

INFORMANT

JANUARY, 1950

"Preach the word."—2 Tim. 4: 2.

BROOKLYN, N. Y.

Ministers for the Issue

Enter First Month of 1950 Watchtower Campaign

Know the Offer; Present the Offer

Who is the Supreme One? Who shall rule the universe? In this great issue is locked the destiny of all humankind. For those who decide in favor of Satan and his system there will be but one end—death. Conversely, the wise who side with Jehovah and his Theocratic government will be rewarded with an unexcelled gift—eternal life. To proclaim this issue of universal domination God has raised up his ministers, ministers for the issue. Here are men, women and children positively upholding God's side of the universal question! Here are men, women and children who "bless . . . the Lord" and "do his pleasure."—Psalm 103: 21.

To "do his pleasure" indicates action on the part of Jehovah's ministers. And action it will be as ministers for the issue swing into the twelfth annual *Watchtower* campaign beginning January, 1950.

The Offer

During 1949 *The Watchtower* upheld the issue in over a score of different languages to the number of 23,190,737 copies. Doers of God's pleasure realize the effectiveness of this instrument in making known the issue and during January these ministers will offer a year's subscription for *The Watchtower* together with a free eight-booklet premium on a \$1 contribution. *Awake!* without a premium may be offered to those already having *The Watchtower*; or the 8 booklets may be left for 25¢ with those unable to subscribe.

The advantages of obtaining and reading *The Watchtower* are many. Primarily, it provides "meat in due season", enabling truth-seekers to know Jehovah, his purposes and his Word. *The Watchtower* does not claim to be inspired, but it is awake to unfolding Bible prophecies. It is impartial and adheres strictly to the Bible as authority for its comments. Free from old world ties, *The Watchtower* stands fearlessly for Jehovah's side of the vital universal issue.

Though the ever-present theme of Jehovah's supremacy is noted in each issue, the subject matter of *The Watchtower* is varied. In 1949 ministers of God, as well as men of good-will, enjoyed and benefited from such articles as "Bible Study, a Royal Requirement", "Messiah's Presence," "Love's Expression," "Israel," and many others. Articles on various Bible characters provided groundwork for future Bible study. Highly informative reports on world travel in connection with the ministry interested *Watchtower* readers, as did published experiences from ministers upholding the issue in the field. Indeed, *Watchtower* readers are well-informed.

Supplementing its spiritual value,

The Watchtower offers other features to aid the reader in getting the most from the magazine. Time-saving questions search out the main thoughts in each paragraph. When necessary, explanatory footnotes appear to clarify and document information presented. A systematic study schedule is published in each issue for use by companies of Jehovah's witnesses as well as individual subscribers. Dozens of Scripture texts are cited and quoted to support material presented, thus obviating the need of spending many hours of individual search to locate such scriptures. *Watchtower* subscribers also have the advantage of considering Scripture texts in the light of various Bible translations and versions, eliminating the necessity of gathering all of these many versions and translations for private study. In fact, since its first publication in 1879 *The Watchtower* has cited or quoted from more than 40 English versions of the Bible or portions of the Bible. Backed by painstaking research and with information presented in exemplary grammatical style, *The Watchtower* is indeed a magazine for the issue.

Additional Aids

In presenting the offer some may find it advantageous to utilize the December 15 issue of *The Watchtower*, which carries the Scripture Index for the Leading Articles and the Subject Index for the preceding year. Using this, one can briefly point out some of the varied subjects treated and how they are of extraordinary value in gaining a knowledge of the Scriptures.

The service meeting can also add impetus to the 1950 *Watchtower* campaign by considering the importance of the four-month activity, the advantages of engaging in it, ways and means of presenting the offer, the progress of the campaign in your company and how you are meeting the quota.

In view of the importance of *The Watchtower* and the predominant part it plays in making known the issue, let us unite in the 12th *Watchtower* campaign, praising the Lord and preaching his Word. Or, as the psalmist so aptly expressed it: "Bless ye the Lord, all . . . ye ministers of his, that do his pleasure."—Ps. 103: 21.

Are You Using the New Handbill Order Blank?

In the May, 1949, *Informant* it was pointed out that a new handbill order blank is now provided that is more convenient both for the companies and for the Society. All companies should have supplies by this time, but many are still using the old form. It will help to eliminate confusion if all companies will destroy any supplies of the old form

Serving Watchtower Subscribers

Finding a person of good-will who wishes to subscribe for *The Watchtower* is only one of a series of things that must be done if we are to accomplish our mission, for if the person fails to receive his magazine or if there is undue delay his good-will may change to an attitude of indifference or open hostility. We want to serve the subscribers, to make sure that the subscription is received and that the person benefits as much as possible therefrom. That is why the Society issues instructions which, if followed, insure prompt receipt of the magazines.

First of all, accuracy is essential. The publisher must be certain that he fills out the subscription slip accurately; and then it must be properly handled by the company. A sheet entitled "How to Handle Subscriptions Properly" has been previously sent to each company. (Companies not having one will receive one on request.) This should again be thoroughly considered by the servants and by the company as a whole, after which it should be posted so that all may consider it and follow the instructions therein set out.

Closely associated with the necessity for accuracy is that of promptness. Publishers should turn in their subscriptions immediately and the company should forward them without delay to the Society. Occasionally complaints are received over non-receipt of magazines when the Society has not yet received the subscriptions, either because they are never sent or because they are held by the company until a month or more has elapsed. Now is the time to organize the handling of subscriptions so that this will not occur in your company. Send in subscriptions promptly each week; then the subscriber should receive his first issue within a month (or two months when the magazine is printed outside of the United States).

Some companies have been stamping the name of the company on their subscription slips with a rubber stamp. This is all right provided it is not done before giving the slips to the publishers. If that is done the slips may be turned in at another company by a visiting publisher or at a circuit assembly and

then the wrong company name is on the slip. Instead, stamp the company name on AFTER the publisher turns in the subscription. Perhaps this can best be done after the record sheet is filled out. The name of the company sending in the subscriptions should always appear on the subscription slips.

The Watchtower is available in an ever-growing number of languages, but care should be taken not to accept subscriptions in languages which are not available. The latest list of languages in which *The Watchtower* and *Awake!* can be obtained appears below:

"The Watchtower" SEMI-MONTHLY

Afrikaans	German	Spanish
Cebu-Visayan	Hollandish	Swedish
Danish	Ilocano	Tagalog
English	Italian	Visayan
Finnish	Norwegian	
French	Pangasinan	

MONTHLY

Arabic	Ibo	Siamese
Chishona	Malayalam	Slovak
Cinyanja	Polish	Ukrainian
Greek	Portuguese	Yoruba
Hungarian	Russian	

"Awake!"

SEMI-MONTHLY

Afrikaans	English	German
Danish	Portuguese	Ukrainian
French	Spanish	
Greek	Swedish	

MONTHLY

Change in Name or Address of Company Servants

Whenever there is a change in the name or address of the company servant the Society should now be notified on the "Change of Address" form (SP-2) provided for this purpose. The form previously used only by pioneers and circuit servants has been revised to include company servants as well.

A supply of six of these forms is being mailed to each company with the January *Informant*. Pioneers are still required to supply this information as heretofore but those working with companies may now obtain their form from the company, and the company can reorder them as needed. Pioneers working in isolated territory will continue to order their own supply.

Those who use this form should always check the proper square to indicate whether they are company servants, pioneers or circuit servants, and the form should be sent at least two weeks in advance whenever possible, to allow the change to be made in the Society's stencils. It is hoped that this will eliminate needless and expensive mis-sending of mail.

It should be noted that this form should not be used by *Watchtower* and *Awake!* subscribers. Hence it should not be put out where it will be confused with the L-201 form that is provided for that purpose.

Rooms and Volunteers for 1950

Individuals desiring rooms for the 1950 convention cannot yet be served, since the rooming committee has not begun to function; nor are pre-convention workers yet being selected. Please wait until the regular room request forms are sent or until pre-convention volunteers are requested, rather than correspond relative to these matters now.

they may now have on hand and use only the new one henceforth. The new blank measures 5½ by 8½ inches and has the date 3/49 in the lower left-hand corner.

"Separating to the Right" Testimony Period 12th Annual Watchtower Campaign Under Way

Follow Up Placements

"Then shall the King say unto them on his right hand, Come, ye blessed of my Father, inherit the kingdom prepared for you from the foundation of the world." Would you like to be invited to "come" and live in the new world forever under the King, Christ Jesus? If so, you must now get on his right side and have a part in the separating work he is directing, because only those who do will receive his favor and the invitation to life.—Matt. 25:33, 34.

The nations, without exception, are on his left side. They will not change their position, for they refuse to hear the Kingdom message which makes known how to do so; yet within the nations are multitudes of good-will persons who desire the King's favor. For their benefit the reigning King sends his trusted servants to bid these sheep-like ones to separate themselves from the nations, take their stand on his right side, serve him and live. All Theocratic ministers are invited to share in this blessed dividing work during the "Separating to the Right" Testimony Period in February by presenting a year's subscription for *The Watchtower* for \$1, and the free premium of eight booklets.

Back-Calls an Avenue for Subscriptions

By the time February's activity begins thousands of subscriptions will already be pouring into the Society's office. But that will be only the start! For many, many more persons will undoubtedly recognize the benefits of *The Watchtower* and subscribe if given the opportunity.

Those who have previously manifested interest in the Kingdom message are obviously the most likely to avail themselves of the benefits of *The Watchtower*. For example, there are those who obtained "*Let God Be True*" during November and December, individuals who have received sample copies of the magazine, those on magazine routes, persons who formerly subscribed but who have allowed their subscriptions to expire as indicated by the expiration slips sent to the company by the Society, and, of course, those upon whom we regularly make back-calls and with whom we conduct Bible studies. All of these persons of good-will need to regularly receive *The Watchtower*. We can reach them by making back-calls. Remember, the back-call work is a provision of the King to advance others to his favored side.

Following Up Subscriptions

Getting a subscription is only the first step, for the subscriber must usually receive further help to separate to the right. Back-calls are necessary even after the subscription is obtained. Show the person that you are interested in more than simply taking a subscription, by delivering copies until his magazines start coming in the mail. To be sure that the subscriber not only receives *The Watchtower* but also understands it have in mind starting a study as soon as possible. This requires preparation: studying the current issue before making the call, so that an interesting point can be discussed. For example: One might call attention to the varied means of preaching employed by religion in contrast with the method used

by Jehovah's witnesses. After raising the question, "Which is the proper way?" the *Watchtower* article "Preach the Word" could be used to provide the Scriptural answer.

The Bible study servant can improve the following-up of subscriptions if he will examine the Publisher's Record cards from time to time and note those publishers obtaining subscriptions but not making back-calls. He can then give them practical aid in making effective *Watchtower* back-calls. It is essential to call back on these subscribers. You may be sure that the Devil will endeavor to minimize the importance of the magazine in the mind of new subscribers and will work through neighbors, religious ministers, members of the family and others to keep the magazine from being studied. Yes, Satan wants to keep them on his side, which is the wrong place for any who would live in the new world. Regular calls pointing out the King's commands as they are called to attention through the columns of *The Watchtower* will defeat the wily one.

Be diligent, then, in planning your service during February so that all avenues of obtaining subscriptions are used. Be prepared to point out vital information as you call back on subscribers. *The Watchtower* is the most important magazine on earth, but only to those understanding its life-giving message. Use it well, that you may have the privilege of aiding others to separate to the King's right hand.

UNITED STATES QUOTA FOR 1950
91,254 Publishers

Monthly Field Service Report

NOVEMBER REPORT

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	357	131.4	55.8	7.6
Pioneers	4,575	93.3	34.4	5.7
Co. Pubs.	88,158	9.3	3.4	.5
Total Pubs.	93,090			

Public Meetings Held: 5,914

Only 471 publishers below October peak, 1,836 over quota.

Are you aiming for 100,000 publisher goal by convention time?

Watchtower and Awake! Bound Volumes

The 1949 bound volumes of *The Watchtower* and *Awake!* are now being prepared. Inasmuch as only a limited supply will be available and there will be no reprints after it is depleted, individuals or companies who contemplate ordering the 1949 bound volumes are urged to do so immediately.

Since it is necessary for the Society to set aside the required number of each issue of *The Watchtower* and *Awake!* as they are printed for making up the 1950 bound volumes it is requested that orders for these also be placed now. This will enable the Society to more accurately determine the number to save for binding at the end of the year.

When ordering be sure to specify the year and the magazine desired. A remittance of \$2.00 for each volume should accompany the order.

Circuit Assemblies Temporarily Discontinued

Circuit Servant's Visit Important

That the brethren may make ample preparation for attending the international convention in New York city, July 30 to August 6, 1950, circuit assemblies will be discontinued following the week-end of March 26. All who will have assemblies between now and that time are now being notified. Circuit assemblies will be resumed in the fall of 1950 after the convention in New York. Circuit servants will continue, however, to serve the companies in the regular manner until further notice.

One step toward fully utilizing the provision of this important visit of the circuit servant is to give careful attention to the letter of notification which he sends to each company about two months prior to his visit. This letter should be read to the company at the first service meeting and *Watchtower* study after it is received.

Advance preparation is essential. This includes following the instruction given in the letter and in *Counsel on Theocratic Organization* relative to his visit. It should be noted that the company servant is to arrange the service meeting, assign the parts, and check to see

that all are prepared. Do not wait until the circuit servant arrives before making these and other preparations. If you are not sure about something, go ahead to the best of your ability and the circuit servant can offer suggestions to avoid the difficulty in the future.

Much of the valuable counsel given in the various talks by the circuit servant is designed to fit the needs of the individual company being served. Each publisher should therefore attend all of these meetings and seek to personally apply the suggestions given.

It is also profitable for the company to review from time to time the circuit servant's report on the company, a copy of which is retained in the company file. This will aid the company to overcome any weaknesses before the next visit of the circuit servant. Do not neglect any opportunity to profit from the circuit servant's visit. It is important to expansion and progress.

Publications Now in Stock

The Joy of All the People—Korean
Choosing —Malay (Indonesian)
Permanent Governor of All Nations
—Polish
"*Let God Be True*" —Zulu

The Catalogue

Are You Using It in Field Service?

The catalogue is an instrument which the Lord has provided as a specific aid for his servants. It can be very effectively used in acquainting persons of good-will with the Bible helps supplied by the Society. The catalogue, placed with those showing a hearing ear, will point them to these publications containing life-giving information. Have you been using it regularly? If your supply is depleted you may obtain more by ordering from Brooklyn.

When engaging in the house-to-house activity, introduce the catalogue wherever particular interest is found. The brief summary of the contents of each publication listed therein will often arouse the householder's desire to have other publications and will reduce much of the publisher's explanation. A catalogue so placed provides an opportunity to make a back-call.

Similarly, when placing *The Watchtower* or *Awake!* on street corners you may give a catalogue to those persons obtaining magazines and who show marked interest. This same procedure can be applied on your magazine route. When placing magazines with regular obtainers, leave a catalogue and acquaint them with these Bible helps.

On back-calls the catalogue can be used to good advantage also. Some of the listed Bible helps may appeal to the person and he can obtain them to further aid him in his study. It might also be suggested that these good-will persons acquaint their friends and neighbors with the literature listed in the catalogue. At the close of a public meeting, the catalogue can be given, along with the other booklet, to strangers who display interest.

In all avenues of the Lord's service, the catalogue is of real value. It is an instrument to aid good-will persons to know of the availability of important Bible information. Use it well.

Companies Ordering for Pioneers

Companies ordering supplies which will be used in part by pioneers should always indicate the number of pioneers in the company in the space provided on the order blank. Failure to do so may result in the order's being reduced to cover the expected needs of the company publishers only.

From time to time pioneers may request certain items which the company does not have in stock and which must therefore be ordered from the Society especially for the pioneers. If the company orders such items the Society will charge the company at the regular company rate even though it is stated that the items are for pioneers. The Society does not charge any item on a company invoice at pioneer rates. The company should request the difference between the amount received from the pioneer and the amount which it is charged by the Society by using the Literature Credit Request form. This difference in rates is then credited to the company's account.

In some instances it may be more convenient for the pioneer to order such special items on a separate order blank sent in with the company order. When this is done the items are charged to the pioneer at pioneer rates, as the company is not involved in the transaction. They will usually, however, be shipped with the company order. It should be kept in mind that a remittance must accompany cash item orders by pioneers unless the pioneer's account has sufficient credit balance to cover.

Whenever pioneer and company orders are sent in together with a remittance to cover, separate remittance forms should be included. It is not necessary to send separate checks or money orders, although this may be done if desired; but in every instance it will be necessary for the Society to know how much of the remittance is to be applied to the company's order and how much to that of the pioneer.