes of the people. By our diligently sowing the seeds of truth and dispensing the spiritual food stemming from God's Word, he will bless the feeding of the other sheep, and more and more will there be an influx into his organization.

During April we have two primary goals to reach: attaining the 20 per cent increase in publishers, and obtaining our individual quota of subscriptions for the campaign. Do not forget the new publishers and persons of good will who could share this privilege with you. With everyone, servants and publishers, working toward aiding all associated and those who attended the Memorial to publish during April, every company will reach the 20 per cent increase in publishers. Think of it; if we reach this goal, we will have over 150,000 publishers of the good news! Let us do our best to reach it by pressing on to maturity.

How Are You Traveling to the World Assembly?

¹ Each passing day brings the world assembly closer. The next few months will speed by and then it will be time to leave for the assembly site at Yankee Stadium. Do you have in mind how you will travel? Are you working out matters so you will be ready to go when July comes? Now is the time to make your arrangements.

² Automobile travel will undoubtedly be used by most conventioners. All cars should be filled, travel expenses determined, day of departure to and from New York worked out, and other important matters considered. By each one's knowing what is expected of him, full co-operation and a pleasant trip will result for car groups.

³ Commercial transportation will be limited and lacking from many points this summer due to other large conventions and heavy tourist travel. However, our convention travel will not be unduly interfered with if individual arrangements are made immediately. It simply means making your reservations BEFORE other travelers make theirs. *If you intend to use train or airplane travel, make your round-trip reservations now.*

⁴ In a few short months tens of thousands of Jehovah's witnesses will be New York bound. It is suggested that you arrive here on the 18th of July and schedule departure for the 27th or 28th. The time to plan and arrange is now! Room request forms are coming with your April *Informant*. (Companies chartering buses will fill out and return the enclosed bus questionnaire to the Transportation Desk, 117 Adams Street, Brooklyn 1, N.Y., by April 15, 1953.)

COMPANY ORGANIZATION

Reporting Field Service

¹ Every individual who rejoices in the truth is moved to participate in field service activity. He is thus obeying Jehovah's instructions found at Romans 10: 10, N.W. Regularly, every month, his mouth should be used to speak the truth to others. Such a person is a regular publisher.

² What constitutes field service activity that should be reported by all publishers? Primarily house-to-house work, making back-calls, conducting home Bible studies, street witnessing and store-to-store work. Incidental witnessing to salesmen, business associates, friends, etc., may also be reported. Those who are unable to actively engage in regular field work due to physical limitations are especially encouraged to seize opportunities for incidental preaching, as well as write letters, use the telephone and take advantage of other means to have part in Kingdom work every month. Time spent in such essential service as visiting the sick, working around Kingdom Halls, etc., is not reported as field service.—See *Counsel on Theocratic Organization*, ¶ 31.

³ Parents having a keen interest in their children will be "bringing them up in the discipline and authoritative advice of Jehovah",

141,532 Publishers . . . (Cont'd) March? You will find joy in doing so.

⁶ Do not forget return visits to homes where persons subscribe. Only by reading and studying *The Watchtower* with the Bible will people gain information necessary to cleanse themselves and join with the clean flock of God in singing his praises. Only with the aid of return visits

which includes training in the ministry. A young minister will start turning in field service reports when he understands what he is doing and is able to give a reasonable answer for the hope within him.

⁴ When a new publisher is taken in field work, preferably from house to house, he should be invited to report his time. But to turn in a report at the end of each month for new individuals who might have had an incidental discussion hardly makes them publishers. A new publisher should engage in at least one of the regular features of service, and he should appreciate the work he was privileged to do to the point of wanting to turn in his own report. Publishers are encouraged to turn in a field report at least once a week.

⁵ By the third day of each month the company servant should receive from the assistant company servant the report card containing the company's total field service report. After checking and signing it, the company servant will see that it is put in the mail, at the latest by midnight of the 3d. If the company is to submit an accurate and complete report to the Society, all publishers, moved to joyfully participate in field service activity, must promptly turn in field service and Bible study reports.

will they appreciate that Jehovah's blessing comes with faithful service as a part of his clean flock. Therefore, let us press on in the greatest *Watchtower* campaign yet! Keep clean by right thinking. Do good works in the field as a regular publisher, to God's praise. This is clean worship! What joy we have 'worshipping Jehovah in holy array'.

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