

INFORMANT

JANUARY, 1943

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

BROOKLYN, N. Y.

"Jephthah's Daughter" Testimony Period

100,000 New Subscriptions the Goal

Watchtower Campaign Begins—Prepare Now to Do Your Part

Our calendar shows the month of February to be the "JEPHTHAH'S DAUGHTER" Testimony Period. Beginning with this month, the *Watchtower* Campaign opens, with a goal of 100,000 new subscriptions for the *Watchtower* magazine. All of the "Jephthah's daughter" class, the "other sheep", and the anointed remnant will offer *The Watchtower* at the regular subscription rate of \$1.00 per year. In addition to the regular offer, with each new full-year subscription the book *The New World* and the booklet *Peace—Can It Last?* will be given free.

Servants Take the Lead

Company servants should not delay, but should start now preparing for this campaign, getting everything in readiness so that, on the morning of February 1, publishers can begin with no lost time. Arrange to check over the Publisher's Record Cards and find who of the associated are irregular publishers and who are inactive ones. Then arrange to assist these to have some part in the work in February. Make arrangements to call for these and take them out in the service, if possible. By all servants' endeavoring to help the inactive and irregular ones and also the newly interested to become publishers, a new peak should be made in this month.

Back-call servants should see that their files are in good order, get all good-will names filed under the proper territory, to be handed out to the publishers to call on these persons during the campaign. All expired-subscription notices sent to the company by the Society should be handed out to the publishers for attention. Remember, any of these

persons whose subscriptions have expired for over three months are counted as new subscribers and are eligible for the premium or gift.

Territory servants should arrange to have the entire company territory fully and thoroughly worked during the campaign. All territories that are not assigned to publishers should be covered by group witnessing. Arrange to have this witnessing done and take along any new publishers and show them how to work.

Have a Good Supply of Sample Copies

Advertising servants should prepare now to get the extra supply of magazines to be used as sample copies when presenting the offer to the people. In making adjustment for the campaign, be sure to allow sufficient time for the change in number of magazines to reach the Brooklyn office at least two weeks before the date of issue of the magazine. For example: Changes for the February 1 *Watchtower* should arrive in Brooklyn no later than January 15; earlier if possible. Also, a thorough check of the sound equipment, both records and phonographs, is to be made, and these should be put to good use during the campaign. Record P-154 ("Instruction") is an ideal record to use with the offer. All those who have this record should use it with the doorstep setup. The Society does not have any more of these in stock. Those who do not have the record can use any appropriate one. Servants, demonstrate the doorstep setup to the publishers, so that all will see how to use it.

All publishers, young and old, man and maid, go forth with burning zeal during this month. All of the Jephthah and "Jephthah's daughter" classes working in February can make this the outstanding month of activity to date. *Let's have over 50,000 publishers for February!*

who work in Spanish territories, by ordering sufficient distributors' copies to be used as samples when presenting the above offer.

At least 15,000 copies of the Spanish edition of *The Watchtower* should be going to the people of good-will twice a month.

Shipment Delays

We know many companies and pioneers are anxious because not promptly receiving their orders of the new publications, *The New World*, *Peace—Can It Last?* and the *WATCHTOWER* edition of the Bible. Demands are so great that it is difficult for the presses to keep up the supply, hence causing unavoidable delays. Further, during war-times there are delays in shipping facilities. Please do not write in asking why you haven't received your order, for we will ship it as soon as we possibly can. All orders are handled in rotation. Delays at present amount to three or four weeks.

Notice, Please

THE WATCHTOWER BIBLE AND TRACT SOCIETY is not sponsoring or backing the translation of the Hebrew portion of the Holy Bible or any other portion thereof by any group of translators. In its library at the editorial offices of the Society it has an extensive variety of translations of the whole Bible and parts thereof by Roman Catholic, Protestant and Jewish translators. These are for the purpose of comparison and criticism, and all for use in the fight against religion, including the "Jews' religion", which the apostle Paul and his fellow apostles renounced. Jehovah God by Christ Jesus is the Author and Creator of the Bible, and it is presumptuous for a group of Jewish religionists engaged in translation work to speak of themselves as "its creators". Recently a purely business trans-

action of ordering, by the Society's agent, a single copy of a proposed translation of the Hebrew Scriptures was wrongly understood, and is now being treated as a basis for proselytizing professed Christians to the Jews' religion, at the same time greatly distorting and misinterpreting the purpose of said business transaction. Members of the "evil servant" class are using such business item as a means of commercializing on the brethren and causing disturbance, confusion and disruption, and grossly misrepresenting the Society and its faithful servants. Let it here be stated beyond anyone's misunderstanding that the Society is not financially backing nor does it have any connection, sympathy, or agreement with any Jewish group of translators, and the order for the copy of proposed publication has been canceled. The Society is Christian and adheres to the whole Bible as in the WATCHTOWER edition of the Bible, and is unequivocally devoted to Jehovah's Theocracy by Christ Jesus his King.—Rom. 16:17, 18.

1942 Assembly Report

Order Supplies for Special Distribution

The *Report of the New World Theocratic Assembly* is ready! All who were there will delightedly read the account of proceedings viewed as of world-wide scope, a detailed report being given on the key city of Cleveland, and interesting highlights related from the majority of the other 88 cities participating. Although the report is incomplete both as to number of cities and the amount of work done in other countries, due to poor communication facilities, the tremendous witness given by this assembly as shown by figures contained in the report will thrill each New World fighter.

In this report one will read of the Assembly's source of origin, its advance preparations and expansion, the unified workings of the Lord's organization for months prior to its realization, and the blessed three-day Assembly itself climaxing these months of planning and work. Not only will you live again the assembly you attended, but also you will seemingly be present at the scores of other convention cities. Accounts of the assemblies at cities in Britain are particularly noteworthy, including the banning of the assemblies in Manchester and Nottingham.

The *Report of the New World Theocratic Assembly* should be placed in the hands of all persons of good-will, whose names are in every company's back-call file, before the "JEPHTHAH'S DAUGHTER" Testimony Period begins, on February 1.

The distribution of the *Report of the New World Theocratic Assembly* should start in your individual territories as soon as you receive your supplies. Publishers holding individual assignments should call upon every back-call name with the re-

port. The back-call servant should carefully check every territory and see that this is done.

Special Distribution

The week commencing January 23 and ending January 29 (inclusive) should be devoted to a very intensive campaign for the distribution of this report. All names in the back-call file which are not in individual territories held by the brethren should be taken out and assigned to publishers with the definite understanding that these persons are to be called upon during this special period with the New World Theocratic Assembly report. A back-call follow-up slip is to be made on each name and turned in. During this week all street work and store-to-store work and route work are to feature the New World Theocratic Assembly report.

Every publisher in the company should have some part in this distribution. Pioneers also should participate in it, and all should be on the street Saturday, January 23, offering this report to the people. This special distribution will make a splendid introduction to the *Watchtower* Campaign; so everyone receiving a copy who is not now subscribing for *The Watchtower* or *Consolation* should be called back upon within two weeks after the distribution of the New World Theocratic Assembly report and be given an opportunity to subscribe for *The Watchtower*.

The New World Theocratic Assembly report fills 32 pages, of *Watchtower* size, is generously illustrated, and is enhanced by a beautiful colored-cover design descriptive of the Assembly. It will be supplied at the rate of 5c a copy, or 25 for \$1.00. These are to be placed with the public at 5c a copy and included on your report cards as magazines placed.

Spanish "Watchtower"

Added Feature of February Campaign

With great anticipation all Theocratic publishers are looking forward to the "JEPHTHAH'S DAUGHTER" Testimony Period, and the *Watchtower* Campaign.

An added feature will be the publishing of *The Watchtower* in Spanish twice a month, in the same style and large-size type as the English edition, to begin with February 1 issue. The campaign obtaining subscriptions for this magazine should go hand in hand with that of the English *Watchtower*, and wherever there are Spanish-speaking people effort should be made to call upon all with the campaign offer, to wit: *The Watchtower* for a year, the book *Children* and the booklet *Hope*, all in Spanish, and all on a contribution of \$1.00.

Advertising servants, as soon as the *Informant* is received make preparation for supplying all publishers

Kingdom Interests First

Be a Publisher and Make Back-Calls

Now in these present times we can see the enemy rapidly closing in on Jehovah's servants and employing every means within their power to stop the work. But the Lord's work advances by leaps and bounds despite all the enemy efforts. Now is when each one must sever all connections with the Devil's organization that he possibly can and take his stand wholly, entirely, for the New World government if he wishes to live under its righteous rule. The text for January is, "Seek ye first the kingdom of God, and his righteousness." (Matt. 6:33) That means that we cannot let anything interfere with the work of "preaching the gospel".

Every company publisher should start this month and set aside a certain amount of time each day—about 2 hours on the average—to devote *exclusively* in some phase of the Lord's service near home or wherever convenient, getting a territory assignment from the local territory servant. Let each one do this and not let anyone or anything keep him away from that service. Take care of home duties and other responsibilities at some other time—PUT THE KINGDOM INTERESTS FIRST.

Systematically Plan Your Work

Cover your territory in advance with *Kingdom News* in accordance with the November *Informant*. *Kingdom News* No. 11 contains a very important and interesting message for all people of good-will. Everyone who reads it will want to learn more of that good news.

In keeping with the Lord's instructions, we should take to the people the book *The New World* and the booklet *Peace—Can It Last?* because they need these publications. These contain priceless information about the most important thing that will ever be in existence, God's kingdom.

Use the house-to-house record in all urban territory. Call back on everyone with whom you place a book, a booklet or even a *Kingdom News*, if they show some interest, with the idea in mind of getting them more interested in God's kingdom. Many times in the magazine work one meets people who may sympathize with the work; take the name and address and make a back-call on them. When one is engaging in the store-to-store work, many businessmen are found to be interested, but haven't time to talk during business hours; make arrangements for a back-call on them there at some other time or in their homes. Get all the back-call names in your territory you possibly can and put forth a special effort to call on those people at least once during January. Make at least 12 back-calls this month and every month from now until "the cities be wasted" and there is no one left on whom to call back.

Book Studies

Every back-call is a potential book study. Try to start a book study with the people as soon as possible. Start the study in either *The New World* or *Children*. The back-call and book-study work should be viewed as the most important features of the Lord's service, as that is where the "other sheep" are really taught to assimilate the Word of God. All other parts of the service work to this one end, organizing and conducting studies.

Poster

To keep before the minds of the publishers the work for the month of January, the Society is sending to all companies, with this *Informant*, a poster of attractive design calling attention to KINGDOM INTERESTS FIRST. This poster should be

hung on the wall of your Kingdom Hall or company headquarters meeting-place for the month of January, after which it should be taken down. If desired it may be mounted on cardboard or plywood, or merely put up with thumbtacks at the corners. This will impress upon the brethren that January is the time for KINGDOM INTERESTS FIRST.

Let the light shine. Let everyone hear about the New World and its many rich blessings. All should have a keen desire to engage in all phases of the work, striving for 60 hours and 12 back-calls this month with greater zeal and determination than ever before, and let absolutely nothing interfere with the Lord's service; put KINGDOM INTERESTS FIRST.

Return of Cartons

The shortage of new shipping cartons has let up some, but the Society would be pleased to receive the very best cartons that the companies have and do not need for their own use. It has been noticed in the past that brethren returning these cartons have been negligent, because approximately 40 percent of those shipped back have not been usable for re-shipping. When saving cartons for the Society's use, please bear these points in mind: Do not cut or remove the *cloth tape*. Break down the cartons by removing the paper tape and opening up the flaps at both ends, remembering to leave the cloth tape on the carton. **IMPORTANT! Do not fold at the cloth tape.** Only good cartons should be returned. They should be put in bundles of about 20 cartons to a bundle and tied with strong rope. Please do not ship less than 100 pounds in a shipment. Your description on the bill of lading should be as follows: "Corrugated cartons K. D. flat. (Used)" Note: IN ALL CASES COMMUNICATE WITH THE BROOKLYN OFFICE BEFORE SHIPPING.

Pioneers' Change of Address

When pioneers change their residence, they should ALWAYS send us a Change of Address slip showing thereon what their full new address will be, allowing us about one (1) week to make the change in our stencils. Every time you change your address, be sure to leave your forwarding address at the post office where you *previously* obtained your mail. If, after changing your address, you get mail that has been forwarded from your old address, be sure to check and see if you sent us a Change of Address slip, and if it has had time to be changed. When changing your address, always use the form provided by the Society for this purpose. Every pioneer should have a supply of these on hand and use one every time he changes his address. The Society does not make change of address when it is written in a letter with other correspondence, as all Change of Address slips are handled separately from all other mail. Pioneers should ALWAYS designate *clearly* whether they are "Special Pioneer" or "General Pioneer", as delays are caused by a failure to do this. Second-class, third-class, and fourth-class matter cannot be forwarded without additional postage; therefore all such mail must be sent direct to the correct address in order to assure prompt delivery. When you neglect to send us a Change of Address slip, you don't get your mail, it causes us much extra, unnecessary work, and there is no excuse for such failure. Please co-operate with us to this extent, so that everyone will receive better service with the least expenditure of effort and time.

Improve Your Street Witnessing

Proper Conduct in the Field There Is a Time for Everything

On page 28 of *Organization Instructions* the statement is made: "At all times the brethren should have in mind that they are representatives of The Theocracy, the Lord's ambassadors, and deport themselves in keeping therewith. Jehovah does not approve of that which is unclean; hence all Theocratic publishers should be clean, present a pleasing appearance when in the Lord's service, and use proper language." If any of the men or women who associate with the Lord's people are careless in their personal cleanliness they practice an injustice upon their brethren who assemble with them at studies and meetings, and are a cause of stumbling to many people of good-will who, not knowing the truth, are inclined to judge the value of the message by the appearance of the ones participating therein. That does not mean one should be ashamed because he cannot afford to dress as well as he might like to, or have new shoes or clothes to wear in the witness work. We may not be financially able to dress according to the very latest style trends, but everyone can and should be clean and wear clean clothes while in the service. Let all representatives of The Theocracy, therefore, conduct themselves in this respect as becoming the dignity of the Lord's kingdom, which they represent.

Conduct on the Streets

Continuing, *Organization Instructions* says, "Be calm, sober of mind, vigilant, and always kind. Show loving devotion to all of good-will. Be bold, yet never rude. Mind your own business of declaring the Kingdom message of comfort to those of good-will." The primary purpose of the street witnessing is to reach the people with the message of the Kingdom, many of whom we would not otherwise have the opportunity of serving. Therefore, while in the streets with the Theocratic message we must keep our minds centered upon our work, be sober of mind, and be alert at all times to give the witness. It has been found that some publishers go in pairs and threes and have a conversation while in the street work. In doing this, even though the conversation may be concerning the Kingdom work, the publishers invariably give improper attention to the placing of the message and miss many opportunities. It is therefore much better for street publishers to stand alone, except, of course, in the case of new publishers out for the first time. Proper street witnessing is done in an orderly manner, each publisher having a definite assignment from the advertising servant for his corner or position in the block, working alone. If trouble is expected from mobsters or assailants in certain cities, or if two publishers desire to work together, then let the publishers work in pairs but stand ten or fifteen feet apart, always near enough to help out if trouble arises. The time for discussion of field experiences is not during street witnessing, but at service meetings or at home.

To "be bold . . . mind your own business of declaring the Kingdom message" requires a publisher to speak out the slogans concerning the magazines or the titles of the articles in the current issues and to watch the passers-by for any sign of interest. Some publishers judge their success only by the number of magazines placed. That is a good way, but there is more to it. One's fearless declaration of the truth causes some to take an open stand for or against the truth. Boldness and proper con-

duct in the street work means one must take the initiative and in a kind manner, confident, yet never rude, approach those persons who may be standing near one's assignment waiting for a bus or for someone to come out of a store. Also watch for those waiting in parked cars for shoppers and offer them the magazines, briefly explaining the contents. Refrain from lengthy conversations, but, if you find interest, arrange for a back-call later. Take the initiative; approach the people; and watch your placements on the streets increase.

As a suggestion for being completely equipped as a street publisher: Have your magazine bag and magazines; carry with you a copy of the latest bound book and booklet, folders inviting the people to the meetings, your testimony card for identification, back-call slips, and a copy of the booklet *Jehovah's Servants Defended*. Proper decorum and courageous publishing will increase your efficiency.

Back-Calls and Studies More Important!

Time is scarce these days; therefore we must be as efficient as possible in our magazine work. While on the streets let us do our best. This is an important part of the Kingdom witness, but magazine street-work should not take preference over organizing book studies, which study work is the most important at this time because it is through study that the people of good-will become mature in the truth, able to see the right way to go to the Kingdom and able to teach others also. Every publisher should have some part in the street work, but it is suggested that you choose the time during the week when fewest people are at home and back-call work is not so successful, such as Saturday afternoons and evenings, and when a good number are on the streets, and do your street work at such times. Many publishers have found it inconvenient to have their book studies and model studies on the same nights as the *Watchtower* study or service meeting at the company headquarters, so they come early and devote an hour or so to street work before these meetings. This is a very good practice. Brethren living on farms and who have to travel to towns and cities on Saturdays have found it well to arrange to devote an hour or two to street witnessing while in town, thus conserving gasoline and not neglecting a part of the Kingdom service. When weather is bad publishers can concentrate on store-to-store and route work. This does not mean that store-to-store work and route work should be done only in inclement weather (for every business section should be assigned by the advertising servant for store-to-store work); but rather it means that the publishers should put in their time by increasing this activity, and not stay at home.

No one should be discouraged from participating in the street work when he wants to, but every publisher should have in mind the planning of his work so that he can get in the most time and not neglect the now most important work—organizing studies. Do your street work when back-calling is not practical; and this does mean do street work.

PREVIOUS ALL-TIME PEAKS

	Comp'y Pubs.	Pioneers
Pubs.	60,094	5,790
Av. Hrs.	20.3	138.2
Av. B-C	4.6	39.3
	Nov. 1942	Nov. 1941
Pubs.	Av.	Av.
	Hrs.	B-C
Comp'y	55,032	14.6
Pioneers	6,127	120.5
	32.3	112.9
	15.7	26.7