Light-Bearers Begin Four-Month Offensive

"Enlighten the Eyes of Men's Hearts" with The Watchtower

World-wide Quota Set at 300,000 Subscriptions

"Keep enlightened the eyes of the heart" (Eph. 1:18, 19), is the guiding thought chosen to direct our efforts during January, the first month of our present Watchtower campaign. One good reason for having the eyes of our heart enlightened is that we "may know the exceeding greatness of his power toward us who believe." That exceeding greatness of his power toward us who believe is God's people, held back their enemies, and now opens up the way for an enthusiastic, world-wide presentation of The Watchtower.

Every servant of Jehovah should heed the Commander's call to field activity in this four-month offensive, thereby obtaining the opportunity for demonstrating to Jehovah his power is sufficient to make known the truth to others. Not only will we keep the eyes of our heart enlightened; we will take The Watchtower to others that life only too may be given to Jehovah's purposes. Since The Watchtower is available in many other languages in most of the countries of the world, there is added incentive for the widest possible distribution.

Favorable Opportunities

The very fact that in these difficult times Jehovah has provided us with sufficient paper to meet our magazine's need is evidence that this truth will go out now. With gratitude therefor, you may order all the magazines you need. After studying them yourself, give all in your territory, those whom you otherwise contact, and especially everyone who has shown himself of good will, a like opportunity for enlightenment. (See Watchtower, January 19, 1948.)

Sending in Subscriptions

The prompt handling of subscriptions by this office will be greatly facilitated if the following points are carefully observed:

1. Be sure all names and addresses are correctly shown on each subscription slip.
2. Place full name of company on each subscription slip.
3. Pioneers should place own name on each subscription obtained.
4. List all subscriptions on the Subscription Record Sheet (5-10).
5. Enclose all subscription slips with Subscription Record Sheet.
6. Enclose covering remittance with all subscriptions.
7. When sending ONLY subscriptions no Remittance Form (5-52) need be used.
8. Company servant carefully check all enclosures and sign properly.

Pioneer Opportunities Expanded

New Arrangement Effective, January 1, 1948

Goal: 10 Percent of Total Publishers Enrolled as

Pioneers

Already applications for pioneer service are beginning to come in, accompanied by heartfelt expressions of gratitude and joy. And why shouldn't they? A host of hundreds of thousands of Jehovah's servants still bear faster when they recall Brother Knott's final talk at the "Praise" Assembly at Philadelphia, during which he announced the new arrangement to assist more publishers to become pioneers, and, having begun, to continue without interruption...

New Quotas Make Part-Time Work Possible

The rising cost of living and the necessity of providing things decent for self and family has, with many, been one of the chief hindrances to pioneer service. The new arrangement, however, does in the Paul engaged in tent-making activities in order to be self-supporting. "I was able to do my work," says Paul, "now it will be possible for presenting-day pioneers to engage in part-time employment to meet their financial needs. It is therefore suggested that each pioneer who finds it necessary obtain some sort of part-time work, he may devote one-half of each day to secular employment, or two or three full days during the week, varying according to individual needs.

And how will this be possible? Beginning January 1, 1948, quotas for part-time work will be reduced from 150 to 120 hours per month. That will mean that an average of four hours a day, one hour of which may be travel time, will meet the minimum requirement. Undoubtedly many pioneers will find it possible to exceed this quota, as they have consistently done in the past, and they are encouraged to do so.

The yearly quota of 1400 hours will be established. Thus, if seasonal work is available, a pioneer may put in 150 or 190 hours for a few months, and then take a full month off to gather sufficient funds for several months to come. In this way the full quota will be reached by the end of the year.

The pioneers should never be allowed to overshadow the work of greatest importance, the preaching of the gospel. The pioneers should set their own quotas so that he will not fail short at the end of the year. The Society will check the records of the pioneers every six months, and if any should not be meeting the quota it will be necessary for pioneers to do about his activity. All should plan from the beginning to work toward the 1400-hour yearly requirement and attain it.

Under this new arrangement, there will be no provision for suspensions. If the pioneer does not meet his quota, (whatever it may be), he should report this to his organization where the assembly is originated. The pioneers to become pioneers, and, having begun, to continue without interruption.

Secondary Occupation

All pioneers have in common one primary occupation, that of preaching the gospel. Their secondary occupations, however, designed to enable them to continue in full-time service, may vary. Numerous avenues for part-time employment will open up as each considers his own possibilities and the opportunities available in his community. Some may find employment in other trades; many in skilled work, leather goods, and the like. Others can work as bakers; part-time farmers; store clerks or service station attendants. Still others may turn to the harvest fields or odd jobs such as extra hotel work. Brethren who do not have any trade could consider devoting some of their spare time to learning

(Continued on page 2, column 1)
Joyous Assemblers Acclaim Christ Jesus as The Signal

Upward of 20,000 publishers are still talking about it, at their meetings, in their homes, and with people in the streets. Many more who have not accepted it will continue to do so, for the "Song of Praise" Assembly, held at Philadelphia, Pa., November 21-23, near the close of the year's meetings, was not one of those led by a new song. And never acclaimed many, had Jehovah showed down so much in three short days. They now will attempt to recapture a few of the assembly's high lights, especially its tone of faithfulness of our brethren unable to be present.

Singing praise to Jehovah: that was the theme struck by the chairman of Watchtower, Louis W. Wilson. While there were other discussions of the afternoon, including the report of the brethren visiting company, "Field Service for 1947 and 1948," it is the spirit of the Lord, declared the speaker, that has effected the 1947 increase, and that same spirit will operate for 1948 expansion as we obediently do our part in the field.

Brother Knorr's first talk, "Gain Entrance into Permanent Dwellings," on Friday evening, made clear the path for the brethren just stewarding. "Gain entrance into permanent dwellings by making联系电话 with Jehovah as an upstanding witness, an upright witness, and who is the "faithful steward" now?" The heartening results of the relief program left no doubt. Completion of one-third of a million dollars contributed for our needy brethren in England and arrangements to send more used clothing under way! And how Jehovah had favored his stewards, whom he has called to the service for 207,552 publishers in the field! The release of the 1948 Yearbook and the Beautiful Calendar came as a satisfying climax for the day.

On Saturday morning 321 symbolized their consecration; the afternoon was devoted to four encouraging talks: "Preparation for Pioneer Work," "Serving with Power," and "Personnel and Power!" A powerful resolution was then presented and unanimously adopted.

Solidly back of the true Signal do we stand! We repudiate the make-shifts of men.

Canadian brethren have recently undergone much tribulation; so, appropriately, the Canadian Branch has printed an "Aid Tribulation." An abundance of proof of our being true ministers was recorded in this document. And in fact, after which the Society's vice-president again appeared on the platform, bringing to a close the Sunday morning meeting.

But the end was not yet. After the convention servant carried us "behind the scenes," Brother Knorr explained in heart-to-hand style "Why We Are So Different." Suspected relationships were explained, and his announcement of new pioneer requirements, enabling many more to serve as full-time singers; a fitting climax to his fine address. Then, with the strains of "The Signal for all peoples" ringing in their ears and a song of praise on their lips, the proceedings proved, through the varied ways intent upon raising high Jehovah's signal for all people.

(Continued from page 1; column 4) one that can be fitted into their practical Theocratic plans for the future. But perhaps the greatest testimony is when the children, who are housewives. Many of these, will, by careful planning, be able to take full advantage of the "signal for all peoples." And so, with a new campaign in the field and make pioneering their vocation. All can, no doubt, profit by discussing the matter with other pioneers who have thus learned from their experience.

The Goal is 10 Percent! Ten percent of all publishers enrolled as pioneers! More than 7,000 in the United States and 20,000 in the foreign field! The publication of this Informant bubble over with gladness to see that goal realized? What a tremendous forwarding of the work in hand! Name the months were expended each year in proving Jehovah true, and Satan a liar! Instead of rejoining solely at seeing such a hoped-for increase in the pioneer ranks, might it not be possible for you to have a personal share in carrying this work to your ministry? You thousands whose hearts are bound up in Kingdom service might think of your efforts as a new arrangement as an instrument provided by Jehovah through the "faithful and wise servant." Such an opportunity to enter into this field, since the Philadelphia assembly, saying, "That's the best news I've heard in a long time, so far!"

And they are determined to try and try hard, confident that faithfulness and wisdom will always be the guiding hand arrangement for providing for personal needs, will enable them to keep more of the money committed, and you will be the real, blessed, joyful and practical occupation for any creature on this globe.

If, after prayerful consideration, you can possibly arrange to pioneer, we shall be happy to furnish application, and work with you day after day in the service we all love so dearly—the ministry of the Kingdom. Why not be of that 10 percent?

Field Service Report

MONTHLY QUOTAS

Sp'1 Pubs. 3,804 150.0 33.5 5.3
Gen. Pubs. 70,584 14.5 3.6 1.0
November Report

Sp'1 Pubs. 2,552 129.7 35.7 5.2
Gen. Pubs. 65,165 14.5 3.6 1.0

PUBLIC MEETING CAMPAIGN

Public Meetings Held: 3,483

Foreign-Language Magazines

The Watchtower and Awake! are now available in the following languages:

- The Watchtower
- Awake!
- German
- Italian
- Spanish
- Dutch
- Polish
- Russian
- Ukrainian
- Portuguese
- Slovak
- Ukrainian
- Swedish
- Norwegian
- Danish
- Finnish
- Hebrew
- Greek
- French
- German
- Hebrew
- Finnish
- Dutch
- Swedish

The Watchtower and Awake! are now available in the following languages:

Danish
Italian
French
German
Holland
Polish
Portuguese
Russian
Slovak
Ukrainian
Spanish

There is a limited supply of back issues of many of these magazines. You may order and use use the presentation the subscription offer to foreign-speaking people in your community. The subscription rate is $1.00 for a year, regardless of language.

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Follow Up Each Placement and Aid Others to Sing Praises

The fate of the world is bound up in a song. Most men will brand this claim foolish, knowing that their destiny lies in their own hands, in the world of men and in the world of nature. This song, however, is not produced by dying men, but by the eternal sover­eign of the universe, the Life­giver Jehovah God. It is a song of praise in recognition of His supremacy and sovereignty. It is our song, and we give praise to Jehovah in all feaures of our ministry, for thereby comes salvation both for you and for those who hear you.

At many homes the combination of booklets alone will be placed. Acceptance of a smaller offer is no proof of lesser degree of interest in the song. Every offerer deserves equal consideration, and as you call on your neighbor, give the offerer the booklet the way it will often open for obtaining a subscription or plac­ing an order for literature. Build up the 1948 Watchtower Campaign during this grand climax by assuming the re­sponsibility of calling back, time and again, on subscribers and all others who were favorably affected by your initial song of praise at the door.

Keep 'on the Job' in All Seasons

Low temperatures and snow-covered streets do not present insur­mountable obstacles. Dress warmly during February and use discretion, so as to keep your health and be fit for continued praise. If you become too cold, try to locate a warm spot for a while, then go out again. Some will be glad to invite you in. The song of praise will be heard on the streets with magazines as well in some cases, during this winter month. Carry subscrip­tion slips with you on the streets, in addition to the booklets you carry.

In winter and summer, in all sorts of weather, Jehovah’s witnesses dis­tinguish themselves by being on the job. Diligence of God’s singers the year round brings favorable com­ments from many of the public, who are impressed with their uniring zeal and determination. During Feb­ruary the watchtower job’, singing despite cold weather or other ob­stacles. Sing the glorious “Song of Praise” to Jehovah in all features of the ministry, for thereby comes salvation both for you and for those who hear you.

Forsake Not Assembling

Figures gathered at the circuit assemblies also reveal that atten­dance at the company meeting, the assembly and the Watchtower study, service meeting and Theocratic school regularly; attend these meetings, and you will find your interest growing in every six months and your district assem­bling activity, and the many problems to be coped with, and the plans made to meet them.

Likewise, those who do not keep up with the Theocratic ministry school and its study of the Bible books, participate in special assign­ments and the oral and written reviews, are to that extent limited in their Kingdom service. It is true that all of this requires effort, but the spiritual compensation received from the effort put forth, and the knowledge it imparts to our friends, will make it well worth­while.

In some cases, the encouragement and instruction is so great that those who in the past were merely associated have now become regular publishers. The increase in the peak and the average number of publishers being almost the same, one of the few ones starting out in field service are continuing thereon regularly each month. The public meeting activity shows a substantial and gratifying increase of 23 percent. It is reasonable to conclude that, in addition to the expanded public witness given from the platform, about 23-25 percent more territory was covered in house­to-house witnessing. These are all sources of satisfaction and joy. There has been healthy growth and progress in the most vital features of the work.

Circuit Assemblies Conclude First Year

Jehovah’s Blessing Manifest

We have come to the end of the first year of circuit assembly activity. All circuits have been served twice, and the over-all results are gratifying. Great benefit can be derived from a study of the comparisons which are hereby presented. This is the perfect time of the year for perfection of achievement, for they bring to our attention some very outstanding weaknesses that we should by all means endeavor to remedy. Yet the reports show good progress and a definite trend toward greater results in the future.

| SUMMARY |
|------------------|------------------|------------------|
| First            | Second           | Increase         |
| Associated       | 93,411           | 97,728           | 2,317 = 2.5%     |
| Saturday Att.    | 57,457           | 59,376           | 1,919 = 3.3%     |
| Public Mgr. Att. | 68,914           | 80,240           | 11,326 = 16.6%   |
| Interested       | 21,466           | 1,747            | 8090 = 100%      |
| Peak Pubs.       | 71,523           | 75,840           | 4,317 = 6%       |
| Av. Pubs.        | 30,588           | 68,338           | 3,750 = 7%       |
| Public Mgs.      | 19,527           | 19,015           | 512 = 2%         |

Company Activity

Healthy company activity is reflected in increased peak number of publishers, average number of pub­lishers, number associated, increase in public meetings. Retrogression is shown in the circuit as­sembly attendance and immersions. This decrease can be accounted for by some degree by the fact that we had two national conventions during the year. The number of publishers in the average this decline is but temporary. How­ever, the things from which we can take real joy are that, despite the time, labor and expense involved in traveling to the national conventions, an almost 5-percent increase was ef­fected in the number associated, the peak number of publishers was 6 percent higher, and there was a gratifying increase of 71 percent in the number of publishers participating in the field work. This increase in the peak and the average number of publishers being almost the same, one of the few ones starting out in field service are continuing thereon regularly each month. The public meeting activity shows a substantial and gratifying increase of 23 percent. It is reasonable to conclude that, in addition to the expanded public witness given from the platform, about 23-25 percent more territory was covered in house­to-house witnessing. These are all sources of satisfaction and joy. There has been healthy growth and progress in the most vital features of the work.

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Likewise, those who do not keep up with the Theocratic ministry school and its study of the Bible books, participate in special assign­ments and the oral and written reviews, are to that extent limited in their Kingdom service. It is true that all of this requires effort, but the spiritual compensation received from the effort put forth, and the knowledge it imparts to our friends, will make it well worth­while.

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Inspired Teaching to Equip for Good Work

Memorial Week-End to Hurn with Theocratic Activity

Will March See a Peak of Publishers?

The Bible is Jehovah’s Word. His purpose in giving us the inspired Scriptures as the apostle Paul forcibly emphasizes in the text for March: “All Scripture is given by inspiration of God, that is, the Word which is profitable . . . to make the man of God proficient and equip him for every good work.”—2 Tim. 3:16, 17, Moffatt.

The better we understand the Bible, the better equipped we shall be to carry on our witnessing work. It will be that it is indeed the inspired Word of Jehovah and the better equipped we shall be to carry on our witnessing work by bearing witness to the truth. During March, all properly equipped men and women can be busy by going from house to house presenting first the subscription offer which now carries the full subscription rate of $1.00 (or, if desired, a two-subscription offer including both regular and the premium of eight books which will be a gift). If unable to obtain the Watchtower subscription, introduce the alternative “Awake! a bound book or a booklet combination, or, lastly, the new booklets A Promised Land or A New Beginning of a copy which should be left at every home where they will read it.

“Good work” also has a special meaning calling back on all those who have manifested interest and who seek to increase their appreciation and understanding of the inspired Scriptures. Call back with a definite purpose and be properly equipped to carry out that purpose. Remember, placing the literature is only the first step. Advertising and the public meetings make progress when it is in “good work,” and should not be overlooked.

Memorial Week-End Activity

Outstanding in “good work” for March for many will be the Memorial celebration on Thursday evening, March 25. This event always attracts the interest of Jehovah’s servants, repeatedly resulting in a peak of publishers. With proper preparation another peak is possible this time. To aid

District Assembly at Atlanta

The first of the 1943 district assemblies in the United States will be held in Atlanta, Georgia, March 26-28. The meeting will be held at the Ad- dorium, 30 Courtland Street. Room Request Forms and other details have already been mailed to all publishers. Companies embraced within District No. 2, in which this assembly is being held, will see to it that their Room Request Forms are forwarded to Watchtower Service, 43 Spring Street N.W., Atlanta 3, Georgia, not later than February 5. Brother Frank Post, who is in charge of the assembly, has well the Society’s headquarters expect to be present at this assembly and will be available to answer any questions. He also hopes to operate a cafeteria for the convenience of the brethren. All publishers should begin planning now to attend this assembly and encourage all their good-will interest to come to the convention with them.

Field Service Report

MONTHLY QUOTAS

Sp’l Pubs. 1,364 176.0 50.0 7.1 2.0 2.1
Gen. Pubs. 70,784 14.5 3.6 1.0 0.8 0.7

December Report

Sp’l Pubs. 1,651 129.5 37.7 5.3 1.6 1.2
Gen. Pubs. 2,561 129.5 37.7 5.3 1.6 1.2

PUBLIC MEETING CAMPAIGN

Public Meetings Held 3,372

Publications Now in Stock

“Let God Be True”—English

“Make You Free” —Hollandish

“Make You True” —Norwegian

“The Truth Shall Make You True” —French

“The Prince of Peace” —German

“Be Glad, Ye Nations” —French

“Be Glad, Ye Nations” —Hungarian

“Be Glad, Ye Nations” —Polish

“The Message of the Kingdom” —Tagalog

“Paradise Earth—Man’s Home” —Tagalog

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“Dwight L. Eisenhower” —Tagalog

“World, Where is God?” —Tagalog

“The Kingdom of God Is Near!” —Pangasinan

Companies Furnishing Literature to Pioneers

The Instruction Sheet sent in the December, 1947, “Informant” should be followed when pioneers obtain literature from companies. Thus it will be unnecessary for companies to send the Society a letter when making such transactions. When with the inauguration of the new Literature Request Form take the place of previous in- struction sheets, on October 23, 1947, sent to companies and pioneers.

Foreign-Language Meetings

Foreign-language meetings which have already had an enthusiastic response, will be continued with the literature in the foreign languages furnished by the various groups of speakers and all arrangements for these meetings will be the same as with the English meetings, and made up in the language of the pioneer to whom they are committed. A copy of the handbill must be given in the language in which you wish it to appear. If portions are omitted or left untranslated, the order will be returned for correction. It is an important requirement to check these orders as any other correspondence with the Society.

New Talks Give Impetus

The public meeting program will be greatly aided during March by the provision of a new series of talks. Their titles are:

1. “The Kingdom of God”
2. “Let God Be True”
3. “Pray Without Ceasing”
5. “The Prince of Peace”
6. “Be Glad, Ye Nations”
7. “The Message of the Kingdom”
8. “Paradise Earth—Man’s Home”
10. “World, Where is God?”

New Talks Give Impetus

Public Meetings Make Progress

New Talks for 1948

Foreign-speaking People to Benefit

The flow of truth reaching hearers around the world has continuously swelled until today there is scarcely a community that does not have a splendid public meeting, for speakers from the home offices have been diligently trained and have been directed by the spirit of Jehovah. With this continuing, the work be growing?

Because of this constant effort on the part of our brethren, worldwide, the encouraging report on public meetings in the 1948 Yearbook was not surprising. The meetings held in all nations and presented in all languages, with a total attendance reaching into millions! A world attendance figure of 250,582 on one Sunday alone! Yet before us lies the prospect of even greater accomplishments when the organization expands and all companies become more aware that the public meeting is an integral part of our Theocratic activity.

New Talks Give Impetus

Personal Pioneer Letter

Aims Toward 10 Percent Goal

A most favorable opportunity now opens up for the servants of Jehovah to become pioneers. The new provision of the 1948 Yearbook provides the opportunity, and we confidently anticipate a ready response from all, who can avail themselves of this helpful arrangement. That each servant of God may be assisted in doing this work is the objective. Rather important, an individual copy of a letter on the pioneer service is available with this “Informant.” Besides being strengthened by this letter, this is to be read as part of the next service meeting and fully considered and then made part of the service meeting in that month, as well as be read at the first Watchtower study after its receipt.

Present Response Gratifying;

Expressions of joy and appreciation pour into the office daily because brethren previously unable to do pioneer work now do so. One sister wrote: “This is the happiest day of my life!” Others have written: “You are used to be dropped from the list wrote: “Please cancel our removal; we want to be on the list now.” Still another says, “The new arrangement is a loving and merciful way of getting into pioneer work, and will bring about a great increase in the ranks of full-time members of the congregation.”

Heartfelt gratitude moves such to active service. As you read your copy of this letter, remember that your pioneer service for Jehovah and his righteous cause prompt you to zealous action. Brother—sister, be encouraged to do your part, and do it now, as it is this pioneer service that will enable the servants of the company. No meetings should be arranged for indepeendent of the company organization. Foreign-speaking brethren who are unable to improve their own ministry by enrolling and participating in the Theocratic Ministry will be able to engage in the public meetings by delivering the message in their own language if the committee and the local assembly so decide. Experience gained through the Theocratic min­ istry course will undoubtedly be a great aid to these brethren in pre­ paring the public talks.

When ordering handbills for for­ eign-language meetings, keep in mind that the right side of the hand­ bill must be given in the language in which you wish it to appear. If portions are omitted or left untranslated, the order will be returned for correction. It is an important requirement to check these orders as any other correspondence with the Society.

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**Inspired Teaching to Equip for Good Work**

**Watchtower Campaign Passes Halfway Mark**

**shall we surpass our 1947 peak of publishers?**

Set apart in bold relief from the joyous crowd of 'educators' of this world, who train men for varied tasks, our elder, Jehovah, provides his inspired Word as a means of equipping for good works. So affirms Isaiah 40:17. (Moffatt's translation) "All scripture is inspired by God and profitable for teaching, for reproof, for correction, for instruction in righteousness; each company, half its..."

To the growing group who would do good works, knowledge of the白雪 is prized above all other education. It is for these that the illustrated pages of The Watchtower are provided. Through this God-given channel has come each new revelation. One very important principle and fundamental truth now comprising the vital equipment of God's servants. Heartfelt appreciation impels them to give The Watchtower wide distribution that an increasing number of workers may be properly educated and equipped.

As we enter the month of March, there is no reason why the March Watchtower campaign has gone by. Each company publisher should by now have obtained at least one subscription; each company, half in quota. How has your company fared in this respect? Have you already exceeded your quota? Keep on spreading inspired Bible teaching to the greatest extent possible. Good works last have yet reached one-half the quota. Diligence in the field service program outlined for March will surely enable all to catch up. Stress The Watchtower in each presentation. But even though the householder may not subscribe or accept any of the alternative offers, endeavor to leave a copy of the new booklet The Joy of the People. The rather large stock of this booklet yet on hand indicates that it is not being distributed as extensively as it should. Each publisher place a copy in every home where it will be read.

**Working for a New Peak of Publishers**

With Memorial week-end activity as a climax, March can witness a new peak in the number of publishers. There have been 97,728 associated during the past six months. Indeed, last year's peak can be surpassed. The larger total stock of this booklet yet on hand indicates that it is not being distributed as extensively as it should. Each publisher place a copy in every home where it will be read.

**Arrange Interesting, instructive Service Meetings**

**Thorough Preparation Vital**

To be "equipped for good work in all readiness" is a requirement for the efficient minister of God. And a lively, instructive company service meeting is the prime opportunity for equipping Jehovah's servants now. Further, such are conducive to the individual's spiritual health and well-being. But how to make them interesting, instructive, alive—that is the frequently-encountered problem.

The First Essential

Perhaps the most outstanding weakness relative to service meetings is lack of preparation. Thorough preparation is a primary requisite to a successful meeting. To a large extent the responsibility of preparing the service meeting rests upon the company servant, as it is he who must plan well-balanced meetings a month in advance. He will schedule the Informant articles for each week so that all will be covered during the course of the month, and also determine the manner in which they will be presented. Will he by an extemporaneous talk, a demonstration, a dialogue, or questions and answers? If other necessary material will also be selected for the meeting, Yourbook discussions, Watchtower articles on material, translations on local activity and various features of the work; all can be used to good avail. In all his preparation the company servant will be aware of local weaknesses and difficulties and how to prepare meetings so as to offer helpful suggestions in remedying the weaknesses. In outlining meetings for the month give attention to balance, coherence, variety and time allotment. But be sure to consider special letters from the Society or emergency matters that may arise.

Next, assign the service meeting parts. In so doing, the various capabilities of the brother used should be taken into consideration. Perhaps one brother is capable of planning and presenting a demonstration, whereas another brother's ability lends toward presenting information by extemporaneous talks. Assignments on the service meeting program need not be limited to servants in the company. Brethren desiring ability in the Theocratic ministry school should also be used. The company servant should have carefully studied how to present material in the most effective manner. But what material should be covered in each assignment, as well as how it is to be presented?

Preparation for service meetings minutes allowed for opening and closing remarks. Having listened to a talk on the Kingdom and the years of experience in translation work should be stated. Please note that the suggested translator is not absolutely conversant with the grammar and idioms of the language concerned. The languages are:

- Albanian
- Hebrew
- Slovenian
- Bohemian
- Icelandic
- Turkish
- Bulgarian
- Chinese
- Polish
- Yiddish
- Croatian
- Russian

**Publications Now in Stock**

"The Kingdom Is at Hand" Study Questions-Spanish

**subscriptions to date**

$4.40

**Translators**

In order to advance the disciple of the nations as rapidly, the Society is interested in having competent translators in particular languages as listed below. These translators must be persons who are thoroughly familiar with English and the language in which translation is desired. If any brethren are qualified translators, or if they know of capable persons who would be willing to do some translation work for the Society, they should communicate with the President's Office, 124 Columbia Heights, Brooklyn 2, New York. The number of years of school in the language, and the years of experience in translation work should be stated. Please note that the suggested translator is not absolutely conversant with the grammar and idioms of the language concerned. The languages are:

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- Bohemian
- Icelandic
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**Publications Now in Stock**

"The Kingdom Is at Hand" Study Questions-Spanish

**In my will praise unto thee among the nations."—Ps. 57:9, A. V.”
Will April Be Our Biggest Month?

With the intensified Memorial week-end activity as the springboard and publishers continuing energetically the "Biggest Month" campaign of April, that month can be our best yet. April's advance need not come at the expense of the first few months of Jehovah's visible army. It should also include an ever-increasing number of the brothers who are a part of Jehovah's service. To continue to maintain as well as seeking out the largest number possible, many new publishers will have begun service activity in April. They will want to continue their wisely chosen course, and should be multiplied to assist in the service. Do not allow any advance toward new publisher peaks in April, past gains must be stoutly maintained, and the change in weather, coupled with work, should be considered before the entire company.

Some of the brothers are having difficulty in finding a theme for their student talks on Bible chapters and their text book selections. Because, especially since the assignment often seems to contain much unrelated material, an attempt will be made to see that these assignments serve as good training in gaining coherence. The lectures for the above talks will be taken up before taking up the text-book "Equipped for Every Good Work" that stressed that each student talk should be considered as a whole, with introduction, body and conclusion. In the "Choosing a Theme" section in Lesson 5 in Theocratic Aid to Kingdom Publishers, do not limit yourself to one or two assigned chapters. Limiting oneself to the material in the assigned chapters does not produce the desired goals or any gain in coherence. These assignments serve as good training in gaining coherence. The lectures for the above talks will be taken up before taking up the text-book "Equipped for Every Good Work".

Choosing a Theme

One of the main points, how the assignments are to be considered before the entire series of talks. To do this, however, each must be able to develop the theme, and that no important feature of the text could be made to serve as the theme. Every Good Work" for the April lessons. The theme could be "How Birds Build Their Nests". This month will see all the school work up in full swing. It is the time to turn in any reports for the spring session and the annual report of the schools. The facts must be properly tied to a theme that can be considered by the students. Diligence in giving the right answer and a proper use of connectives mutually the material in the assigned chapters can be tied to a well-chosen theme. As the lessons are completed, an effort could be made to see that the themes are not too general. The "Theocratic Ministry School" will greatly benefit all students. Let both brothers and sisters take full advantage of all the features of the school in Theocratic Ministry available to them and thereby continue to become even more able ministers of the gospel.

Second Pioneer Letter

Once again the call goes out! Who among you has not had any manuscripts of the Watchtower. No one can be excused for not reading these publications. They are meant for you. In order to get the most out of The Watchtower, how we it is studied each week in Kingdom halls, or in your home. The objective is to be a real student of Jehovah. Read the entire lesson and bear fruit. When you do obtain a subscription from one of these whose subscriptions have expired, report it as a new subscription and give the subscriber the eight-booklet premium.

Advance can likewise be made in street witnessing, due to April's milder weather. Keep The Watchtower and Awake! before the public. Many subscriptions have been obtained both on the streets and through Bible studies. This is the time to get the magazines displayed by the publishers.

Field Service Report

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PUBLIC MEETING CAMPAIGN

Public Meetings Held 3,137

The Theocratic Ministry School

Student Talks Provide Good Training in Coherence

Among the provisions of the Lord for the equipping of his ministers for good work is the school in Theocratic Ministry. If this fact will cause all the brethren to faithfully attend the school, as well as bring in new students into their homes, including the reading of the Bible books. This is necessary if we are to get the full benefit from the study. For the brothers, the school serves the additional purpose of furnishing them with a title to the public talks. To do this, however, the talks must be more than a collection of Bible references. The facts must be properly tied to each other and shown in their relationship to the theme. The subject of the school must be continually kept to the fore and emphasized throughout. In other words, the talks must have coherence.

MEMORIAL REPORT

Included with this Informant is a special "Memorial Activity" card to be used in connection with the April Memorial Service. It is to be filled out completely and mailed after the Watchtower study on the 21st. This activity card may be photostated and do not enclose it in an envelope. Isolated pioneers are encouraged to use the activity card to plan a company Memorial service. If unable to do this, arrangements may be made for the local company service separate from a company. In this event, one report for each place the activity is to be used should be mailed to the Jubilee ad Committee. Many subscriptions have been obtained by the activity card. Attendance at the public Memorial service on Sunday, April 21, should be sent in on the Memorial Service report card.

It is the time to turn in any reports for the spring session and the annual report of the schools. The facts must be properly tied to a theme that can be considered by the students. Diligence in giving the right answer and a proper use of connectives mutually the material in the assigned chapters can be tied to a well-chosen theme. As the lessons are completed, an effort could be made to see that the themes are not too general. The "Theocratic Ministry School" will greatly benefit all students. Let both brothers and sisters take full advantage of all the features of the school in Theocratic Ministry available to them and thereby continue to become even more able ministers of the gospel.
"All Nations Advance" Testimony Period

Final Month of 1948 Watchtower Campaign

Stress The Watchtower; Work for Peak of Publishers

Theocracy’s advance is on among the nations! The irresistible onward march of truth-spreading grows over the earth. With trusty assurance that “he (Jehovah) it is that shall tread down our enemies”, advancing knowledge and instruction in the interests of the Kingdom. Such advance-minded publishers cherish the opportunity to share in Theocratic progress, and rejoice at the prospects of advancement afforded all publishers. Truth in the “ALL NATIONS ADVANCE” Testimony Period in April—Psalm 60: 12.

Advance the “Watchtower” Campaign

April marks the final month of the 1948 Watchtower campaign, during which a year’s subscription for The Watchtower for one dollar, with generous discounts for those taking the offer. Older booklets included in combinations should not discourage them. The Society has not already done so, arrange to start the interesting and timely new series of public talks in April.

April is a splendid month to take the forward step to pioneer new territories. It is by following the arrangement outlined by the Society’s president at the Philadelphia convention, by many advance-minded publishers, that personal pioneer letters, will find it possible to enter the full-time ranks, contributing toward the 10 per cent goal, and a hoped-for peak of pioneers in this country. Moreover, those so doing will certainly do their share in reaching a new high in number of company publishers in April. How? Brethren advancing to the pioneer ranks will naturally devote more time to Kingdom service, and hence will be able to assist more individuals in entering field activity. Pioneers can also be a great help in aiding weak publishers in the company.

By April many subscriptions that were obtained in 1945 will have expired. Necessarily, the “All Nations Advance” will include following up these expired subscriptions, as well as new ones, and encouraging home Watchtower studies. Back-call servants should make certain that expiration slips received from the Society are cared for immediately. It is not our desire to simply obtain 300,000 new subscriptions, but we hope to have subscribers who have been on the list for the past few years continue to receive the Watchtower by renewing their Watchtower subscriptions.

Advance the Peak of Publishers

Indeed, one of the needs of publishers is in keeping with the April advance in all nations. Doubtless many of you are in an active field service during the busiest-giving Memorial week-end in March will desire to continue their Kingdom service. These should be heartily encouraged to extend their activity into April, which can be the biggest month of the year for new subscriptions. Often,grand and regular publishers will co-operate and arrange to offer needed assistance to new publishers, as well as the irregular and inactive.

The “All Nations Advance” Testimony Period will be the excellent time to invite good-will interest to progress to truth-advancing. Touchingly invite them to accompany you in the service work and then aid them in every way possible to continue therein.

Another avenue of advance, which will aid in effecting an all-time high in number of publishers, is the new publications. During April every truth-minded publisher is encouraged to extend their subscriptions.

April marks the final month of the year’s subscription for the first two months paid for the second half of the year. Wherever possible, the price of one dollar for a year’s subscription will be an excellent thing.

Vacation Pioneers

There is no doubt that the coming of spring will witness an encouraging increase in the number of pioneers. During the summer months, things like youth and travel are couple. Regular pioneers, will be the vacation pioneers, boys and girls who wisely recognize that their early years can be most profitably be spent serving their Creator, and adults whose vacation periods permit expanded service. Now is the time for you to start planning so that when vacation comes there will be no delay. Vacation pioneers can do much to encourage the young for when they get started on a sound basis.

Vacation Pioneer Study

Remember Pioneering

Subscriptions to Date

Out of Stock

The following items are now permanently out of stock:
1948 Calendar
1948 Yearbook of Jehovah’s witnesses

District Assembly

Atlanta Assemblers Richly Blessed

From Wheeling, West Virginia, on the north to Key West, Florida, the news and whisper of Kentucky to the Atlantic ocean, witnesses streamed to the focal point of religious activity in the southern United States, for the first of a series of district assemblies in 1948.

The most prominent was held in the spacious Municipal Auditorium. The entire main floor was filled for the opening service. Many more were the by publishers desiring of reaping full benefits from the assembly. Over 1, 000 people attended the public meeting Sunday evening. The program was presented by the president or other representatives of the Society.

The opening feature of the meeting was the presence of the chairman Friday afternoon to Brother Knorr’s concluding remarks Saturday evening, the program was brimful with choice food from the Lord, each portion bringing some new information which was presented by the president or other representatives of the Society. The program was brimful with choice food from the Lord, each portion bringing some new information which was presented by the president or other representatives of the Society. The program was brimful with choice food from the Lord, each portion bringing some new information which was presented by the president or other representatives of the Society. The program was brimful with choice food from the Lord, each portion bringing some new information which was presented by the president or other representatives of the Society.

Many references were made to the various departments, pointing out the great strides which had been made in all sections of the world, with the promise of even greater things to come.

In closing, Brother Knorr delivered the “Kingdom Hope of All Mankind”.

Practical Instructio

Throughout all sessions notebooks had been very much in evidence as the interesting listeners recorded information from the talks, demonstrations, and experiences for use by themselves and those at home who had been unable to attend.

The district assembly, in addition to proving most valuable to the publishers, gave an effective witness to the friendly city of Atlanta, one newspaper reporting, “The Atlanta Assemblers, in War-Torn World”. Happy smiles and joyful voices gave evidence of keen appreciation of the work. A large meeting was held at a war-time center.

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The Tongue of the Wise Is Health

Starting Book Studies to Be Featured During May

‘Let God Be True’ and The Joy of All ‘People to Be Offered’

In spite of all the efforts of men to gain health and life, the human race continues on its downward course. In the case of the only means of health and life, a knowledge of Jehovah and his Son, Christ Jesus, the only knowledge and are wise will impart it to others, even as the text for the month of May appears. The only true knowledge is the one that will bring health, life, and immortality. It is the only knowledge that is available to everyone, whether owned or rented, as the Watchtower dates show. (February Report, pp. 7.1, 7.5, 7.10, 7.17, 7.20, 7.24)

The Tongue of the Wise Is Health

The Kingdom Hall

A Clean Place of Pure Worship

More than anything else the people of today need a knowledge that will bring health, life, and immortality. Jehovah has established in cities and towns from coast to coast in this country and abroad in lands that are not yet the scene of the Kingdom’s work. It is the Kingdom Hall, and not any imposing building, that will bring the people of today to the ends of their territory. It is at the Kingdom Hall, and not at any other place, that persons may assemble with a Christian congregation to learn the way of salvation. Does God want all persons who might otherwise be deaf to the Kingdom’s testimony to be heard, and, for some, the added privilege of giving the public the talk?

The Kingdom Hall

Is starting a book study, the tongue of the wise will be careful to use tact, even when difficult situations arise. This is done automatically, instead of flatter contradict, pose a question, such as: “I hear that you have only a slight interest in the subject. What can I do to make the study more appealing to you?” This question is tactful, and, for some, the added privilege of giving the public the talk.

During the month of May, and at all times, let us show our love for Jehovah, for righteousness, for life, for immortality, and for the Kingdom. To improve this situation, one dollar during May.

The Kingdom Hall

Field Service Report

MONTHLY QUOTAS

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PUBLIC MEETING CALLINGS

Public Meeting Calls Held, 3,564

Diligence in Every Good Work

By following this Christlike and God-fearing way, you can have the greatest possible fruitage from your service and bring blessings to yourself and others. As you go from door to door you will find that some of your present-day brothers are there and are always prepared to have a moment to discuss the Kingdom’s interests. Let them know that you can better judge your frankness and integrity and a book study to be featured during May. "Let God Be True" and the Joy of the People to Be Offered. (Field Service Report, p. 1.2, 1.5)

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Back-Call and Book-Study Activity to Be Stressed

The tongue is a little member, but even though small, it is difficult to tame. When used wisely it is capable of inflicting deep wounds and stirring strife. But when used wisely, the tongue of a Kingdom publisher brings health to himself and others and prayer to Jehovah. In the words of our text for this month, “There is that speaketh like the piercings of a sword: but the tongue of the wise is health. The mouth of the good shall be fed; but the tongue of the ungodly shall be at the seat of the devil.” (Prov. 12:18-19) Indeed, health and life are in the power of the tongue. Hence, the publisher who wants health and life for himself and others will make wise use of the tongue during May, presenting the book “Let God Be True”, together with the booklet, “The Joy of All the People”, on a contribution of 35c.

In presenting the month’s offer, wise and wisely will the ambassador call upon application received through the service meetings and Theocratic ministry school will be used if there are healthy, wise, thoughtful ones. Careful coverage of territory means that many will persons will be visited and more “Let God Be True” will be placed, resulting in added opportunities for back-calls and studies. Do not wait until interest has begun to wane before making such calls. Go back the next week. Give them an invitation to the current lecture. Then, by wise use of the tongue, fan the spark of interest into flame. By so doing, the very heat of the tongue activity arrives, many of those not really interested will have been determined, permitting special attention to be given to those manifesting real interest.

“Let God Be True” Service Meeting

After having spent four months presenting magazines and booklets, a service meeting during May may include a discussion of talking points on the book, demonstrate how to illustrate its presentation, information on following up placements of “Let God Be True” booklets, etc. How or how to present it to Watchtower subscribers.

Wise tongues can also be taught to start book studies. There is a wealth of material which alert servants can work into this meeting, presenting it in a variety of ways, so that it will be interesting and profitable to all.

Let the month of May, then, be one in which the tongue of the wise publisher is kept busy bringing truth, leaving no time for things which cut life prospects to but a moment. How wise it is to use the lip for truth and be established forever!

New Booklet Released

Prepare Now for Wide Distribution

A new booklet, Permanent Governor of All Nations, has been released during the July and August campaign. Announcement is now made so that supplies can be ordered in advance. A quota of 25 booklets per publisher and 100 per pioneer for each of the two months has been set. Thus the quota for the two-month campaign will be 50 booklets for each company publisher and 200 for each pioneer. It is requested that the company publisher, before ordering, to check by a raising of hands how many of his members are willing to assume this quota.

Each week the stock servant can advise the company servant how many of the new booklets have gone into the hands of the publishers, and this figure can be announced weekly at the service meeting. This will allow a close check on whether sufficient booklets to meet the quota are getting into the hands of the publishers. Additional effort should be put forth when the quota is lagging. There is nothing gained by having the booklets accumulate in the hands of the publishers; hence, let’s leave a copy in every house where it will be read.

Subscriptions Renewals and Inquiries

Renewal blanks are sent to each Watchtower and Awake! subscriber prior to expiration of subscriptions. These cards or letters are completely and sent in at the time of renewal, making sure to note any recent change of address.

It will be of even greater assistance to the Society if you will fill in and pass these to the renewal blank a recent address label from your magazine or its wrapper. All essential information, such as name, address, and telephone number, etc., appears on each address label. The expiration symbol, such as W 6 86 or G 9 48, should also appear on the label you select to send in with your renewal slip. The Watchtower magazine is designated by the W and Awake! by the G. The numerals denote the month and year of expiration.

When writing the Society asking for a change of address or making inquiries, your inquiry will be more quickly handled if you send your other’s subscription, the matter can be more quickly handled if you will attach the address label to your letter.

Subscribers in other countries will, of course, send renewal blanks to their respective Branch offices.
“Neighbor Love” Testimony Period

Wielding the Stranger Essential

This world has utterly forsaken Jehovah’s righteous rule of action: “Love thy neighbor as thyself.” Instead, greediness, selfishness, and Godlessness form the pattern of life in this doomed old world. However, love is not merely to be expressed; it is to be evidenced and manifested outwardly. (See Organization Instructions, paragraph 88.) At the Watchtower study be made certain that public meetings for the next several weeks will have the focus of bringing together a large group of persons to express their “neighbor love” in other people’s behalf. Justice and neighborliness will be brought home through the publications, magazines so they can receive full benefit from the study. Publishers should always be alert to cheerfully extend a warm, sincere welcome to new interest. Conversely freely with them, but do not monopolize the United States, was conducted by other publishers. Make a tour of the Kingdom Hall, explaining the various departments. If you not welcoming strangers at a public meeting, arrange for back-calls, offer to further serve them during the next public or company meeting. Realize display your “neighbor love” by cheering the strangers.

Unlike the pre-existing organizations of this world, Jehovah’s witnesses will display their right sense of justice and fellow men by applying the righteous rule of action, “love thy neighbor as thyself.” That is the essence of Kingdom activity during the “Neighbor Love” Testimony Period in June. Will you share therein?

1948 District Assemblies

Divine Provision for Enlightenment

The present year’s district assemblies scheduled for 1948 is a part of the majestic organization of Jehovah, directed by his holy spirit. Each one actively accomplishes his purposes, dispelling the gloom of religion and superstition and bringing comfort and cheer to all valiant soldiers of the King Eternal. The kingdom will be further lightened and equipped to better Theocratic ministers.

World-wide District Assembly Activity

The recent district assembly at Atlanta, Georgia, the first for the South, was well conducted. It is also scheduled for Houston, Texas, May 7-9, to be followed by the Oakland, California, assembly, May 28-30. But this time, there will be no assembly at all, as the Southern California and the isles of the sea. Surely the Lord’s organization cannot stand accursed; you will make sure to get together, “and so much the more as the final day approaches.”

The district assemblies will be more difficult to attend than a circuit assembly, because of the greater distances involved. Many such disadvantages will be more than offset by what is gained in return, Jehovah is no waster. Since it is he who provides such assemblies, it cannot be considered a waste of money and time to attend. There will be a table

Have You Fully Considered Pioneering? The Pioneer Ranks Are Joyful

Join the Joyful Throng

Jehovah’s blessings has been manifest in the gratifying response to letters inviting publishers to take up the pioneer service. The growing list of those who are meeting their obligations. Convinced that Satan’s old world is on the way out, they are gaining the time unnecessarily in old-world pursuits. Instead, they are now spending their time and energy wholly to Jehovah’s pleasure.

But our quota has not yet been reached. There are many more who can and should be pioneers. Earnestly and prayerfully weigh all the points involved, and perhaps you, too, will be different and make the necessary step. Many have written in to tell us that their previous objections and excuses have been completely broken down by the Scriptural reasons advanced for pioneering, leaving them with but one course: to proclaim the good news of the Kingdom to the world. And so they have joyfully followed with full appreciation that pioneering is a joy. This is another, but this pioneer service that will bring forth Jehovah’s blessing.

Vacation Pioneer Service

Again vacation pioneer time is at hand. It is time for school children, during vacation young ministers can go out and teach others. Spreading the equal opportunity of school time in full our way to have a day for five days a week, it will be possible to meet the new reduced quota of 120 persons per month. Undoubtedly, many more young folks will feel capable of meeting this quota and will apply for this special service. As the number is more than the greatest zeal and energy be used in singing praises to God, putting to prac­tice what we have learned in Theocratic ministry school and service meetings. When writing for your application, be sure to state the district, assembly, and field you want.

Let all consecrated servants, then, consider pioneer service fully. Whether you are engaged in the services of a vacation pioneer or with the hope of continued pioneer service, your joys are certain to be multiplied at the hand of our bountiful Father, Jehovah.

Field Service Report

MONTHLY QUOTAS

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<thead>
<tr>
<th>Month</th>
<th>Av.</th>
<th>Av.</th>
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<td>3,665</td>
<td>51</td>
<td>117,311</td>
<td>12.1</td>
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</tbody>
</table>

PUBLIC MEETING CAMPAIGN

Memorial Week-End Activity

Attendance at Memorial 117,311

Attendance at Public Meeting 64,117

SUBSCRIPTIONS TO DATE

202,455

District Servant and Servant to the Brethren Talks

The district servant’s talk at circuit assemblies in the year 1948 will be “Freedom for All Nations.” After July 1, servants to the brethren will have the new subject “Superhuman Rulers of This World,” except where the previous talk, “Paradise Earth—Man’s Permanent Home,” has not yet been given. Handbills should be ordered accordingly.
“Neighbor Love” Testimony Period
Current Book-and-Bookmarklet Offer Continued

Stress Back-Call and Public Meeting Activity

Love for the Provider of the hope of everlasting life and its attendant blessings prompts sincere persons to learn God’s righteous requirements, and, having learned, to act in harmony with them. Then, God’s command to “love thy neighbor as thyself” (Lev. 19:18) will not be found to be of little value to us. For every such problem is found in the Bible, and the book “True” is full of meaning. During June, other features of the Testimony Period will continue to be stressed.

Making Remittances

Use New Remittance Form

Included with this Informant is a supply of a new remittance form (which is to replace the old form, beginning July 1), with instructions on how to order, the opening of magazine accounts, amount of remittances to send for subscriptions, etc. All servants and pioneers should get the letter diligent study, and it should also be considered at service meetings, so that everyone can be acquainted with this material. The careful following of these instructions will not only facilitate the handling of magazine orders and accounts, but will also ensure the promptness and accuracy in the handling of magazine orders and accounts.

New Magazine Letter

A copy of a new magazine letter is being sent to each company and pioneer, giving information on how to order, the opening of magazine accounts, amount of remittances to send for subscriptions, etc. All servants and pioneers should get the letter diligent study, and it should also be considered at service meetings, so that everyone can be acquainted with this material. The careful following of these instructions will not only facilitate the handling of magazine orders and accounts, but will also ensure the promptness and accuracy in the handling of magazine orders and accounts.

European Relief

It has come to the attention of the Society that individuals in Germany and other countries of Jehovah’s Witnesses to Jehovah’s Witnesses and the Society in principal cities throughout the United States. These letters contain no nothing. Often when investigations are made it is found that the persons who have not received the German were not Kingston publishers, and are sometimes opposers. The Society has a Branch office in Germany to distribute the relief materials fairly among the worthy persons, and it is hoped that in Europe is known to you, it is all right to send help, if you see fit.

Show Love by Calling Back

While a study may not result from every publication of “Let God Be True”, let this not be because of our failure to properly show love for our neighbors. Consider each one of these questions, and let the results of your study. Diligence will bring heart-cheering results. Then, when studies are started, be dependable, calling back those who showed interest, and keep them in mind.

Instructing the Obtainers How to Use This Fund of Information

But the showing of love is not time-consuming—simply appearing at the meetings will not do the work. Our neighbors whom we have shown interest in before will be of greatest assistance to our work. And the opening of a magazine account is an easy way of starting, but some one who has not a magazine account might become interested in one.

Making Remittances

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Praise Guarantees Salvation

New booklet, "Permanent Governor of All Nations," to Be Featured

July Suitable for Rural Activity

Jehovah God, the giver of every good and perfect gift, has provided a gracious means whereby men can gain the salvation that is guaranteed by his word. This is a practice that is guaranteed by salvation.

During the month of July we will praise Jehovah by going from house to house presenting the book, "The Kingdom is at Hand," and the new booklet, "Permanent Governor of All Nations," on a contribution of 35c. Most companies will have ordered, by whatever means, a sufficient supply of this splendid booklet, and, when its distribution begins in July, will be able to include it with their door-to-door offerings. Truly the peoples constantly perplexed by anxiety and unrest need today the comforting message of the Kingdom that announces the sure remedy for these woes. Thousands from publishers, then, will review these publications and become familiar with their contents, in order to give a clear presentation of the Kingdom message at the doors. The book, with its effective narrative style, treats of the chosen nation, and, thoroughly, from the original Edenic promise down to its final fulfillment in the New World. It can be used to show that Jehovah has already provided the King of this new era, and has set the permanent Governor of all nations. His ambassador-publishers will endeavor to leave a copy of the new booklet in every home, together with the joyful, effective demonstrations outlining the points the publishers can use in the presentation of these publications.

Praise that guarantees salvation includes making back-calls. These should be made by no means neglected. Publishers should make use of the field in the booklet in the field should note the interest shown by the recipient and, on the back-call, should endeavor to further his interest. The many bound books that were placed during June provide good material for such studies. Those not at present conducting a book study should follow the previous placements, and, if lacking a point, have this important work of praise. Experienced study conductors can lend much precious advice. A book study should be the ultimate goal of each publisher in placing literature.

Do Not Forget the Rural Territory

Territory previously covered in the Watchtower Campaign and with "Let God Be True" can be covered again and again, as the autumn harvest begins. The companies have territory that has not been worked with any of these offers. Concentrate on this territory, especially the smaller villages, and, in many cases, the people have not been witnessed to in many months. Servants should take the lead in working this and other territory, that the number of preachers of God's name may continue to increase.

Summer brings good weather and opportunity for outdoor public meetings. Jehovah richly blessed the outdoor public meetings last year, and many people of good-will were urged thereby. Servants should be on the alert to find suitable places to hold their meetings. Nevertheless, the people should be given the comfort of the people that came. Cool, shady lots with suitable seats should be selected wherever possible. Consideration of the direction of the wind, and protection against exposure should be kept in mind, if possible, will enable the audience to hear better. Good planning and support of the publishers and pioneers are certain to result in Jehovah's blessing on these meetings.

Praising to Jehovah, Kingdom publishers should take the way to salvation: "And let such as love thy salvation say continually, Let God be magnified."

(Ps. 99:1)

During this month we will let God be magnified by rendering praise to his continued praise guarantee salvation.

Publications Now in Stock

The Joy of All Malayalam
The Melchizedek Earth English
The New World German

Public Meeting Halls

Where the brethren find it impossible to get adequate facilities or private halls for public meetings, they might write to their county, state or board of education for school boards for permission to hold the public meetings in the school buildings. Jehovah's authorities will consent to the use of the school facilities on Sunday, when it would not interfere. In some states the school trustees or boards of education are, by law, required to permit the use of school buildings for community gatherings. If such is the case, the school may be coop­erated in to obtain a list of such buildings in states where the law allows the school to be used, communicate with the Society. For those manifesting some interest. A Call to Pioneers!

The need for pioneers in certain sections of the United States is ever greater. To meet this need the Society recommends that those general pioneers who find themselves with extra time on their hands begin pioneering in one of these states where the population is great and the publishers few, to compare with the rest of the United States. Publisher-to-population ratios for the states below range from 1,420 to 2,400, all of which are listed in the order of their need.

Kentucky
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
Wyoming

Of course, if some are able to pioneer only because of living at some distance from headquarters, they might alternate, engaging in study work and supervising the work of other pioneers. If the publishers are sending the Kingdom interests there.

A word of admonition to those laboring in this field is given: "Sing a song of sixpence, A pound of tangerines, Five and ten dollars of tobacco, A score of ripe bananas, And let us all rejoice, When the Kingdom interests there."

"Other sheep" will be man of the 1,400-hour quota. Those who have not done so should plan now to increase their hours for the summer months, bearing in mind the coming winter weather.

Field Service Report

MONTHLY QUOTAS

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April Report

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Organize Street Witnessing

Co-operation Necessary for Best Results

The worth-while work being done in the earth today is that related to the reconstruction of true worship. Through their witness Jehovah's people will inspire us with zeal for service in all its various features. However, this work can be done and done successfully only if Jehovah's purpose, our zeal, must be accompanied by knowledge. In this connection, let us consider how to carry on each feature of the work individually, but also of how we can co-operate with others to gain instead the best results for the best interests of the service.

Among the varied forms of service Jehovah is that of street witnessing. The public meeting campaign has resulted in more time being available, especially to handbill distribution; but lack of organization in some companies remains an hindrance. It is spent from being as effective as it should be. Organization and co-operation are essential. How, then, can street witnessing be better organized?

Organizing the Work

According to Organization Instructions, the advertising paper is, among other things, responsible for placing the street witness work, cooperating closely with other servants to see that hands have the best prospects of success. Where there are street corners and from door to door, as well as for assigning territory suitable for the work, we should be well to indicate not only the location of such assignments but the kind of work and the kind of street work to be done. There are certain street corners on which it would be easier to spread the Kingdom interests from morning until late at night on Saturdays, one publisher taking over when another is not available.

Both magazine publishers and those distributing handbills can be assigned to the same corner at the morning and evening services. By keeping both handbill and magazine distribution going simultaneously, the sales of magazines will be avoided, and it will result in a greater combined witness. Publishers, newspaper and magazine, are working in magazine work one week and handbill distribution the next. All should be glad to cooperate with the taking care of assigned territory at designated hours, so that all time devoted to this work may be most effective.

Having received such an assignment, the publisher should be reg­ular and prompt. All arenging in street magazine work he should be alert, stand erect, be friendly and courteous, appropriate manner, giving no suspicion of weariness. He should be quick to note people standing near, and, if possible, give a brief and effective witness regarding the magazine; and, of course, do not neglect to place the subscription offer. He should also carry a few handbills to give additional interest.

Or perhaps he is assigned to dis­turb handbills. In this activity he should not show a playerfulness. Additionally, a cheery invitation, perhaps men­tioning something interesting, such as talk, should go with the placing of the handbill. Make them feel that one of them will really be interested in them, and they will be welcome if they do. Such activity will go far in improving the effectiveness of our efforts.

The Kingdom work deserves our best. Let us give it our best by being individually zealous and alert and by mutually cooperating together.
Praise Guarantees Salvation

Place the “Kingdom Is at Hand” Book With New Booklet

Aid Others to Praise Jehovah

Has the praising of the political, commercial and religious rulers of this world ever led the people to praise Jehovah? What a pity, then, that the worldly leaders ever done for their fellow creatures anything deserving of peace and prosperity? Have such men, for whom the Lord has wrought such a wonderful salvation, brought the same blessings to others? Have they, who in times past have wrought for Jehovah, been ungrateful for their very existence; but instead of being indebted for their existence, have they done the very least to bring the message of the Kingdom to others, that they too might have a chance to share in the blessings of the Kingdom?

Jehovah's Kingdom Is at Hand

“The Kingd()m Is at Hand” is the message showing that the Kingdom is at hand. Who is worthy to be praised: the political, religious, or the kingdom? It is the political and the religious who have been most praised in history, but it is Jehovah who guarantees deliverance and salvation, and has already started on the work of preparing the Kingdom in the minds of the people. In every land, where there is a copy of this book, the message is being spread, and the Lord is working and preparing the Kingdom in the hearts of the people.

Guaranteeing Salvation for Others

Guaranteeing Salvation for Others: For concern is not that we alone may be saved, but that others also may obtain it. For our praise to guarantee it for others as well ourselves, we must make book-calls and conduct study meetings. For the ears of those of good-will to hear, to understand, and appreciate; and that means giving them individual and personal help, as one recently wrote to the Society: “Please send someone here to teach us. It is so hard to understand the Bible alone. We need lots of explanation.” We would not miss The Watchtower for anything but we need someone to help us. You “young men and maidens” who have selected vacation pioneering as your summer occupation have exercised commendable wisdom. While many of the places you have gone to are a corrupt world of adult and juvenile delinquency. Rather than “running wild” squandering precious time in places where you should not have chosen a course of conduct that is “different”, one wherein you are not allowed to try to save others who may be spent in serving your Maker. Through praising as vacation pioneers, you are receiving the best possible training for advancing in your life work as an ambassador of Jehovah and his kingdom. And in this, our work, our efforts, and our plans, we have chosen a course of conduct that is “different”, one wherein you are not allowed to try to save others who may be spent in serving your Maker. Through praising as vacation pioneers, you are receiving the best possible training for advancing in your life work as an ambassador of Jehovah and his kingdom.

Pioneering: A Splendid Opportunity

Our concern is not that we alone may be saved, but that others also may obtain it. For our praise to guarantee it for others as well as ourselves, we must make book-calls and conduct study meetings. For the ears of those of good-will to hear, to understand, and appreciate; and that means giving them individual and personal help, as one recently wrote to the Society: “Please send someone here to teach us. It is so hard to understand the Bible alone. We need lots of explanation.” We would not miss The Watchtower for anything but we need someone to help us. You “young men and maidens” who have selected vacation pioneering as your summer occupation have exercised commendable wisdom. While many of the places you have gone to are a corrupt world of adult and juvenile delinquency. Rather than “running wild” squandering precious time in places where you should not have chosen a course of conduct that is “different”, one wherein you are not allowed to try to save others who may be spent in serving your Maker. Through praising as vacation pioneers, you are receiving the best possible training for advancing in your life work as an ambassador of Jehovah and his kingdom. And in this, our work, our efforts, and our plans, we have chosen a course of conduct that is “different”, one wherein you are not allowed to try to save others who may be spent in serving your Maker. Through praising as vacation pioneers, you are receiving the best possible training for advancing in your life work as an ambassador of Jehovah and his kingdom.

Meeting the Requirements

Meeting the Requirements: Measuring up to the Theocratic requirements of the vacation pioneer calls for certain requisites on the part of the pioneer. He must first place full faith in Jehovah's promises and purposes, and display implicit trust in the Lord as the Provider of the needs of his servants. Next, the Theocratic ambassador would possess a keen appreciation of his service to Jehovah and of the responsibilities laid upon him by virtue of his high office of minister. With a keen desire to discharge these Theocratic duties properly, the servant of Jehovah will work with the utmost efficiency and look well to personal appearance. He will budget his time prudently and profitably, have a keen appreciation of the requirements of the vacation pioneer by resourcefully devoting a maximum amount of time to Kingdom work and study and a minimum amount of time to other activity. Furthermore, he will realize that a specialized minister will be regular, consistent. He will hasten to take an exemplary lead in all features of the Kingdom service, always alert to aid others in improving their ministry.

Thank You For Pioneering Activities

Thank You For Pioneering Activities: Pioneering might well be the turning point in your life, the start of a life career of regular pioneer service. Many general and special pioneers are filing the callings of regular full-time activity around the start of the vacation service. By faithfully “staying on the job” you may entertain the possibility of foreign service and other added privileges if that be the Lord's will. But be sure, first of all, that your brethren who have enrolled as vacation pioneers can be confident of the Lord's approval and may look for his abundant blessing as you utilize your faculties in a service that leads you in the path of life in the New World.

Publications Now in Stock

Publications Now in Stock: The “Truth Shall Make You Free” — Hungarian

The “Commander to the Peoples” — Bohemian (Czech)

“The Prince of Peace” — Hungarian

The Joy of All the People — Spanish

The Joy of All the People — Swedish

The Joy of All the People — German

Catalogue — English

Vacation pioneers might well be the turning point in your life, the start of a life career of regular pioneer service. Many general and special pioneers are filing the callings of regular full-time activity around the start of the vacation service. By faithfully “staying on the job” you may entertain the possibility of foreign service and other added privileges if that be the Lord's will. But be sure, first of all, that your brethren who have enrolled as vacation pioneers can be confident of the Lord's approval and may look for his abundant blessing as you utilize your faculties in a service that leads you in the path of life in the New World.
Consecration
Means Joyful Service
Individual Schedule to Include All Features
Jehovah has ordained a work to be done in the earth today. This is to preach Jehovah’s Kingdom message throughout the earth; and as his servants, Jehovah’s witnesses will do this work.
In contrast with the people of the world who are regimented into departments and supervisors, Jehovah’s servants are willing volunteers. To do the will of their Creator is a joy and a delight. They do not seek happiness anywhere except in and for their service, because they take God’s Word as true when it says that such worldly pleasures are vanity and that the only real joy comes from serving Jehovah.

Opportunity for a United Ministry
All consecrated witnesses of God are his ministers, whether they bear the name of pioneer, special pioneer, or vacation pioneer. All serve God “day and night,” devo tirelessly, with every day dedicated to his service. With good reason, “God’s Ministers” Testimony Period ought to show forth to his people the exciting freedom-giving truths to the people who sit as prisoners shackled to sin, sickness and death because of a false ministry by Satan’s servants. To all of God’s ministers, male and female, young and old, the divine opportunities open up during August to “make full proof of thy ministry” in your home territory. Let the Kingdom proclamation now, “The Kingdom is at Hand,” stand on the street, but also in the hands of these and many more thousands will be placed the absorbing 32-page booklet which details proof of the present reign of God’s ordained King—the Prophet, and of his kingdom, and the near end of wickedness. Spread the message of Kingdom truth from door to door, house to house, by other by offering the book and booklet to all you serve, and by getting news of the Permanent Governor published by the Watchtower. If possible, where they will read.

Increasing Our Joy
All Jehovah’s faithful servants have experienced and are experiencing his joy. Are you perhaps for one reason or another missing some of these joys of the Kingdom? Is it because an examination should be made to find out the reason why. Is it due to a failure to appreciate Jehovah’s promises as revealed in his Word and the great privilege of serving him? Then you should diligently study God’s Word and the promises it has provided for our joy and strength. This, with regular attendance at the meetings, will increase your joy of service. Is it due to a failure to engage in all of the services of the Kingdom? Why not? Should you not be able to do so? You must be offering better service. But much joy could be yours.

Field Service Report

Field Service Report

Field Service Report

Field Service Report

The above report shows our third consecutive monthly peak of publishing. At this time last year we had only 3,600 publishers and 5,000 pioneers. This year we have 8,000 publishers and 10,000 pioneers. We have exceeded last month by only 201, we rejoice, for May 1947 was the best month in the history of the Kingdom publishers and this May exceed it by more than 5,000 publishers.

For go forth undismayed by it because the unquenchable joy of sharing in Jehovah’s vindication overshadowing all the problems that lie in the path like a lamp shining in the darkness.

Yes, consecration to Jehovah means not only service; it means joy. Our joy only grows as we work. The harder we work the more we will have abundance of joy by taking advantage of all the provisions the Lord has supplied. We will only ask that we might have strength, and push ahead in the battle of endurance.
**Rearrangement of Circuits and Districts**

The year 1949 looms before us with glorious prospects of Theocratic and of world-wide activity. It is to change and gear the organization of the work to provide adequately for these prospects. The Lord's ministers have learned much during the past year, and this should contribute greatly to the effectiveness of the work being done. Beginning August 23, 1948, the Society is reorganizing the circuit and district servants for another year and many are almost always back in the service. The pioneer quota of United States so that practically all circuits will contain 24 companies. This will eliminate a number of circuits and increase the number of companies in almost all the others. The districts will also be altered to conform to this arrangement, and will, as in the past, be composed of sufficient circuits to provide for 24 circuit assemblies every six months. The service year may have a proper appreciation of the fact that many of the brethren now in the U.S. will have a new world-wide peak of activity. It is to be hoped that the work will go forward with increased activity. The above readjustment and the rearrangement of personnel will be an important factor in this work.

**Field Service Report**

**MONTHLY QUOTAS**

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<th>Group</th>
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**PUBLIC MEETING CAMPAIGN**

**Public Meetings Held**

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**Efforts are being made to get the Informant into the hands of the publishers earlier than heretofore. In order for the report which appears in each issue to be as complete as possible, all companies and publishers should give special attention to sending their report to the Society promptly. Should there be any change in your report card, please make a note of it on your report card and in the monthly and at the end of the month, thus making possible a complete and prompt report to the Society.**
Endurance for Our and Others’ Salvation

September to Be a Month of Profitable Endurance
For a Christian to faithfully endure the hardships of the ministry means life everlasting. Wrought within him are the sufferings of his own salvation but the means for others to gain salvation. Fittingly the apostle Paul referred to his minister, Timothy, “Take heed unto thyself, and unto the doctrine; continue in them. Feed the flock of God which is among you, taking the oversight of the same.”

Christians, of today know they have more to work for than their own salvation. They must demonstrate unselfish love for their neighbor by offering to him the opportunity to hear and understand the precious words of God. That this is being done throughout the world today on a large scale is attested to by the fruitful results of Jehovah’s witness’ activities during the past year. It has been a year of endurance, yes, just as the apostle Paul so forcibly counseled his brother, Gideon, but Jehovah’s servants know that by enduring until the end their reward will be attested to by the fruitful results of their work.

September begins another service year for the Lord’s servants. As we begin our year, let us approach it with a positive attitude. They are ever more determined to do the great work by wisely preaching that the Lord has purposed to do. They know the Kingdom message must be known by all men. They may know the way to life, and they understand the words of Paul, “Howbeit we preach the gospel, not in this case as of experiential knowledge, but as of persuasion; knowing that, even if we be甚者lose, we are not losers, but have gained that which is of most value, even your souls.”

September-October Enrollment Advances

Faith Upholds Those in Ranks

The mouth of June has been outstanding as a month of attaining to the pioneer service. New pioneers have steadily been accepting the opportunity to advance in Theocratic ministry; therefore, the number of pioneers enrolled for the month of September is 5,581, 1,000 more than those enrolled during the same month last year. But June is the key month for the Kingdom publishers. A large number of new pioneers will be the most difficult, until one’s life becomes adjusted to the new routine. The first three months will be the most trying time for US to reach that goal, not only for the new pioneers, but those who have already been working as pioneers for some time. It is during these three months that they can refer to them from time to time. Thereafter, they will be the most helpful for the pioneers, retaining the knowledge gained through the review.

In grading the papers the school secretary, in the spirit of charity, will make full use of our provision for such reviews. This will aid you even further in attaining to the goal! The reward will be: “The Kingdom at Hand” and “The Truth Shall Make You Free”, but he must be kind, sympathetic. Never be harsh or overly critical. Rather, with meekness and understanding offer constructive criticism in a considerate, friendly manner. Give an encouraging word in every review, pointing out some good points on which you can make favorable comment.

Benefit by Written Reviews

One feature of the school which the pioneer service is designed to improve is the minister’s written review. It is truly designed to improve the minister’s service. The written reviews are not competitive, but are for each minister’s individual edification and growth. When a person most needs it, one must put much into it, which means study. A study plan for the written review need not be a burdensome task, rather an enjoyable privilege. In addition to improving the minister’s service to his brothers and sisters in the congregation, it is a time to digest the absorbing, family or other groups can review the lessons under consider­ation to catch up on the previous review, which is especially helpful because of the grade you might receive. That is only an incidental matter. All answers and marks must be shown. Also, the benefit of each review is making every effort to make as much of this valuable information as possible. Keep your review papers so that you can refer to them from time to time.

In June the old subscriptions will be the most difficult. Until one’s life becomes adjusted to the new routine, the first three months will be the most trying time for us to reach that goal! The reward will be “The Kingdom at Hand” and “The Truth Shall Make You Free”, but he must be kind, sympathetic. Never be harsh or overly critical. Rather, with meekness and understanding offer constructive criticism in a considerate, friendly manner. Give an encouraging word in every review, pointing out some good points on which you can make favorable comment.

Time may be taken in service meetings from time to time to stim­ulate and encourage the ministers to keep interest in the reviews alive.

Our ministers and the written review are an integral part of our training. “Fulfilled the ministry” by doing full justice to this provision.

Are you now a pioneer or are you considering that forward step? In June the old subscriptions will be the most difficult, until one’s life becomes adjusted to the new routine. The first few months will usually be the most difficult, until one’s life becomes adjusted to the new routine. Though many blessings will come from stepping out into the pioneer work, it is not for all. Some may scoff at the idea, or three that one tastes of all the blessings that Jehovah has in store for his full-time servant. Only faith can carry on a continued pioneer service possible.

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Endurance for Our and Others' Salvation

Three-Book Offer Points Way to Life for Many

Ministers to Launch Service Year with Build-up in Hours

Who among God's people has not dreamed of living in the glorious New World, when war, hate, fear, disease and death will be no more; when peace, freedom and life will stretch on into eternity? Not in the far future, but in our day will life in that New World begin, unless we help to make it so. Ever, however, is not enough. Wanting it with all our heart is no guarantee of salvation. Endurance is needed, endurance to the very end of this world in the godly work of gospel-preaching, as Jesus said: "He that shall endure to the end shall be saved."—Matt. 24: 13.

Demonic hatred of true worshippers reaches its zenith in these last days. But even this, however, may not even death, may await the Christian witness. But what shall we do? Our fear in and quit the ministry? "Stick to your guns!" says Paul. Endure the hate, the mockery, the slandering, the ridicule and the cold. Endure it by steady, regular preaching from our sacred books. "Always preach the gospel publicly, as ministers across the land come into contact with the public. Do not refuse to give a quarterly report of the public discourse featuring the "Kingdom Hope for All Mankind," together with other stirring discourses by the president of the Society, some of which are already being enjoyed by all the brethren in the columns of the Watchtower. Our opportunities to do good deeds will have still more blessings.

Now before us are three more district assemblies: for District 5, September 3-5, in Brooklyn, N. Y. September 3-12; and for District 1, at the Convention Hall, 19th and Market Street, Philadelphia, Pa. (The assembly the brethren are to attend will depend upon their old district number, not their new one, in the event there was a change.) These assemblies are conveniently located, and therefore not much travel will be required by the brethren living in the districts in which they are held.

Make preparations to be there early and try and catch up for the closing one. Go fully determined to take advantage of all the special opportunities for service, for instruction and for fellowship. There is every reason why the assemblies should see the greatest witness given in their respective cities to date. Do your part to help make such a fact. And do not overlook opportunities to witness en route to the assembly. Take literature with you for this purpose, be "instant in season and out of season." So do it, and see Jehovah is good by attending his particular district assembly.

To get the full benefit of the instruction given, ministers are encouraged not only to attend all the assemblies and the opportunities for service, but to take notes. Taking notes will help us to concentrate on what the speaker is saying, will help to impress more firmly on our minds what we hear, and will give us something of value to refer to had we apply in our daily ministry. It will equip us to pass along the maximum blessings of the assembly to our good-will interest back home, or to others who may attend, for one reason or another, were not able to attend.

We are living in perilous times when society abounds who cannot stand still; we either advance to maturity or shall relapse into sin. We urge each one to make the most of every opportunity to grow to maturity. The district assemblies are provided for that very purpose. Therefore, let every servant of Jehovah living in the districts involved resolve, by the Lord's grace, to "take and see that Jehovah is good" by attending his particular district assembly.

Supplies

With this In­for­mant find report cards for each branch of the service, a check-mot of the past year, and the yearly report letter. Pioneers will have in addition their daily record sheets, and special pio­neers and servants and to the pres­i­dent of the or­gan­i­za­tion, that those who attend the assembly to our service, and a supply of report cards for the president's office, for those who use them. Starting September 1948, special pioneers will receive their allowances monthly. They will there­fore make out an allowance request slip for each month.

The report letter outlines the most effective method of reporting and co-operating with the Society. From reports coming in it is very apparent that some company servants seem not to have given proper attention to this letter in the past. It is therefore requested that the servants in each company study this letter carefully at a combined meeting, and a appreci­ate­ment assembled to take up at a service meeting such por­tions of the letter as apply to the branch. We are therefore encouraged to demonstrate to the entire company how they can all co-operate in making the company's report more accurate and dependable. Pioneers, special pioneers and servants to the brethren should likewise study this letter carefully and conform to its direction.

Draft Registration

All male persons between the ages of 18 and 25, inclusive, should register for the draft.

Persons born in 1922 after August 30, 1930, will register on August 30. Those born in 1923 should register August 31 and September 1; born in 1924, on September 2 and 3; born in 1925, on September 4 and 5; born in 1926, on September 6 and 7; born in 1927, on September 10 and 11; born in 1928, on September 13 and 14; born in 1929, on September 15 and 16; born in 1930 before September 19, on September 17 and 18. Boys born after September 10, 1930, should register on the day they are 18 years old or within five days thereafter.
“King for All Earth” Testimony Period

Gifs and Wills
It is natural for all persons to have a desire to dispose of their earthly possessions according to their own wishes. Persons who have no will or who have been dead for a long time may have their property and possessions either to relatives or, if they have no relatives, to the state in event they die without heirs. From time to time brethren who own and who have much property may have a desire to dispose of the same in a manner suitable to their ideals. The Society through its legal counsel has always given proper advice to such inquirers.

Outdoor Public Meetings
By use of outdoor assembly places the brethren have been greatly blessed. When available the best outdoor meeting place is a public park. Because of the many people who frequent such places on Sunday it is easy to get large audiences of strangers. Each company that has an assembly place in its community a public park is a suitable location.

Field Service Chart, 1949-50
The Society is now mailing to all company publishers a field service chart for the coming year, beginning September 1. These instructions should be carefully studied by the assistant company servant and he should provide the company servant with a copy of the chart and with the monthly average of the past year and the 10-percent increase quotas for the coming year.

Providing Assembly
The correct address for the committee on September 9th is Wathawo Convent, 22 Plainfield Street, Providence 5, Rhode Island.

Field Service Report
The September Informant is being printed before the vacation period so that the brethren will have it to use during the month of September. It is a regular company assignment, and comparison can be made to see if the quotas for each feature of the service are being met.

Foreign-Language Editions of The Watchtower Available
The Watchtower is being mimeographed simultaneously in the Tagalog, Hocna, and Hilligum-Vosyan dialects. Subscriptions can be accepted for these languages at $1.25 for a year.

Organization Instructions
The supply of Organization Inspector reports is running low, and it is requested that companies order this publication sparingly, and only as needed at this time. Some orders may be cut down. Perhaps new publishers needing copies can study those already in the hands of other brethren, until a sufficient supply exists to meet all needs. When more are available, announcement will be made.
“King for All Earth” Testimony Period

All Publishers to Present Awake!

Spread of Light to Awaken Bedarkened World

Nineteen centuries ago Jehovah fulfilled his promise to provide the Messiah as the Savior and King of the world. The appearing of Christ Jesus fulfilled the fondest hopes of millions of righteousness and touched off the greatest educational campaign ever undertaken until that time.

The world in its bedarkened state, tainted with Jewish tradition and heathen superstition, needed more than the promise that light would awaken it to the importance of true worship. Fittingly, Paul, an apostle of the Messiah, wrote, "Now it is high time to awake out of sleep: for now is our salvation nearer than when we believed."—Rom. 13:11.

Yes, even back there it was time to awake and serve the true and living God, Jehovah, and his anointed King. It is even more important that men awake in this day and acknowledge his son whom he has enthroned as King for all the earth!—Ps. 45:1, 6.

Presentation of "Awake!"

October has been chosen as the month to enable all Christians to give the peoples of earth an opportunity to awake and to be mindful of the times in which we live. This is why all publishers diligently supporting the campaign are sending out a subscription of a year's subscription for the Awake! magazine at the subscription rate of $1.00. Each publisher should give the free gift of subscription, and companies should endeavor to place subscriptions to the number of their quota of publishers for the year.

Preparations by servants and publishers alike should already be under way to make this an outstanding campaign. Servants should make preparations by carefully outlining the campaign and adapting it to the local company. Demonstrations should be planned in order to interest the householders and to enable the publishers to better present the magazine in the field. Arrangements can be made to have publishers who have obtained subscriptions relate their experiences for the benefit of the congregation during the month. A sufficient number of distributor copies should be on hand, and plenty of subscription slips for use in the field and on the street. Door callers and back-calls should be lined up for group witnessing, and especially should arrangements be made to cover the small towns and rural areas that were not covered during the Watchtower campaign conducted the first of this year. This provides good opportunity to cover the rural territory before the winter sets in.

Individual Preparation Essential

Publishers should study thoroughly the material in the copies they plan to use assamples in order to demonstrate the highest possible value of Awake! to truth seekers. Briefly but explicitly outline its features when presenting it at the doors and on the street. Give a copy of the magazine to the householder and let him leaf through it; undoubtedly one or more of your features will appeal to him. Awake! contains timely articles on present-day happenings, political, religious, and commercial, with liberal illustration and succinct explanation of such happenings in the light of Bible prophecy; educational and instructive information on the natural wonders that Jehovah has created; "Thy Word Is Truth," giving pertinent information on doctrinal subjects, including current theological topics; acquaintance one with countries all over the world. To round out its coverage of vital information and condensed summary of world news is given. All of this, geared to a purpose of magnifying the name of Jehovah and his King, Christ Jesus, makes Awake! a magazine worthy to be in the home of every person who desires to learn the truth.

Each month, also, on the subscriber cards for Awake! can be very effectively conducted. On calling back to those who have ordered the Awake! literature the subject explained in "Thy Word Is Truth," and thus open the way for a detailed study of the Bible using "Let God Be True". Certainly all present back-calls and book study groups should be given the opportunity to subscribe for Awake!

Awake! is also published in a number of other languages. Subscriptions can be accepted for the German, and the Afrikans (each semimonthly); the Danish, French, Greek, Portuguese, Spanish, Swedish, and Ukrainian (each published monthly). However, please specify clearly on the upper right-hand corner of the subscription slip if one of these languages is desired.

For those who desire to do so, the offer used in September may be combined, that is, an Awake! subscription and three bound books with the booklets Jehovah’s Witnesses Around the Nations, for a contribution of $2.00. Pioneers and publishers working in rural territory are especially encouraged to use this combination, but Awake! should be presented in every instance.

Full co-operation and a sincere desire on the part of all publishers to educate old and young, rich and poor, bond and free, in the glorious truth of God’s Word will bring making remittances.

Making Remittances

The way in which the majority of the companies have adapted themselves to the use of the new remittance form (S-52) has been successful, however, are experiencing some difficulty. It should be noted, as previously mentioned, that the new remittance form replaces all other remittance forms, including the one on the present order blank. Those who have been listing their cash item remittances on the order blank instead of sending a remittance form. This should not be done. Nothing should be listed on the order blank remittance form. If you send money with your order, one of the new remittance forms should be filled out and sent with it and a duplicate retained in your files. This form is to be used for all company and pioneer remittances except those that are solely for subscriptions. If your remittance is only for subscriptions it will be necessary to use a remittance form. The cost of the subscriptions can be shown on the top of the subscription record sheet.

A remittance must accompany all orders for cash items except when an actual credit balance due you is shown on your account. If cash items are ordered with campaign literature the remittance for such will be credited to your account at the time it is received by the Society and then the cash items will be charged on the invoice along with the campaign literature, thereby balancing the credit that has been previously made. Sometimes the invoice will not be listed on the statement until the following month. In this instance it will be necessary for the accounts servant, as he checks the monthly statement, to take into consideration that money has been applied to the order for cash items that have not yet been charged to that account. Please fill out the Remittance Form completely each time.

Companies and pioneers may order additional supplies of the remittance forms as they are needed. They will be furnished free.

Readiness Essential to an Equipped Ministry

"Ready always to give an answer . . . in season and out of season, proving thy ministry, ready to teach the gospel. Ready to defend the gospel. Indeed, readiness is an essential to a fully equipped ministry."—2 Tim. 4:2. This truth is most appropriately illustrated in the exemplary course of Christ Jesus, his apostles and his disciples. They exerted one another in the faith, taught men of good-will concerning the Kingdom, and reproved religious for their role of false ministers. They defended the ministry before "kings and rulers" and preached the gospel to all men. They were ready ministers of Jehovah.

So, too, modern-day public servants of God earnestly strive for this quality of readiness in their every endeavor. There is thus prepared, the Lord has made available many instruments to equip the minister, one of which is the booklet Freedom of Worship.

Freedom of Worship contains features that are fitted for immediate action. The Christian's basic study and training receives deserved attention which is given solely to truth seekers. Briefly but effectively, a summary of world news is given. All of this, geared to a purpose of magnifying the name of Jehovah and his King, Christ Jesus, makes Awake! a magazine worthy to be included in the home of every person who desires to learn the truth.

Each month, also, on the subscriber cards for Awake! can be very effectively conducted. On calling back to those who have ordered the Awake! literature the subject explained in "Thy Word Is Truth," and thus open the way for a detailed study of the Bible using "Let God Be True". Certainly all present back-calls and book study groups should be given the opportunity to subscribe for Awake!

Freedom of Worship is, without doubt, an asset to any pioneer or minister, whether concerning the Kingdom. Study it carefully. Utilize its suggestions.

October, 1948

"I will sing praises unto thee among the nations."—Ps. 57:9, A. S. V.

BROOKLYN, N. Y.

INFORMANT

"Earth" Testimony

The Joy of All the People

The Joy of All the People—Singhalese

The Joy of All the People—Ukrainian

"Let God Be True"—French

"Let God Be True"—German

The Joy of All the People

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Publications Now in Stock

The Joy of All the People

The Joy of All the People

The Joy of All the People

"Let God Be True"—French

"Let God Be True"—German

The Joy of All the People

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It peace. Raise high the stock-pile of el, will favorably impress the en enjoy what this world vainly seeks? This evil world.-Eph. 4: 3.

Every eye should see the peace and His Prince of Peace, Jehovah. This is because of their daily, united worship and praise, not of the want and need for a godly truth about the presence of the householder. As the educational features, united to the oral and printed message parted at the doors. The very///

Monthly Field Service Report

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Pioneers' Change of Address

When pioneers change their residence, they should always send a Change of Address slip showing what their new address will be, otherwise there is the possibility of the message of the long-prayed-for Kingdom being lost. A Change of Address slip will speak peace to men of good-will. Keep and spread peace by keeping busy as united pioneers of Jehovah.

proof of Expansion

Expanded Book-Study Service to Climax

1948 Calendar Year

Reeling under the deadly blows of two world wars and faced with another that threatens doom to civilization, the world's nations are taking desperate steps to keep their shaky peace. Raise high the stock-pile of Jehovah's witnesses, will favorably impress the en enjoy what this world vainly seeks? This evil world.—Eph. 4: 3.

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The Informant

Its Purpose and Use

Even the remotest corners of the globe are now hearing the song of praise sung to Jehovah as a growing number of ministers sing with ever-increasing joy. Compared to the work of the individual, the cumulative result of harmonious effort is a re- sult that can lift God's praise to the heights of the Creator! No other work on earth is of greater importance or more worthy of every creature's effort. Every one of us who knows that the King now reigns! The announcing of the Kingdom is far too important for us to take for granted, to be directed, whether that one be a pioneer, missionary in foreign service, isolated publisher, or one working in conjunction with a large service unit. This unity of effort requires instruction, and such is provided monthly for our field service through the monthly.

The Informant, in effect a monthly service visit from the Society, brings reports on the results of previous actions, helps men understand instructions and directions for future campaigns. It is eagerly received and carefully studied by ministers and is a well-timed and effective tool in the field. It contains instructions on how to most effectively utilize Jehovah's people, publish, and be provided by the "faithful and wise servant," the Society. That is why the Informant is carefully considered and quickly digested. The result is that the ministers will endeavor to get the most possible from the Informant on such occasions by listening attentively and thinking to the fullest extent possible.

But how should the Informant be treated? Can they cause for which service visit from the Society. The answer is that the words are thoughtfully prepared in advance. One could not hope to accomplish the best results by hurriedly preparing them, but rather by careful study of the article and then preparing it before the meeting. Articles can be profitably covered too by means of a "Flash" Dad. The article could be studied ahead of time, however, must carefully analyze the material and cover it thoroughly, inserting material of his own when it might be helpful. The reason would be the reader's own points of the article but not at the expense of instructions which it contains. The same may be said of dialogues and simulations. Discover the main thoughts of each paragraph and put those thoughts across, or simply slip drop (of 274 publishers) from July's all-time peak. This can be said because this is the best August on record, and that by far more than our previous peak in April.

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Keeping Peace by United Praise
Book Studies to Play Important Role

"Let God Be True" and Booklet Presented

Neither peace nor unity find their beginning in the praise rendered by this world. Praise is there, to be sure, but praise of men and their varied but imperfect accomplishments; in fact, praise of almost everything except the Creator, who is worthy to be praised. No wonder they have no peace! However, there is one organization that praises God and seeks to follow the instructions of the apostle Paul, "Keep the unity of the spirit in the bond of peace." (Eph. 4:3) Peace is granted as a reward for this proper praise.

Enjoying an unclouded intercourse, these servants of God are free to spread peace to others through united praise. During November they will be thinking especially of the attention of the people to the timely message in the book "Let God Be True" and Project "Preserving Peace," the Permanent Governor of All Nations or The Joy of All the People, on a contribution of $.25.

Book Studies Essential

Experience has already proved the practicability of studies, for most new publishers have learned the truth through such studies. Where many studies are conducted the increase in publishers is rapidly rising.

The conducting of studies with teachable persons is the individual responsibility of each servant before his master. None should sit back and wait for another to start a study for him, yet those who are most teachable can and should be reached by united praise. By being well acquainted with the material, a theme for the publisher can be selected, and it is necessary to wait until a book is placed. Frequently studies can be started in the book itself, and one theme for the publisher and hence serve as an aid to a successful back-call. By being well acquainted with the material, any publisher and his congregation can often be carried on. Keep the discussion informal, and the question: "What is the next booklet for the answer, and soon?" Some booklet study may be in operation. A few extra copies of the publication prove helpful if others are present.

However, since our primary purpose is to start studies in "Let God Be True," only a few copies of the Slovak "The Truth Shall Make You Free" Study Questions —Norwegian

Godliness Means Proper Conduct

"Godliness is an everyday way of life. It takes hold on all of life’s relationships, whether one is a father, mother or child, an old person or young, a slave or master, a boss or employee, or a laborer, an appointed servant . . . or just an average person. . . . It strives to do all things as if they were being done directly to God."—The Watchtower, September 1, 1948.

Godliness means Theocratic living, 24 hours daily, for the Christian does not rely upon anyone acting as a conductor in the field, at company meetings, circuit and district assemblies. It means exemplary behavior in God’s given house at his place of employment, or wherever his steps may carry him. In his everyday way of life, the minister will strive to be kind, meek, helpful, in clean habit, dress and speech, applying godly principles. This same attitude must be carried into the field of ministry or away therefrom, he will be serving God “day and night”, and his “good works” draw “sleep” to the King and the Kingdom.

Company meetings are vital for our continued life of godliness, with its rewards. Attendance is important, but attending them on time is also important. Avoid getting into the easily-formed habit of coming late to meetings.

Gaining full benefit from meetings will necessitate attentiveness and concentration from start to finish. Distracting practices, such as whispering, candy-eating, etc., should be avoided during meetings. Parental oversight of children is a godly requirement. Needless noise-making and running about should be eliminated. In the district assemblies, parents are urged to take advantage of this arrangement as far as possible.

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PUBLIC MEETING CAMPAIGN

Public Meetings Held 2,444

Reporting Baptisms

Baptism ceremonies at circuit and district assemblies have proved adequate for the majority of those being baptized in recent years, and those desiring to be immersed are urged to take advantage of this arrangement as far as possible. Occasional circumstances arise that make it necessary for baptisms to be administered by the local company or by pioneers or other isolated ministers. In such instances it is requested that a report be sent to the Society by recording at the bottom of the report or inserting the number of the card baptized. This also applies to companies and pioneers in sending reports to special secretaries or the Watchtower office. Any who have performed baptisms during September or October should send their report with full information with their November reports.

A record of the date of baptism should be kept by the company, the publisher's record card, and it is suggested that the individual baptized also keep a personal record.

Godliness Means Proper Conduct

New Monthly Quotas

Now monthly quotas for the coming year’s field service are published with this Informant. Since these are monthly quotas, a publisher should not wait until the end of this service year to do our expansion locally. Your company’s quota appears on the company chart. Whether your group is large or small, let nothing hinder you from attaining it. Begin this month, yes, today, to see that next year the United States is among the countries that reach their increase of 10 percent. Can we have 89,239 publishers each month in 1949? Companies and pioneers, let us raise our voices regularly in praise of Jehovah, and the answer to that question can be an emphatic "Yes!" For our first report of the new service year we fell below our quota by 4,826 publishers. By the Lord’s grace, we are to make up by all of us doing our ministerial work in October and November, "I will . . . yet praise thee more and more."
**“Setting the Mark” Testimony Period Work for Peak of Publishers**

“Set the Mark” with Book Studies

With the complete annihilation of Satan’s abode and its abominations so grossly near, Jehovah’s ministers hasten to obey God’s command: “Go through the city and set a mark upon the foreheads of the men that sigh and that cry for all the abominations that be done therein.” (Eze. 9:4) Even for these ministers now! Rather, “through the city” they go “setting the mark” by placing the evidence and message proclaiming God’s vengeance against this godless generation.

Many die-hards set their foreheads like flint against the warning message of his ministers. Nevertheless, there are multitudes of men of good will that come to see the light and fail to call out for hearing all the things pertaining to service in the Kingdom. They are the ones Jehovah’s ministers will seek to “set the mark” by a practical demonstration on assisting others in the “marking” work. Discriminating on being book-study interest to enter field service can be much the matter of field service with ease.

**“Setting the Mark” Service Meeting**

Early in December each company will devote one service meeting to a discussion of reaching a peak of publishers locally. A consideration of the main article in the December Kingdom Service will aid in preparing for the meeting and can be followed by a practical demonstration on assisting others in the “marking” work. Discussions on being book-study interest to enter field service can be related, as well as having new ministers tell what supplied the needed spark that caused them to engage in Kingdom service. Outlining in detail the activity of the company in December will bring in the “Setting the Mark” service meeting. Properly planned and prepared for, it will enable you to improve your efforts to reach a new publisher peak. By each one’s taking advantage of December’s full schedule of who takes seriously his contribution to the peak of publishers can be reached.

**Personal Subscriptions**

A number of publishers have asked whether they can renew their personal subscriptions for more than one year. This is perfectly all right and in many cases preferable. Remember, for two, three, four or five years save the publisher and the Kingdom the trouble of handling the subscription renewal, and thereby in many cases of sending separate money orders is avoided. Furthermore, the possibility of interruption of magazine service during the process of renewing is eliminated. If the subscription is for more than one year, the number of years should be plainly indicated in the space between “1 year” and “6 months” on the renewal or new subscription slip. If the subscription is to be in a language other than English, show the language at the top-right hand corner of the slip. Then the publishers will send their personal new and renewal subscriptions through the company. Care should be taken to fill in the blank so that it is legible and that an accurate mailing address is furnished.

**Pioneer Subscriptions**

In the future the personal subscriptions of pioneers will not be canceled. Their subscriptions will be allowed to continue the same as any other subscriber and may either be renewed or canceled depending upon the desire of the pioneer. Of course, it is not necessary for pioneers to subscribe if they do not wish to continue. They may continue to retain one of the seven copies of The Watchtower and Awake! for their personal study and files.

Those who have personal subscriptions should keep in mind that each time they change their address it will be necessary to return this type of slip to notify the subscription department. This slip (L-201), which indicates your name and subscription address changes, can be obtained from the companies or orders may be supplied from the Society. Changes of address for pioneer subscribers will not be made from the pioneer change of address slips (I-213).

**Our Theocratic Ministry School**

**Theocratic Aid to Kingdom Publishers**

To Be Used Next

**Student Talks to Have Wide Variety of Subjects**

How favored is the lot of Jehovah’s ministers to be living in this day of Jehovah and share in the vital service of Kingdom publishing! At least during the week of November 28, To properly prepare for the lessons in Theocratic Aid to Kingdom Publishers, everyone should carefully study the first two chapters. Further, it would be well to have the school servant search up and prepare for these lessons immediately preceding the first lesson to discuss the first chapter, what is required, and need and need of studying this textbook.

As noted on the school schedule, the first and second student speakers will take their assignments from the book The New World, speaking on the pages or chapters given. The third speaker will elaborate on the second secondary article in The Watchtower and the main article in Awake! After The New World has been covered only the first speaker will take his material from the next book “The Truth Shall Make You Free” while the second speaker will alternate between the main and any secondary article in The Watchtower, and the third between the student article and the main article in Awake! Where the principal article in a certain issue of The Watchtower is considered under the main title, the “mark” in the summary (as in the September 1 and 15, 1948, issues), the subject as a whole is to be considered by the student.

Each student, talk, and lesson schedule, one for each pupil, will be composed of eight minutes in length, is to be complete in itself, with introduction, body and conclusion, but even though the assignment may be only a part of a chapter. While originality may be displayed in the choice of introduction and conclusion, the body of the talk shall be limited to the assigned material. It should be in the nature of an epitome, readily recognized by those who are familiar with the subject. (Circuit servants, when lining up circuit assembly programs, will merely indicate a selection from The Watchtower, or Awake! to which text the talk can be, where no subject title is listed on the schedule.)

And what about the written reviews? The Theocratic Aid continues as heretofore except that the questions shall be limited to the lessons in Theocratic Aid to Kingdom Publishers. Generally, written reviews will cover five such lessons.

**Doing Our Part**

This new beginning in the school will furnish a good occasion for the school servant to point out to students who have become lax their privileges in connection with the school. They may continue new ones to enroll. This includes persons of good-will desiring of increasing their knowledge and preparing themselves for Kingdom ministry. Much study will be required of the school servant in order to properly handle the range of subject, accuracy of statements, and, above all, to net the main points have been properly stressed.

And what about the written reviews? The Theocratic Aid continues as heretofore except that the questions shall be limited to the lessons in Theocratic Aid to Kingdom Publishers. Generally, written reviews will cover five such lessons.

The entire company should study the new textbook and take part in the oral review. Go over the student speaker’s textbook and make a note of anything confusing about it and discuss it with others. Aim to give the most representative coverage of the material that the time will permit. 

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“Setting the Mark” Testimony Period

Aid Newly ‘Marked’ Ones to Participate in Service

Individual Expansion Aids Toward New Publisher Peaks

Almighty God long ago foreknew the conditions that would exist on the earth, but who delight would make part of ancient Jerusalem, which companies, book study conductors vital part therein, and then attend It himself? when Ezekiel how the truth would reach increased services of all these In- the month of October took to heart extent, the minds of the people through a divldual publishers added together the year's text, would be. For our comfort and dlrec- each publisher's Individually ex-

Through Ezekiel we learn that just before issuing the command praises unto thee among the na-

Let each of us, therefore, use these effective instruments that Jehovah has consecrated to aid the circuit servants to aid the circuit servants.

Not only will we be diligent in this service ourselves, but a special effort will be made in December to aid those who have recently re-

To aid us in more efficiently ‘setting the mark’ during this “Setting the Mark” Testimony Period, we shall have

New Interest To Be Added

“Will sing praises unto thee among the nations.”—Ps. 67:9, A. S. V.

Circuit Assembly Program to Be Changed

As each circuit assembly comes to a close, those who attend return to their home territory with thanks.

New Circuit and District Servant Talks

Circuit Assembly program will be given by both the circuit servant and the district servant beginning January 1, 1949. The one for the circuit servant will be entitled “From Secrecy to Plen-

We rejoice to be, by Jehovah’s grace, well on the way to realizing done. So, regardless of the weather,

The one for the circuit servant wUI new program arrangement, the new program arrangement, the

New Peak of 82,217 Publishers

Again we have good news for all expansion-minded ministries; mini-

If a publisher could not make one back- call or conduct a single book study in thirty days, and then report it? Of course not! So, while inclement weather may interfere with street activity to some extent, it need not eliminate them entirely; and certainly not our back- call and book-study ministry. There is every reason for us to attend another assembly.

This announcement will make the best possible use of the existing facilities of the circuit. Brethren selected to have a part on the program will be so notified by the circuit servant, who will instruct them on the de-

Among the changes is the addition of three brief but valuable dis- courses to be given Saturday afternoon. All should put forth every effort to attend.

The blessings of the circuit assembly arrangement in the past have proved the value of these assemblies for the growth of the Lord’s people. Continued and enthusiastic support by all will in-

For our comfort and direction should be used at all times, of course; but sincere and persistent aid on the part of all publishers can result in achieving our goal for the first four months. Can we do it? With Jehovah’s help, we can! True, for the majority of us, bad weather lies ahead. But, where ever been a full month with weather so bad that a publisher could not in-
“Showing Belief for Final Salvation”
Prepare Now for Eleventh Annual Subscription Campaign

Two Subscriptions and Bound Book to Be Offered

How foolish the course of this world is, that though the watchman is called, they seemeth right, but the ends of which bringeth no peace to their possessors, and many other subjects. All who read it benefitted immemorially from its wholesome admonition on proper course; it is a book of “Heard Ears”. Should not this magazine be in every home?

And can any magazine compare with the Watchtower? For alertness, for authentic coverage of important events, and, above all, for its fundamental teachings of the Bible, which is the foundation of all righteousness to gain salvation in the things of the Kingdom and the New World, and forfeit his place a bound book, and his New World of righteousness for salvation.

To realize salvation at Jehovah’s hands, however, his needy creatures not only must profess belief in him as the only true God and in Christ Jesus as his provision for salvation, but must show that belief by a consistent course of action. They must continue therein until final salvation is realized. That is why the apostle Paul wrote the youthful-minded men of the day, “We labor and strive, because we have our hope set on the living God, who is the Saviour of all men, especially of them that believe.”—I Tim. 4:10, A.S.V.

Foremost among the Society’s publications is its magazine, the Watchtower, that, in the interest of advancing the Kingdom publishing enterprise, it is the Watchtower subscription campaign, the eleventh, beginning on January 1, 1948, and continuing for four months. The offer will consist of a year’s subscription for The Watchtower, a year’s subscription for Awake! and a beautiful bound book, “Let God Be True” or any other bound book that you may have in stock, together with a remittance of $2 per subscription.

Where the two subscriptions cannot be obtained, stress should be placed on the third subscription. If unsuccessful in that, then seek to place a bound book, and if that fails, then by all means enter a subscription in a booklet. (Where both subscriptions are obtained and a premium of a bound book and booklet is given, 50¢ per subscription will be sent to the Society. Where only one subscription is obtained, for either magazine, a booklet but no bound book will be given, and 50¢ will be forwarded to the Society.) Pioneers will send the same remittance as usual for each subscription obtained.)

Presenting the Offer

One main field for obtaining subscriptions is, of course, the house-to-house activity. Therefore, after your brief expository presentation, each householder first the two-magazine offer. The Watchtower and Awake! are ideal companions and each provides a very unique way for the needs of men of goodwill.

We know that there is no magazine that can compare with The Watchtower and Awake! for alertness, for authentic coverage of important events, and, above all, for its fundamental teachings of the Bible, which is the foundation of all righteousness to gain salvation. It is a book of “Heard Ears”. Should not this magazine be in every home?

“Showing Belief for Final Salvation”
Prepare Now for Eleventh Annual Subscription Campaign

Speed Service
By your careful checking
By checking all subscriptions carefully when obtained publishers can eliminate the most frequent causes for non-delivery of magazines and save the money for subscriptions the order was placed on the subscription slip.

1. Has every space on the subscription slip been filled in, giving all the information that the slip requests?
2. Is the subscription properly listed on the record sheet (including foreign-language subscriptions and foreign-language subscriptions), and is this company the name that is on the record sheet? (The purpose of the company’s name appearing on the slip is to ensure it is sent to the record sheet, if necessary, after it has been separated.)

Properly Handling Subscriptions

1949 “Yearbook” and Calendar

All publishers have been looking forward to the publication of the 1949 Yearbook for the coming year a beautiful illustration of an aerial view of Gilead. The calendar page gives the details of the Kingdom’s progress in the light of the watchword, “Let God Be True”.

Also available is the new calendar, it provides an interesting monthly report on the results of our worldwide service of praise. The thrilling report for the service year just passed is not available in the 1949 Yearbook, at 50c a copy. This valuable report should be read by everyone who has a subscription to a book, magazine, and the world-wide expansion of its publication.

Proper Preparation Essential
To get the subscription campaign off to a good start, thorough advance preparation, both by the company organization and by the individual publishers. Company servants should see to it that everything is in order: that the advertising partner has ordered the necessary slips and distributed (as the Society now has ample paper to supply all the Watchtower and Awake! magazines) so that the accounts servant has sufficient subscription record sheets; that there is an adequate supply of bound books and booklets; that the order is filled; that the bookkeepers provide a remittance for calling back on all having previously manifested interest. Then, after the territory servant has the current information, the accounts servant should see to it that there are sufficient subscription blanks on hand for both magazines.

Proper advance preparation will also include thorough consideration of the campaign at the service meetings. The various features of the subscription campaign should be clearly outlined to the publishers, and such enthusiasm as to fire all with zeal to have a vital part therein. Definite group arrangement of work should be made so that each one will know where and with whom he will work.

Individually, there should also be proper advance preparation. Each publisher should be really equipped with sample copies, subscription blanks, and booklets, which have been furnished and his own testimony. Then, with heart full of appreciation for the privilege, let each strive for final salvation by thinking subscriptions, talking subscriptions and obtaining subscriptions, to the end that 1949 will witness many more thousands regularly reading and benefiting from the Watchtower and Awake! magazines.

Out of Stock
Orders for The New World cannot be filled, as it is out of stock.

Field Service Report

MONTHLY QUOTAS

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October Report

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PUBLIC MEETING CAMPAIGN

Public Meetings Held 2,428

October Awake! Campaign

New subscriptions reported by companies and pioneers in the United States for October totaled 10,586. The total number of Awake! subscriptions sent to this office from the United States and other branches was 72,570.

Publications Now in Stock

“The Kingdom Is at Hand” Study Questions —German
“The Joy of All the People” —Twilight

Out of Stock
Orders for The New World cannot be filled, as it is out of stock.