

INFORMANT

MARCH, 1944

"Teach me to do thy will; for thou art my God."—Ps. 143: 10

BROOKLYN, N. Y.

New World Ambassadors to the Homes "Cease Not to Teach and Preach"

Subscriptions Pouring In

March, promising to be very favorable from the weather standpoint in many sections of the country, opens up the second month of the current *Watchtower* Campaign. According to the way the subscriptions are coming in at headquarters, this will be the greatest campaign of "free education" by New World ambassadors yet. Everywhere the brethren are talking subscriptions. Many have well exceeded their quota. Did you reach your quota for February?

Organize for Daily Service

The text for March, as shown on the 1944 *Watchtower* Service Calendar, is, "And daily in the temple, and in every house, they ceased not to teach and preach." (Acts 5: 42) How clearly the present work of New World ambassadors is outlined in that text! "Daily" and "in every house" the Lord Jesus and his followers, the apostles, "ceased not" to care for the interests of the people of good-will by 'teaching' them and 'preaching' to them. They did this in spite of the fact that they were not equipped with modern-day effective instruments such as we have at our disposal. Their difficulties were many. But they "ceased not". Are you permitting the 'winter' to cause you to cease?

The Offer Continues the Same

As faithful New World ambassadors to the homes of the people, our work for March is to continue to keep to the fore the *Watchtower* magazine at the regular subscription rate of \$1.00 a year and give as a premium the book "*The Truth Shall Make You Free*" and the booklet *Freedom in the New World* to all subscribers. The importance of placing this combination in every home cannot be overstated. Of course, if they have already obtained the latest book and booklet, any book and self-covered booklet may be placed with the year's subscription. Go prepared for such opportunities. Bear in mind also that all surplus *Freedom in the New World* booklets should be placed with the people, so as to be ready with a "clean slate" for the April work, outlined elsewhere in this *Informant*.

Theocratic Instruments Convince

The people of good-will want *The Watchtower*, whether they realize that fact or not. There are many that are 'seeking after the Lord if haply they might find Him', and *The Watchtower* will lead them to Him. Our work, then, is to convince these people, in a Theocratic manner, that they need *The Watchtower*. This is done, not by arguments at the doors, for that accomplishes nothing, but by using Theocratic instruments, and, furthermore, Theocratic tact.

One instrument that should be stressed by all is the phonograph. If used correctly, it will 'put across' the full import of the message to

these good-will people. Use it in your door-to-door and back-call work. The obligation rests on the servants in the company to take the lead in the use of this instrument. Advertising servants, check your company's supply of records and phonographs and get these to work in the territory. Take inventory of records, and put to use all of them that can be used for presenting *The Watchtower*.

Another thing to remember is to put into use the help gained by your participation in the course in Theocratic ministry. Use Theocratic tact. Many people, actually of good-will toward the Lord, say "Not interested" when you call at their door. In order that you may relieve them of a wrong impression of your mission, you might state words to this effect: "I know you are not interested in peddlers, agents, and the like. However, I am not a peddler, but I am an ordained minister and I am here to interest you in the truth." Thus you tactfully break down initial prejudice and have an opening to step inside out of the chilly air, or to play the phonograph on the step, weather and listener permitting.

Another instrument provided by the Lord for the 'teaching and preaching' work is the Question booklet. By this time you will have placed a number of bound books during February with the people in your individual territory. Your obligation now is to call back on these with the Question booklet on the book placed and tactfully direct their attention to the importance and vital need of a study. By doing this, taking a kindly initiative with the people, many studies will be started, and soon these people will see the need of subscribing for *The Watchtower*; thus, more subscriptions.

By this time all companies will have had one or two demonstrations at the service meetings on various methods of presenting *The Watchtower*. Those brethren (brothers and sisters) who have been successful in obtaining subscriptions should be encouraged to demonstrate, as realistically as possible to the brethren in attendance, how they do it. Having two or three brethren on the program in this way will give the publishers many helpful suggestions on how to properly go forth as New World ambassadors and uphold the dignity and interests of their Government, The Theocracy. Make these demonstrations interesting and constructive, but do not try to put on a "show" or be merely entertaining.

March, 35,000 Subscriptions? Yes

Begin now to personally organize for more New World warfare. Call on every house in your individual territory. If you don't have a territory, check with the territory servant and get one. Let's obtain at least 35,000 subscriptions for March. Strive for your individual quota. Why not a peak in publishers and

A New Cost List

Enclosed with this *Informant* is a new *Cost List*; one for each pioneer and three for each company (one for the company servant and one each for the accounts servant and stock servant). The company servant's copy should be accessible to all other servants and any other publishers who may have occasion to refer to it from time to time. The first four pages of this booklet contain important instructions on how to order, and should be studied thoroughly by the stock servant and company servant particularly, and by any other brethren who have to do with the ordering and receiving of the stock.

There are some changes in the rates, particularly on English booklets and foreign books and booklets; therefore the stock servant and all the brethren working in the stockroom should immediately familiarize themselves with these new rates. These rates go into effect as of February 1, 1944. Companies, when figuring the value of their stock in the future, should figure it on the basis of the new rates. We believe the increase accruing to the company as a result of the change of rates on the 64-page self-covered booklet will about offset the decrease resulting from the change of rates on color-covered booklets and foreign literature, and will thus obviate the need of trying to maintain two sets of accounts covering the literature now on hand and that received in the future.

February Pioneer Letter

Monthly, now, the Lord has been pleased to bring us encouraging messages in the form of pioneer letters, setting before us the benefits of leaving the entanglements of this present evil world, and, with full trust in Jehovah, living wholly for his new world of righteousness.

The February letter having been read and considered, adding its weight of testimony to that of all the previous admonitions, additional reasons are set before us for action as regards full-time service.

With spring on the way, and all the advantages of warmer weather calling to us to throw off any remaining shackles, the time was never more propitious than now in which to become God's free and unburdened servants.

We are pleased to be able to tell you that 70 new pioneers have enrolled in Jehovah's full-time army of freemen during the first two weeks of February. Fully counting the cost, and being assured that you can meet full-time service requirements, the time for action presents itself now as outlined in the February pioneer letter. Have you considered the move?

book studies? Maintain your position as a New World ambassador to the homes of the people by supporting fully the interests and purpose of that righteous Government, 'ceasing not to teach and preach.' To do such is your commission, "until the cities be wasted without inhabitant, and the houses without man."

Open General Pioneer Territory

We are listing, below, sixty counties in a total of twelve states ranging from Virginia and West Virginia to Florida and west to Texas that have not been worked since 1940, some not having been fully covered at that time. Along with those counties listed in the January and February issues of the *Informant* as open for general pioneer assignment, these listed below present an additional opportunity for general pioneers to effectively use their 150 hours or more a month in assisting the people of good-will who know substantially little or nothing about the Kingdom, due to our inability in the past to fully attend to their needs.

If you are planning on entering the pioneer work now, or in the near future, and are in position to go to isolated territory, make your request for first, second and third choice of these counties on your pioneer application blank, and, if open, we shall be glad to assign such to you. Many of these counties have towns of from two or three hundred to three thousand population that are in urgent need of attention, and the greater part of your effort can thus be spent in the urban or thickly settled sections.

1940

ALABAMA: Clarke.

ARKANSAS: Franklin, Randolph.

FLORIDA: Bradford, Lafayette, Madison, Santa Rosa.

GEORGIA: Atkinson, Brantley, Camden, Evans, Jenkins, McIntosh, Wayne, Wilcox, Worth.

KENTUCKY: Allen, Bracken, Bullitt, Fleming, Jessamine, Lawrence, Montgomery, Nicholas, Oldham, Trimble.

LOUISIANA: Livingston, St. James.

MISSISSIPPI: Amite, Benton, Newton, Perry.

NORTH CAROLINA: Allegheny, Ashe, Bladen, Dare, Franklin.

SOUTH CAROLINA: Beaufort, Florence, Oconee.

TEXAS: Baylor, Henderson, Kendall, Kerr, Lee, Robertson, Sabine, Shackelford, Tyler, Val Verde, Victoria, Yoakum, Zapata.

VIRGINIA: Bland, Greensville, Highland, New Kent.

WEST VIRGINIA: Braxton, Gilmer, Pocahontas.

Yearbook Consideration for March—"Production"

Every servant and publisher should carefully study that portion of the 1944 *Yearbook* treating "Production", pages 48 to 51, with the following points in mind: the great goodness of Jehovah in providing the necessary material despite unprecedented difficulties, the dependence of the witness work upon production, and the dependence of production upon field distribution, and the Lord's wise direction in co-ordinating these two branches of the service in unity to accomplish his ultimate purpose of providing free education for men of good-will. It is well for the brethren everywhere to realize the intimate relationship that must exist between all branches of the Lord's organization. A qualified brother should be assigned the privilege of preparing a constructive and enlightening 15-minute service talk on this subject during one of the service meetings in March.

"Freedom of Worship" Testimony Period

Final Month of Watchtower Campaign

Right at the time when there is much talk about a postwar peace by worldly authorities and other people interested in world affairs, which peace they hope will bring about the long-hoped-for "four freedoms", the Lord provides his people with the "FREEDOM OF WORSHIP" Testimony Period. This gives a real opportunity for all sincere Christians to worship God in spirit and in truth. Christians have been made free to worship Jehovah God, and are strongly admonished by the apostle Paul to "stand fast therefore in the liberty wherewith Christ hath made us free, and be not entangled again with the yoke of bondage" (Gal. 5:1); or, as the *Diaglott* translation puts it, "In the FREEDOM with which Christ made us free, therefore, stand you firm, and do not again be held fast in a yoke of servitude." Having been freed by Christ in order to worship God, the servant of the Lord will diligently maintain that liberty by using it as the Lord directs.

April has promise of being the best month of the *Watchtower* Campaign. By that time every company publisher, pioneer, and special pioneer publisher should have two-thirds of his entire quota. If not, then a special effort should be put forth this month to make it up. April will have several advantages over the previous two months. By April the weather will be much better and it will be possible to reach outlying towns with the *Watchtower* offer. The Memorial will be held April 8, and the brethren everywhere should prepare to spend at least that entire week-end in the Lord's service as a proper manifestation of their faith in his promises. Also, the school children and many brethren having secular employment will be free during the "Easter holidays" to engage in the service. This so-called "holiday" period is being used by Satan and his religious organizations to defame the name and purposes of Jehovah God, and the true servant of the Lord will not be satisfied unless he is using this time to magnify the name and purposes of Jehovah and to comfort all that mourn.

Take Care of the Interest

The Lord has cleared the way for a great witness to be given by removing many of the obstacles that confronted the publishers in the past. Through many court victories Jehovah's witnesses' full right to preach the gospel without interference is admitted in this land. Many of the brethren are able to get enough gas to care for the Kingdom interests in the outlying urban territory at least. This is particularly true of the company servant and assistant company servant, and, of course, any gas received for Kingdom service should be used exclusively for that purpose. In other cases the Lord has arranged for each one to hold an individual territory near his own home, so that transportation is no difficulty. The Society is now able to supply the brethren with all the current literature they need. Prepare to cover all your outlying towns that were not covered during the first two months of the *Watchtower* Campaign. Be sure to go back to those who were not at home when you called previously, and offer them *The Watchtower*. Call back on all those who were busy, and those who did take either books or booklets but did not give a subscription, and give them another opportunity to subscribe after investigating the matter further. Search out every home in your territory that has not had the offer. Make a thorough gleaning job of it. Keep in mind, also, that you will have a new booklet to include in your presentation during April. Keep a record of all the interest you find and be sure to follow it up in the weeks and months to come. Many of these people will be anxious to have studies started with them and the publisher will be practicing his "freedom of worship" faithfully by starting as many studies as possible with all these people of good-will.

The Offer in April

The offer in April will be the year's subscription for *The Watchtower*, a bound book, and the latest booklet, *The Coming World Regeneration*, all on a contribution of \$1.00. Let us all arrange to make April a fitting climax to the *Watchtower* Campaign by zealously utilizing our freedom of worship.

PREVIOUS ALL-TIME PEAKS

	Company Pubs.		Pioneers	
Pubs.	66,079	April '43	6,761	July '43
Av. Hrs.	20.3	June '40	138.2	July '42
Av. B-C	4.6	Oct. '40	39.3	April '42
		Jan. 1944		Jan. 1943
		Av. Av.		Av. Av.
		Hrs. B-C		Hrs. B-C
Company	52,882	14.2	3.9	14.0
Pioneers	5,568	135.2	39.2	123.9

ply of these on hand, which will be available to anyone upon request. Publishers should obtain these through their local company, not direct from the Society. It is recommended that they be turned in to the assistant company servant and checked by him the same as he checks the subscription slips, and then be forwarded to the Society. Where this is not convenient they may be sent in by the subscriber. If sent in by the company, then the name of the company should appear on the back of the slip, on the margin. Detailed instructions for the use of this slip appear on the back, and these should be studied carefully and followed closely by all who use this "Change of Address" slip. Each company should order a reasonable supply of these as soon as the enclosed supply has been exhausted.

New Booklet Released

The Coming World Regeneration

Always far in advance of evil men, whose ways and thoughts are shrouded in the darkness of this dying world, our great King, with full knowledge of his ultimate triumph over wickedness and death, now brings forward a glowing hope for distressed and dying men in the clear revelation of his ultimate purpose for men of good-will, as contained in a new booklet, *The Coming World Regeneration*.

This timely and comforting message will be gladly hailed by all the Lord's people as a valuable stimulus and powerful force in equipping them for full participation in the coming "FREEDOM OF WORSHIP" Testimony Period. It will enable them to leave a fresh and up-to-date message even in that territory that not long ago may have been covered.

Booklet to Be Consigned

The consignments of this booklet to the country at large will average 50 per publisher, but each company's allotment will vary, depending on how recent placements have been in its particular territory. Pioneers will be favored with approximately 300 copies each. Thus all will have the joyful opportunity of being equipped to leave this hopeful message in every home where interest is found.

The front cover of the booklet depicts that gladdening scene which stirred the heart of faithful Noah more than 4,000 years ago, when, looking over the watery wastes that covered the depopulated first world, he beheld Jehovah's token of hope, peace, and life, the gentle dove bearing in her beak the olive leaf, as evidence that the destroying flood-waters had abated and the earth would once more support life. The old order had given way and a period of reconstruction was imminent.

The booklet assures us that, contrary to the false teachings of religionists, the resurrection of Christ Jesus did not give birth to a new world order and begin a restoration and renewal of the whole world, but rather the resurrection of Jehovah's great King sealed the doom of the present world when the regeneration becomes due.

The message of this booklet brings, at once, a condemnation of Jehovah's enemies, and a bright hope to those distressed humans who are sighing and crying for the abominations done in the old world of wickedness. It is of the utmost importance to those who hope to be regenerated. Thus all publishers may readily see the need of diligent and active distribution of *The Coming World Regeneration*.

All faithful publishers will therefore be eagerly awaiting and anxious to share in the distribution of the new booklet, as it not only will stimulate action for the FREEDOM OF WORSHIP campaign, but will provide excellent opportunity to see that every home where interest exists has a further opportunity to know of world regeneration and holdly stand for that incoming New World. It is to be released to the public on April 1, the beginning of the "FREEDOM OF WORSHIP" Testimony Period, and will be included in the current presentation of *The Watchtower* for one year and a bound book, all three for a \$1.00 contribution. Where any other portion of this combination cannot be placed, a real effort should be made to leave this booklet in every home where promise is made to read it, even though no contribution is possible. The new rates shown in the recently released *Cost List* will apply to this booklet.

Company Servant

As a duly appointed representative of the Society to promote the Kingdom service activity in his respective area, the first concern of the company servant is the formation of a smooth-working, unified organization of all servants and publishers in the territory assigned. This is brought about by diligent discussion and application of all instructions and advice sent from headquarters, proper use of all forms provided, and complete enlightenment of all servants of the company as to their respective duties. The *Informant* and all other instructions from the Society will therefore be thoroughly studied, the company servant assigning to each of the other servants those portions of instruction dealing with his particular branch of service. Thorough and careful preparation in advance of presentation will insure proper instruction, and diligent application of the knowledge provided will result in unity and oneness of action.

Personal Organization

To enable the servants of the company to be fully conversant with their duties, the Society provides a copy of *Organization Instructions* for each one. The company servant will see that each servant is given his copy. Where a servant has difficulty in understanding what he has to do, the company servant is obligated to aid him in acquiring the proper knowledge. Likewise, when a servant needs assistance, the company servant will provide such by appointing one or more assistants.

Field Organization

With the internal machinery now fully set up and running smoothly, the company servant turns his attention to things in the field. A healthy company, paced by servants who take the lead, will be found diligent in field service. The reports should come not only at the end of the month, but, by constant reminding by the company servant if necessary, as soon as possible after the service is performed in the field. Thus by the 15th of the month the company servant through his assistants can ascertain those not yet active and promptly assist these to overcome their obstacles.

Overcoming Weak Points

By the end of the month a healthy company will have put forth a good effort, and the company servant will be ready to promptly send the report of this activity in to the Society. He will also see that it is posted on the company monthly record sheet by weekly entries, and displayed before the company on the company chart as soon as the monthly report is compiled. Now the weak and the strong points of the company will appear, and the company servant will enlist the help of the whole company in building up those features that are weak and maintaining those that are strong.

In this connection the company servant will rally the support of the other servants and all the book-study conductors, to bear before the company at all meetings those points that must be strengthened. Good, interesting and well-prepared meetings mean good attendance, which in turn means good enlightenment and favorable reaction by diligence in field service. The company servant will aim for a clean, well-kept hall, free from numerous distracting signs, but displaying the posters and charts provided by the Society. Kind consideration of all attending meetings, particularly the new good-will interest, and helpful instruction through all channels provided by headquarters, will result in peace, unity, and diligent action in the field.

Subscribers, Take Notice!

"Change of Address" Slip for Subscribers

The Society is pleased to introduce a "Change of Address" slip which should be used by all *Watchtower* and *Consolation* subscribers who move or change their address. We are enclosing six of these slips with this *Informant*. This slip should be filled out clearly and completely and sent in to this office at least two or three weeks in advance, so that the magazines will be sent to the new address and none of the issues go to the wrong address. This will save the Society much time, extra work, and expense. It will be all right for you to send in this "Change of Address" slip several weeks in advance and mark thereon the date that you expect to move, and this will further insure your getting every copy. Be sure to mark clearly whether it is for *The Watchtower* or for *Consolation*, or for both, and if in a foreign language; also print both the old address and the new address clearly and completely. As much care should be used in filling out this form as in making out a subscription slip.

All companies should have a sup-