Tell the People “Until Cities Be Waste Without Inhabitant”

4-Month Campaign to Highlight Watchtower

Be Prepared to Present The Watchtower Effectively

1. Jehovah's King and kingdom are here! The judgment is on! Nearer! nearer! has called the final day when Satan's entire organization will be made a desolation and waste. Who will tell this good news? Who will sound the warning? Even as Isaiah announced God's kingdom; that it has over a million and a quarter circulation; that a year's subscription represents a volume of 708 pages.

2. Individual preparation will include having the mind think positively and confidently. Do this by preparing and practicing a presentation orally with members of the family or other brothers. Make definite arrangements to engage in field service some time during the week. Be on time at the contact points. For greater results, get an early start and plan to stay longer in the field. Where sample copies are placed, call back to get subscriptions. Publishers should also call back on all subscribers and leave with them the current issue as it comes out until their magazine begins to come through the mail. The main objective in calling back is to arrange to start a study. Fill out all subscription forms correctly and plainly and thus avoid many difficulties later. Every publisher should himself be a Watchtower subscriber and thus have his own personal copy and also have his name and address on file at the Society.

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Around the World with Jehovah's Witnesses

Beginning with this issue of the Informant, “Around the World with Jehovah's Witnesses” will be a regular feature, and will be based on the experiences appearing in the Yearbook. A consideration of these will not only be enjoyable but very profitable. It will give us practical examples of work in turn help us to become more efficient, more appreciative and more zealous publishers. Suggestions will be given for good, lively, interesting discussions and demonstrations for two meetings each month. At these demonstrations two or three brothers (or sisters) will talk about or demonstrate the experiences. One may speak as though he lived in the country under discussion and another may ask questions and elaborate on the comments. If time permits, other information rel-

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Unassigned Territory to Be Worked

Is witnessing being done in all territory in the United States now? Many thousands assembled in convention at Washington, D.C., October 12-14, 1951, were surprised to learn that of 3,062 counties in the United States, almost 50 per cent of them, or a total of 1,460 counties are completely unworked or receiving only partial attention. That means millions of persons in the United States are not being served from the theocratic table Jehovah has provided for all persons of good will.

That this is soon to be changed was manifest to all when at the close of the assembly the Society's president advised that an arrangement would be made by the Society so that company publishers and pioneers could work this territory during June, July, and August, 1952. The vast audience with one accord enthusiastically applauded the opportunity.

The Society will soon be sending to each company and pioneer a complete list of unassigned territory, an application blank for selecting territory desired and instructions covering the work in unassigned territory during this special campaign. The company servant should schedule this material for discussion at the service meeting immediately, assemble the interested and forward the company's request for a share in this special work to this office by February 1, 1952. Pioneers who will work with the company should not submit an application, for they should be included in the company's request.

Individual Preparation Essential

3. Are you prepared to present The Watchtower? Do you know what it contains? Can you show and prove its tremendous value? Are you subscription conscious? For your answer to be Yes, individual preparation is essential. Prepare by reading The Watchtower and noting outstanding points and questions of interest in the issue you are illustrating at the door. Call attention to the various attractive features. Note that it is the only magazine announcing God's kingdom; that it has over a million and a quarter circulation; that a year's subscription represents a volume of 708 pages.

4. Individual preparation will include having the mind think positively and confidently. Do this by preparing and practicing a presentation orally with members of the family or other brothers. Make definite arrangements to engage in field service some time during the week. Be on time at the contact points. For greater results, get an early start and plan to stay longer in the field. Where sample copies are placed, call back to get subscriptions. Publishers should also call back on all subscribers and leave with them the current issue as it comes out until their magazine begins to come through the mail. The main objective in calling back is to arrange to start a study. Fill out all subscription forms correctly and plainly and thus avoid many difficulties later. Every publisher should himself be a Watchtower subscriber and thus have his own personal copy and also have his name and address on file at the Society.

(Continued on page 2, col. 3)
Around the World . . . (Cont’d)

ative to the country and the service work there may be included. The important thing is to bring out the point or highlight the theme as mentioned in this column, thus helping all to see that 'it can be done'.

“Preach . . . in troublesome season”

The increasing intensity of the East-West conflict and the spreading of totalitarian restraints means more and more of 'preaching the Word in troublesome season' for Jehovah’s ministers, for they are determined to remain true to their commission regardless of what the Devil’s agents may bring against them. (2 Tim. 4: 2, NW) The 1952 Yearbook contains many examples of such preaching in troublesome season.

During the past service year the police in Hungary occupied the branch office, carried off the brothers to unknown destinations and appropriated the equipment. Did that stop the witness work there? Not at all. In spite of such troublesome season, our brothers continue “courageous and spiritually strong” and preach the Word with their Bibles, among their number being 21 pioneers. (155, 156)

Our brothers in the Belgian Congo are setting a like example. Isolated reports filtering through tell of deportations, imprisonments, beatings and other ill treatment endured by God’s ministers there. Through it all they are continuing to preach the Word, and the good news of the Kingdom is being heard by ever-increasing numbers. (189, 190)

And Paul’s injunction to preach in troublesome season is also being carried out in the Dominican Republic, where “the faith of the one who want to serve Jehovah is being tested and tried from every angle” and where even walking on the street with the Watchtower publications in one’s possession is an offense against the state. (123-125)

Surely the faithful example of our brothers in such lands should stimulate all who can still preach in favorable season to greater zeal.

Youthful Witnesses

That theocratically trained children, and even those of good will, are having a share in the witness work is another fact that is forcibly brought home to us as we go round the world with Jehovah’s witnesses by means of our 1952 Yearbook.

The report from Brazil tells of a 10-year-old boy being instrumental in bringing his parents out from the prison house. (92) An experience telling of how a 13-year-old girl amazed a gentleman with her Scriptural presentation is found in the report on the Saar. (139) And the report on the Netherlands West Indies calls particular attention to the activities of the children and the part they are having in the increase. For instance, there the Gilead missionaries have found it profitable to take young publishers with them to home Bible studies. The answers these children give to Bible questions often amaze the new persons of good will and cause them to speak up also. (177) What are our youthful ministers doing? And what are we doing to help them to have a share in the expansion?

The above merely gives the gist or pith of the material to be used. For completely developing it and rounding it out as to details, local color, etc., please see the Yearbook. The page numbers are given in parentheses () for this purpose.

By Placing the Watchtower Offer

With another world-wide Watchtower campaign here, all of Jehovah’s witnesses should be making preparations to make this campaign the greatest yet. So to aid in this preparation, a few examples are here presented from the January 1, 1952, Watchtower.

Using the “Purpose of The Watchtower” on the inside of the cover, one might give a witness like this: “Note a few points about the purpose of the Watchtower. It is founded on God’s Word, the Bible. This elevates it above racial, national and political propagandas and prejudices and frees it from selfish bias. Its message advances as the light on God’s purposes and works increases. (Quote Habakkuk 2: 1-3.) This journal does not parrot the old fable about history repenting itself, but sees in present conditions the world’s time of the end and the best of times in a new world of righteousness to follow. This publication does not interpret Bible prophecy, but sets it alongside physical events and lets the prophecy interpret itself. The Watchtower is a vital publication for everyone who wants to keep a watch on current conditions and the Bible prophecies to which they are related.”

The “Questions from Readers” section can be used thus: “The Watchtower will actually answer your Bible questions, for a section of the magazine is devoted to questions from the readers. For instance, did you ever wonder if Jesus knew, while yet a child, that he was to be the Messiah and that he had formerly existed as a spirit creature, the Logos? Well, that question is answered in this issue.”

Often, objections can be overcome by being familiar with the material in the issue you have. For instance, if someone states, “Oh, I go to the church down the street every Sunday,” you could reply, “I’m glad to know that. But is that enough? Let me read you paragraphs 12 and 13 of the article, ‘Organizing for the Ministry’, and see if you don’t agree with them.” (Read) Now the purpose of the Watchtower is to come into your home twice a month and provide the material that will help you work toward the point of helping others to take in life-giving knowledge.

We should familiarize ourselves with more of these features of interest, because the main articles, their questions and the information on the inside of the cover, such as the list of languages, number of copies printed, table of contents and Bible translations used, can often be employed with telling effect.

Tell the People . . . (Cont’d)

cb The various servant departments should keep the campaign activity in steady motion. Publishers should note good points in demonstrations for effectively presenting The Watchtower and overcoming objections. Have the experienced publishers work with the inexperienced, assisting them to become more mature publishers. Also help the irregular to become regular. Every effort should be made on the part of all publishers to have a share in the Watchtower campaign.

d The days of Satan’s organization are numbered. God’s undeserved kindness toward this marked and doomed generation will not continue indefinitely. Jehovah’s command to his servants now is to go and tell the people of his King and kingdom and the nearness of his day of vengeance. Redeem the time! Help the prisoners to go forth by taking The Watchtower into every home while they are still with inhabitants.
YOUR SERVICE MEETING

All Kingdom publishers appreciating the true value of “The Watchtower” will want to present it effectively and obtain as many subscriptions as possible. For maximum results, each publisher should prepare to regularly engage in literature work. The following outline of what is to be said, publishers will be confident at the door. It means preparing in advance. The following demonstrations offer suggestions as to how a full part in the campaign and assist others to have a share in it.

SCENE ONE: (3 minutes) Sister at door presents “Watchtower” offer.

Part 1 Mentions perilous times, and introduces “Watchtower” to daily living. Householder says (or she) is not interested, and very busy and gets all information he wants from “Picture” magazine, which gives him a quick and comprehensive view of world conditions.

Part 2 Witness then goes to another home, where the lady of the house, says that she cares for all her religious needs through her church magazine, “Clergy Weekly.”

SCENE TWO: (10 minutes) Witness walks home dejectedly.

He knew “The Watchtower” is far superior to those magazines, but I just wish I could put it in front of them. Comparing some worldly magazines with “The Watchtower”, two brothers (or she) I met at the other “Clergy Weekly”, approach from one side of the stage toward a brother (or she) talking on the “Watchtower” who approaches from the other side.

Here, near the middle of the platform, is a passage from “Picture,” arguing that it brings actual views of life as it exists so his readers can see all the millions living daily the weekly horrors of war and terrible conditions in the world. Argument goes on, the Witness answers “Watchtower’s” argument by saying he shows the efforts of U.N. and brother’s magazine does not. “Picture” magazine, which gives him a quick and comprehensive view of world conditions.

“Clergy” steps up, pompously says he does that by showing his readers how these conditions fit the prophecies, he gives a glorious hope and a new world outlook; he offers readers a way of life and a way to face today’s vital issues.

“Clergy” asks “If he tells that the world will soon be destroyed or if he hides that truth; he shows how the Pharisees were promulgating it as the end of the world.” “Clergy” asks “If he would to join in the work. A teller is asked, “Have you prepared your offer?” he replies, No. He encourages her to go to her readers, and then hypothetical study conductor asked him to assist Brother “A” on the work. The following dialogue:

SCENE TWO: (10 minutes) Sunday morning contact point.

The study conductor discusses morning text with group (may use entire service meeting audience as publishers who are assembled for service) and then briefly comments on points used. Two or three student talks may be given. Assignments should be given as the student talks conclude. To this question, “Have you prepared your offer?” he replies No. He encourages his publisher to do his part. Last year he obtained most of his subscriptions. Why was he more successful toward the end of the campaign? Yes, he had developed a better attitude then and it was effective. So why not start with a good one and be successful all the way through? Deciding he had better think out the witness he will use, he takes the latest “Informant” and plans his points for that. He proceeds to work out what he will use and points he will use then.

Part 1 (4 minutes) Talking aloud to himself, he says the “Watchtower” campaign has started and he will meet the school servant. He begins to review the things he has prepared. He tells his readers how to do his part. Last year he obtained most of his subscriptions. Why was he more successful toward the end of the campaign? Yes, he had developed a better attitude then and it was effective. So why not start with a good one and be successful all the way through? Deciding he had better think out the witness he will use, he takes the latest “Informant” and plans his points for that. He proceeds to work out what he will use and points he will use then.

Part 2 (10 minutes) Witness then goes to another home, where the lady of the house, says that she cares for all her religious needs through her church magazine, “Clergy Weekly.”

As students prepare their assignments for the theocratic ministry school under the new arrangement, there are a few points that should be kept in mind. First of all, it should not be concluded that a reading assignment will be an easy one and will require less preparation. The student should read his material aloud many times in order to get the proper sense stress, put in proper pauses, and other corrections, so that he can comprehend and acquire fluency. He should inject enthusiasm and force into his reading. Reading should be natural and expressive so it will not sound as though the material is being read. The material should be made alive such as the Word of the Lord is. A review of chapters 16 and 17 of Theocratic Aid to Kingdom Publishers will help the student immensely.

The first two student talks may have a brief introduction. Two or three brief sentences are sufficient to establish the setting for the material to be read and tell who is speaking the words in the account, etc. Then a few words in summary will serve to conclude the talks after the 4 or 5 analytical points are given. Before counsel is given by the school servant the audience will be given the opportunity to mention changes they noticed which the speaker did not mention.

The school servant should do the assigning of those who are to assist the brothers talking on the first night and those who will take part in this work. The two assigned to consider the chain word as on a back-call should rehearse their parts and make the discussion conversational and instructive. The question to be answered by the third student speaker should be stated clearly in the introduction so that all in the audience will know it and be able to express themselves as to whether or not they have answered the question. However, remember the audience does not counsel the student on delivery. The school servant does this in each case.

Everyone should read over the assignments before they are considered in the school and be prepared to comment. Brothers not now enrolled should be encouraged to do so. All, including children, elderly brothers, and those with language difficulties can derive much benefit by attending the school. Remember, whatever you put into the school you will get out of it. Hence, "Continue applying yourself to public reading."-1 Tim. 4:13, NW.
Back-Calls and Bible Studies to Be Stressed

Jehovah's organization is one that is continually increasing. But does this surprise his true worshippers? No! Because they know that the scripture at Zechariah 2:4 predicted: "Jerusalem shall be inhabited as towns without walls for the multitude of men and cattle therein." What do you think contributes to this increase of the Theocracy? Chiefly, it is the making of back-calls and the conducting of home Bible studies.

Let us, then, during this second month of the Watchtower campaign call back on all persons who showed some interest. By all means let us call back on those who did subscribe for The Watchtower and show them how they can get the most out of it. Back-calls and Bible studies are necessary to aid people to understand and appreciate the literature. So, Bible study servants, take the lead in this feature of service and encourage the new and immature publishers to make back-calls and conduct Bible studies. Be an example to them and take them with you and show them how it is done.

Therefore, our privilege of service to the Theocracy's increase during February will consist of laying the groundwork for more true worship by continuing to go from house to house to present a year's subscription for The Watchtower on a contribution of $1.00 and leaving a gift of three booklets. Then we will proceed to build on this foundation by calling back on all interested persons and conducting home Bible studies with them.

Follow Up Subscriptions with No. 7 Bible

Many of the persons that will subscribe for The Watchtower and Awake! during the months of January to April may not have a Bible in their home and very few will have the No. 7 Bible entitled the "New World Translation of the Christian Greek Scriptures". It would be excellent if they could have this new translation to read along with their magazine. Therefore we suggest that you follow up every subscription by making back-calls, and a week or two after they have started getting their magazine through the mail offer them the New World Translation of the Christian Greek Scriptures. Show them its contents, read portions of it so that they may realize its value and how it will be a great aid to them to better understand God's Word.

If companies need the No. 7 Bible they may order them from Brooklyn, as they are available in stock.

Publishers' Edition

Many companies had their orders for publishers' edition of What Has Religion Done for Mankind? canceled because the Society ran out of stock of the original printing. We received expressions of regret that personal copies of the publishers' edition could not be obtained. However, we have been successful in obtaining a small stock. If any of the publishers still wish to receive a copy of their publishers' edition for their personal use, they may order through the company, remitting 50c per book.

WBBR Poll

A poll will be conducted within the listening area of WBBR radio station during the week of January 25 through February 5 to ascertain the percentage of listeners. Companies in this area have been sent letters of instructions which should be considered at a service meeting in January so that those selected by the company servant to take part in this census will be fully informed as to what to do.

The station has twenty-four million possible listeners in its area and this poll should determine the percentage of actual listeners. Its rearrangement of programs instituted over a year ago is having excellent results and we feel sure the publishers and pioneers will respond to this service wholeheartedly.

UNITED STATES QUOTA FOR 1952

130,308 Publishers

Monthly Field Service Report

November Report

Av. Av. Av.
Pubs. Hrs. B-C Bi. St.

Sp’l Pros. 257 135.7 58.2 7.8
Pioneers 6,255 91.8 33.8 5.2
Co. Pubs. 117,788 8.6 3.2 .5
Total Pubs. 124,300

Public Meetings Held: 6,171

New Booklet in Stock

The Society has been able to obtain some additional paper for booklet printing. Hence the 32-page booklet What Religion Meet the World Crisis? is now available at regular campaign literature rates.

COMPANY ORGANIZATION

The Publisher

A theocratic publisher proclaims the good news of the Kingdom under the direction of the Lord and his organization. Thus he becomes one of Jehovah's witnesses. He does his preaching in a spirit of love and willingness. With the proper mental attitude each publisher understands what he is doing and sincerely serves God in an intelligent manner.

One of Jehovah's witnesses seeks to daily improve his ministry by applying the wise counsel of God's Word, the Bible. Further, he cooperates with the Lord's visible governing organization and follows theocratic counsel in order that all will walk together in complete unity. (Matt. 24: 45-47, NW) Seeing the importance of the local company arrangement, he fully supports it in all ways so that the Kingdom interests might be properly expanded. In doing so he recognizes the position of the various appointed servants and seeks to co-operate with them. (1 Thess. 5: 12, 13, NW) He endeavors to attend all theocratic meetings and assemblies arranged for his spiritual welfare.

He strives to be tactful, efficient, diligent and regular in all branches of the field activity. This field service should then be accurately and promptly reported. (1 Tim. 4: 16, NW) This labor of love is put foremost in his life and for this he is prepared to live and, if necessary, die. He keeps on, then, seeking first the Kingdom and does not allow old world pursuits to infringe upon this all-important vocation. (1 Pet. 1: 14; Col. 4: 5) He keeps himself neat in appearance and at all times conducts himself properly, in a manner befitting a Christian. At all times the publisher makes opportunities to preach the good news to the fullest extent possible.

A company publisher appreciating his relationship to the Lord and desiring to increase his privileges of service will desire to symbolize his dedication at the earliest opportunity by water immersion, if he has not already done so. (Matt. 3: 15, NW) Taking this step and executing his covenant obligations he can then be properly called a "minister of God".

Do you fully measure up to the above qualifications? Examine your position, your conduct, your motives. Can improvement be made? If so, act to your greatest benefit by conforming yourself to these righteous principles.
"Theocracy's Increase" Witnessing Period Introduced All to the King Through MAGAZINES

Increased Praise Schedule

"Jerusalem shall be inhabited like an unwalled villages, because of the mass of men and beasts within her." (Zech. 2:4; AT; Watchtower, January 1, 1951) In these last days Jehovah God has built up his organization, Jerusalem, and brought about Theocracy's increase. But people in the 'great city' are not idle! They continue to spread out and preach the message of God's kingdom to the ends of the earth so that all shall know that Jehovah is the Supreme One of the universe and that the vindication of his name and word is near at hand. Being citizens of the new world organization, let us share in praising our God and King by offering subscriptions for the Watchtower and Awake! magazines, with the premium.

Our house-to-house work will continue as a regular feature of our service activity. But there is also the responsibility of calling back on all persons who showed interest by taking a copy of the magazine, book, or book and those who expressed a desire to subscribe. Caring for these calls and conducting home Bible studies are activities of vital importance in the Lord's work. That this has the Lord's blessing is proved by the tremendous growth of the 'unwalled city'. Results go hand in hand with such efforts in cultivating the field of God.

When obtaining subscriptions—or otherwise finding interested persons we should be diligent to accept the responsibility of caring for these sheeplike ones. We should make a complete record of interest found and then water and nourish this interest for continued increase. Regular calls on these persons, designed to increase their knowledge of the Creator and his purposes and to bring them to full-bodied maturity, need to be made.

Increased Activity

To properly care for our God-given responsibility of 'feeding the sheep' group contacts should be well organized. It has been found that 9:30 a.m. Sunday is the best time for the publishers to assemble for group service. Discussion of the daily text and a consideration of the activity for the day should start promptly at the appointed time. Brief quizzes, discussions, experiences, demonstrations, or reviews, based on previous service meetings, may be prepared and presented for refreshment and stimulation before going afield. The entire meeting need be no longer than 15 minutes, thereby making it possible for all to be in the field by 10:00 a.m. for a full day of service.

Many publishers have found it practical to start the day's activity with a couple of hours of house-to-house activity, eat a lunch while still in the field and then continue into the afternoon by calling back on persons who previously displayed interest and starting and conducting home Bible studies.

So prepare for and take an active part in Theocracy's increase now by uniting yourself with your brothers world-wide in this great witness work.

Postal Rate Increase

In view of the increase in postal rates, effective January 1, 1952, all who correspond with the Society using postal cards (pioneers included) will be required to use two cents in postage.

Returned Magazines

During 1951 the post office returned well over 72,000 magazines to this office, which could not be delivered for the following reasons: "not found, no such street, no such number, unknown and unclaimed." This averages over 6,000 magazines per month. Since this costs the Society 2 cents for each return it amounts to well over $120 monthly, or upward of $1,450 yearly, and now the cost on these returned, undelivered magazines is to be increased to 5 cents per copy. Therefore, the

Public Meetings for 1952

(Continued on page 2, col. 2)

Subscription Follow-up Procedure

To improve the organizing of efficient follow-up of subscriptions and eliminating many unnecessary expirations the following procedure is recommended.

When subscriptions are turned in by the publishers the company servant should see that they are written up properly by the accounts servant on the S-10 form in triplicate. (Note on the form the date and the name of the publisher obtaining each subscription.) The original copy, after being thoroughly double-checked and signed by the company servant, will be forwarded to the Society each week as usual, the duplicate copy filed by the accounts servant and the triplicate copy given to the Bible study servant. The Bible study servant will see that the information on the new subscriptions is listed on a separate sheet of paper and given to the company book study conductor. Of course, the publisher will continue to keep a record of his own subscriptions and will call back to deliver the current issue until the magazine has started coming to the subscriber through the mail. In about six weeks from the time of obtaining the subscription, the company book study conductor will check to see that back-calls are being made by the publishers obtaining the original subscriptions. He should oversee the follow-up activity by utilizing this list of subscribers when at back-call contact points, on company book study nights or other appropriate times and render such assistance as possible in getting publishers started in

(Continued on page 4, col. 1)
The Watchtower" Aids Men of Good Will

Second only to the Bible itself Is the place "The Watchtower" occupies in the hands and minds of the servants of Jehovah. It has been stressed so much by them as to be synonymous with their work.

The report on Canada appearing in the 1962 "Yearbook" calls attention to how and why the Watchtower is in its new form: "convenient size, the rich variety of subject matter, the attractive headings and illustrations, and the satisfying answers to the readers' questions. Appreciating the point will demand a critical examination." (109)

The United States report tells of a mother of 17 children who, as the result of reading "The Watchtower" over a period of years, wrote the Society for instructions on how she too could have a part therein. Because women would interfere with the expansion of Jehovah's organization, the apathy of the younger generation, which this prophecy is being fulfilled today are forcibly to come out, and to date we have received the report from one of them on the illustration of the Watchtower. (23, 238)

"The Watchtower" also helps men of good will to see what are God's right requirements. "Church" members in British Guiana took up "The Watchtower" on "Marriage" to their church, in defense of the person divorced on Scriptural grounds who wanted to remarry. They won their case. (29) What a liege is ours to help men of good will!

Theocracy's Increase

Jehovah's prophet Zechariah, foretelling Theocracy's increase, said that "Jerusalern shall be inhabited as towns without walls for the multitude of men and cattle therein." (2:4) Why within walls? Because walls would interfere with the expansion of Jehovah's organization. The apathy of the younger generation, which this prophecy is being fulfilled today are forcibly brought to our attention in "The Watchtower".

The advertising of public meetings plays a vital part in Theocracy's increase. Said a Swedish newspaper: "One day it was the turn of a gentleman appeared in this community and started to invite people to a lecture... It did not [take] long until the lectures had to be held out of doors for lack of space." (231)

And the church assemblies play in Theocracy's increase is noted in the report from El Salvador. As a result of a circuit assembly at San Miguel, "The hall overflowed for every public talk, so more halls had to come up. In the last three months we have removed three walls, and each time the hall has filled right up to its new capacity of 1,300." (124)

Missionary activity is another vital factor in Theocracy's increase as seen by the report from Uruguay: "The church has accommodated the many new attenders from Uruguay. Some good people have opened up their homes to them for use as meeting places. One brother tore out a brick wall... and... is going to do away with another wall to [the room where the meetings are held] still larger. Six missions have started, and all of them that they have to enlarge their dining room and use it to accommodate the people. (22)" Missionary activity, as well as symbolically Zechariah's prophecy is finding fulfillment in our day, and the various kinds of activity are all having a part therein.

To Those Who Say, "I Have No Money"

"I have no money" is often heard from a householder when offered subscription for "The Watchtower". What the householder usually means is "I have no money for magazine subscriptions", thinking The Watchtower is just another magazine. With this in mind a publisher might tactfully say:

"It is true the cost of living has increased and all of us to be careful about how we spend money. However, having in mind Jesus' words that 'man does not live by bread alone, but by every word proceeding out of the mouth of God,' an understanding of the Word of God is of great value to us, especially in these days of crisis. The Watchtower is a Bible study aid that will mean that a copy of The Watchtower will be delivered to your home through the mail twice every month. Just as it is very essential that we eat our daily bread to keep strong and healthy physically, so it is important to take in knowledge of God's purposes regularly to stay healthy spiritually. Knowing The Watchtower will provide such a rich spiritual feast for you. I will be glad to take your subscription for a year at the nominal cost of $1." Or he might say: "Having to face similar problems as you do, I appreciate the fact that high costs of food, clothing and home requirements leave little balance in the family budget for many things we want. Also, a dollar is not worth much in actual purchase value these days. However, I feel that the peace of mind and sense of security that a knowledge of God's Word gives is what you really desire, and The Watchtower is a distinct aid to this end. So it is a pleasure for me to be able to offer you a year's subscription for only $1. If your family budget cannot care for an expenditure of $1 at this moment, then I will be glad to call next week when I will be in your neighborhood."

Also, a publisher might reply by saying: "Even if you are not in position to subscribe just now, I would like to show you the features of this exceptional magazine which has a circulation of over 1,500,000 copies per issue and is studied by Christians all over the world." Then proceed to call attention to its various features, the purpose of the magazine, what the main article deals with, questions from readers, etc. Often a householder will see that The Watchtower is not just another magazine and will subscribe.

If you do not obtain a subscription after tactfully dealing with this objection, offer a single copy of the magazine on a 5¢ contribution. This will provide them with an opportunity to become acquainted with its true value and furnish a basis for you to make return calls.

Postal Rate Increase (Cont'd)

accounts servant and all publishers who take subscriptions should feel their responsibility to see that all addresses are properly checked for accuracy and legibility before forwarding the subscriptions.

There are two outstanding reasons for this problem: The subscriber does not advise us sufficiently in advance of the time he changes his address: and the subscription slips are not being filled out completely and correctly.

Change of Address

If you are going to move notify the Society of your new address immediately using the Change of Address form S-20. Before sending it in ask yourself, Is the new as well as the old address given? Did I state clearly which magazine is involved? Did I show the expiration symbols on label? (e.g., W or G N 52) If a person of good will, a person with whom we study or on whom we make back-calls is going to move assist him to notify the Society. Supply him with the Change of Address form S-20 and explain its use. Company servants, stock servants, circuit and district servants as well as all pioneers should always use the Change of Address form S-20. It should be in the Society's office three weeks before change is effective to allow ample time to make the change of address. Your co-operating with the suggestions offered here will assist greatly toward eliminating the unnecessary expense and burden caused by magazines being returned.
YOUR SERVICE MEETING

Now that two demonstrations are presented here each month, there is the opportunity to examine full procedures for both. The first one demonstrates the need of training and the second one demonstrates the need of training for the preaching work.

SCENE I: Calling back on the new subscribers.
Part A (7 minutes) Company servant, in conversation with the company servant and at least one company book study conductor are engaged in a lively discussion. The company servant, explaining the importance of calling back on subscribers, emphasizes that accounts must be put into operation. The second one demonstrates the need of training for the preaching work.

"Seeing Ourselves as Others See Us" A brother with a microphone (or facsimile) announces, "I am your servant. I am calling back to get the subscription offer was made and he accepted it. A lady says she took "The Watchtower" at her home. Why? My! the interesting features the Witnesses are calling back to Washington, D.C. Why? The Watchtower came later and found that the subscription slip had been filled out wrong; it certainly seemed an unbusinesslike and slipshod way to do.
The reporter questions several, showing why the people view us as we do the work in a right or in a poor, unprepared manner. He breaks the period being approached concerning the call. If publishers are the ones whose names are listed, they should call for the renewal.
Part B (3 minutes) Company study is giving out subscription slips handed to him by Bible study servant. One slip is given to a publisher who conducts a study with the subscriber. Another is given to a publisher who obtains subscription almost a year ago. Some slips are left over because a publisher moved and others because he has not yet placed subscription. The slips are given to various publishers. A publisher recognizes the name on an unassigned slip and requests it. The subscriber is given to another publisher. Some unassigned slips still remain to be used at contact points.
Part C (2 minutes) The final part of the script is a discussion a diary, just leaving a home after obtaining a renewal. He is assuring his household that when the renewal notice appears in his magazine he may ignore it and that he will call again as arranged.

Use of S-5 Forms Always indicate number of publishers and pioneers in space provided on the Order Blank form S-5. Note: Cash items (cash items include certain forms) are listed separately on the S-5 order form. Remittance must accompany order.

Public Meetings (Cont’d) of "saying to the prisoners, Go forth". The eight new talks will be:

These talks may be started on the week end following the Memorial (April 12, 13), or as soon thereafter. No series of 1951 talks should be started after April 13, although a series already in progress may end after that date.
Three sets of outlines for each company and one set for each male pioneer are being sent with this Informant. One of the three should be filed in the ministry school library and the other two distributed to those assigned to prepare the talks.

Starting March 2 the circuit servants will give the new talk, "What Religion Will Survive the World Crisis?" at circuit assemblies.
Speakers, in preparing talks, should keep in mind that our work is not only to tear down false ideas but primarily to build up by expounding the truth. Most people are convinced that present systems are inadequate, and see world wickedness and distress, without our going to great lengths to prove it with a profusion of observations and clipings. While it is necessary to consider these things briefly, we should emphasize and develop what the people are most interested in, that is, the remedy for such conditions. When dealing with false religious doctrines, avoid prejudice, assertions and sarcasm. Drive your points home with Scriptural proof and logic. Adhere to the time allotted (see reports for details). Order at least one month in advance in the East, six weeks in the West. Order for new series as soon as you receive date arrangements. Fill out your order blank carefully. Double-check each item. Write Handbill Order on the outside of your envelope.

Publications Now in Stock Can You Live Forever in Happiness on Earth—Arabic, Danish, Finnish, French, Icelandic
Publish Uplift and Comfort for the Poor

Have You Reached Your Subscription Quota?

People in this crumbling old world are in great need of uplift and comfort. Who can give such to them? Jehovah alone can. He provides this through his Word. We, having received comfort through understanding Jehovah’s purposes, gladly join in doing the work Jehovah promised to accomplish as expressed at Psalm 113:7: “He raiseth up the poor out of the dust, and lifteth [up] the needy.”

Last year the Watchtower campaign was a huge success, ending with 2,744 subscriptions over our quota of 220,000. Can we exceed our quota again this year? With the end of February, the 1952 Watchtower campaign comes to the halfway mark. Have we individually reached our quota of one subscription for the first two months of the campaign, or eight subscriptions if we are pioneers? What can we do to get more new subscriptions? First, attend all of the meetings. By attending meetings regularly, instruction is gained on how to present the campaign offer.

Let all publishers endeavor to have a larger part in door-to-door work during March. Those being trained in such work by other publishers have the opportunity to advance toward maturity by giving the witness and speaking at the doors.

Therefore, let us concentrate on presenting a year’s subscription for The Watchtower, with a premium of three booklets, on a contribution of $1.00. Have a greater share in this Watchtower campaign and you will have a greater share in raising the poor out of the dust of old world ignorance and bringing them long-needed comfort.

UNITED STATES QUOTA FOR 1952

130,308 Publishers

Monthly Field Service Report

December Report

Av. Av. Av.
Pubs. Hrs. B-C Bl. St.
Sp’l Pios. 252 135.3 56.7 8.9
Pioneers 6,332 87.9 31.4 5.0
Co. Pubs. 114,541 8.3 2.9 .5
Tot. Pubs. 121,125

Public Meetings Held: 6,932

Subscription Follow-up (Cont’d)

This feature of work. Duplication of calls can be eliminated by making sure that the original obtainer makes the back-call if at all possible. Some will make the calls unassisted, others will want aid and some may not be able to take part due to circumstances. In that case these calls will then be assigned to other publishers. The purpose of the call will be to stimulate interest in the magazine, get the subscriber to read its contents and endeavor to start a study in the magazine just as we do with other publications.

A month or two prior to the expiration of the subscription these good-will persons should be called upon for renewals. The names on the S-10 forms in your file can be copied off and listed on subscription blanks, Watchtower or Awake! whichever the case might be. Again the same publisher obtaining the subscription, if possible, will be given the call to make. This follow-up activity can be centered around the company book study.

This latter procedure can be started immediately on subscriptions now listed on the company S-10 forms that will be expiring in the next month or two. If the name of the publisher obtaining the subscription does not appear on your old sheets, effort should be made to determine the name of the publisher obtaining the subscription. In small companies publishers will recognize their own subscriptions if given a chance to look over the S-10 forms. Also, many can be determined by comparing the list with the Bible study file. Subscriptions listed that are not in the company’s territory, such as those obtained at assemblies and those not within reasonable traveling distance need not be called upon, as these will be cared for by the expiration slips sent out by the Society.

Subscriptions not renewed will be processed as usual by the Society, and the company will receive the expiration notice as heretofore. A final call can then be made, and this will provide all subscribers with the opportunity to renew or indicate definitely that there is no further interest. If this arrangement is followed out systematically a great deal of this interest can be brought to maturity.

Coming Literature Offers

March: Watchtower Campaign

April: Last month of Watchtower campaign will be a magazine month. Order an extra supply of both magazines.

May: New World Translation of the Christian Greek Scriptures and the book What Has Religion Done for Mankind? on a contribution of $2.00. (These may be ordered as campaign items.)
Publish Uplift and Comfort for the Poor
March Opens Final Half of Watchtower Campaign

Has 10 Per Cent Publisher Increase Been Attained Thus Far?

1 Thousands of persons are sighing and crying about the abominations that are being committed daily. To whom can these persons turn for comfort and hope? An almost six-thousand-year record of failure rules out political, commercial and false religious leaders. But Jehovah is the great, unailing God of comfort and it is to him that a great crowd of persons are now turning in hope, as his servants continue to publish uplift and comfort for the poor.—Ps. 113: 7, 8, AS.

2 During March, God's servants will continue to publish uplift and comfort by presenting The Watchtower from door to door. Company publishers, have you obtained at least one new subscription during the past two months? Pioneers, did you reach your two-month quota of eight? All will want to at least meet the campaign quota, or possibly exceed it during the next two months.

3 Know your magazine when placing The Watchtower at the doors. Be acquainted with the contents and use the various features and subjects to stimulate interest in it. The index in the December 15 issue for 1951 can also be used to point out the many interesting and enlightening subjects treated by The Watchtower during the past year. Presenting more than one issue will readily show the variety of subjects covered. Let us always present the campaign offer and not adopt the negative attitude: "Well, they won't take The Watchtower anyway," and thus refrain from presenting it at the doors. Do not be responsible for withholding its message from anyone. Offer The Watchtower at every opportunity. We need not give up at the first objection. Tactfully endeavor to overcome such objection, unless circumstances obviously make it impossible. Do not be hasty to drop down in your offer, but give the householder sufficient opportunity to appreciate the value of The Watchtower. If unable to obtain a subscription, two different issues of The Watchtower may be offered on a contribution of 10c. Then make back-calls on all subscription and magazine placements.

4 March marks the end of the first half of the service year. Has your company reached the 10 per cent increase in average number of publishers over the previous year's average? How many months have you held that increase? Have you averaged a 10 per cent increase, not only for one month, but for every month so far in the first half of this service year? What will be the last half of the service year period bring? A 10 per cent increase in meeting attendance can be a big factor in attaining a 10 per cent publisher increase. Attendance at meetings furnishes an excellent basis for one to get knowledge, strength, courage and faith that will feed and build up the mind for active service. And with more publishers being service-minded there is certain to be increased field activity. "Each one help another" to become regular in service and in attending all meetings.

5 The need of a comforting message grows with each passing day in this trouble-filled world. Many must yet hear God's message of comfort and hope. The Watchtower magazine contains this vital information. Therefore, we who have been comforted by this message should now publish uplift and comfort for poor ones who are yet prisoners in this abominable system of things.

Convention Reports
The Society has a small quantity of convention reports that cover the Clean Worship assembly held in Wembley Stadium, London, 1951, and Theocracy's Increase convention in New York city, 1950. Orders will be filled as long as the supply lasts. Remit with order; they are 50 cents for the London report and 15 cents for the New York report.

Personal Letter
Along with this Informant the Society is sending a personal letter for each publisher associated with the company. The company servant will see that each one receives his copy. Twenty to thirty minutes should be spent at two early service meetings to thoroughly analyze the contents of this letter.

Summer Campaign Preparation
In that all applications for unassigned territory were to be submitted by February 1, assignments will be sent to companies and pioneers during March and April. Obtain detailed county maps of the territory assigned to you, from the county courthouse, state highway department, independent cartographer, etc. Studiously plan your coming activities for the most efficient coverage of the territory; select locations and speakers for any public meetings you may have; contact newspapers and radio stations with news releases. Plan to share in this missionary campaign on week ends and to spend your vacation this profitable way. Campaign literature (What Has Religion Done for Mankind? “This Means Everlasting Life”) and any other bound book, for the months of June, July and August) orders may now be sent to the Society.

Memorial Week-End Activity
1 Each year at Memorial time, Jehovah's servants obediently gather to review the meaning of the Lord's evening meal. It is a time of thankfulness to Jehovah for his loving-kindness, and the provisions he makes for those whom he loves. It is also an appropriate time for all to scrutinize their zeal for his service.
2 This year Memorial will be celebrated on Thursday, April 10. All who attend are invited to express their appreciation to Jehovah by engaging in his service. Servants should prepare the Memorial week-end program for their companies as follows.
3 The service meeting and theocratic ministry school for the week of the Memorial will be canceled. (Continued on page 2, col. 2)
To Those Who Say, “I’m Too Busy”

Too busy to obtain freedom and comfort and gain the prize of everlasting life? Are they really that busy? Or are they just using that statement as an excuse to discourage what they think is “just another salesman” for whom they have no time? This oft-heard remark presents a definite challenge, and, in order to make sure that they know of the all-important message of God’s kingdom being offered to them, it becomes the responsibility of each publisher to effectively overcome this barrier.

Endeavor always to actually present the good news at the door. Do not rush headlong into a witness with the thought of beating a time schedule. Being prepared, making your presentation in a friendly manner, unhurried, deliberate and coherent are very important. Here is one way this objection can be effectively overcome:

“Yes, it’s true that most people are very busy these days. I’m a busy person myself. I have a lot of things to do, so I can’t help to give much thought to my affairs so that I can present to you a valuable and profitable message. One that can give you hope and comfort and relief from the distresses and ills of present-day living. It is the message regarding the heavenly establishment of God’s kingdom, for which millions pray and which other millions desire to see. I can understand your position; there is much to be done these days. It would take too long to go into detail now and explain God’s promises for mankind; so to save your time we leave this literature with you. The message is prepared in a form to meet the needs and personal programs of busy people. Take this publication for example:

We must judge the sincerity of their statement and proceed accordingly; thus it is not a case of re­morseful consideration for their circumstances concerned that the person is legitimately busy, do not attempt to give a detailed presentation of the offer.

Rather, during the Watchtower campaign, offer a magazine or even two for subjects and color and simply say: “I’m sure you would like to obtain these Watch­tower magazines now for only 5c a copy. I can, then, call back within a week and explain the purpose of my visit and how this magazine can be of aid to you. In the meantime you will have had an opportunity to examine this enjoyable magazine.”

Memorial Weekend (Cont’d)

At the conclusion of the Memorial talk, after the emblems have been passed, the speaker should tie in the message of the truth with the faithful service both of those of the remnant and the “other sheep”, and show the importance of letting the good news of the now-reigning King and his kingdom be heard by all. Closing announcements regarding field service for the week end can then be made by the company servant or another capable brother.

Friday is a holiday in many sections of the country. Here house-to-house work can be arranged in the morning and time devoted to making back-calls in the afternoon and evening. On Saturday morning all who can should meet for house-to-house and store-to-store magazine work. Saturday afternoon can include street witnessing. Make Saturday a real magazine day. On Sunday the entire group will meet at the Kingdom Hall at 9:30 a.m. for a short and instructive program, and then arrange to be in the field by 10 a.m. (In some territories publishers may be able to start earlier.)

Use our good intentions as regards calling back on those with whom we have placed literature or whom we have contacted the prospective sheep? A publisher in Venezuela, while engaged in the house-to-house work, heard of someone who was interested. Only after repeated attempts was that one contacted. In a short time this one himself was conducting three home Bible studies and wanting to be baptized at the next opportunity. (212)
YOUR SERVICE MEETING

The following two demonstrations aim at gaining maturity and incite by aiding the publisher to take part in service and to reach his quota of two or three subscriptions. The mature publisher aiding less mature one in calling back on placements and helping publishers to organize for systematic follow-up. The other illustrates a simple and practical method of making effective back-calls in which all publishers can engage.

SCENE I: Mature publisher assists the less mature.

Part 1 (5 min.) Two publishers, Brothers, "Matthew" and "William," are engaged in lively discussion relative to their personal accomplishments and interaction. Conversation centers around each publisher's reaching his quota of subscriptions. "Matthew" inquires if "Mature" has had much success in campaign. "Mature" says he has not as yet, but other publishers have. "William" replies, "Yes, the magazine to come to her home and would appreciate more information about the "Watchtower" people." Publisher "Mature" renews subscription and makes arrangements for future visit. Study conductor and publisher proceed on to next call, with publisher expressing joy at ease of following through an explanation.

SCENE 2: Calling back on subscribers.

SCENE I: (5 min.) Two servants of the company are discussing the matter of "Watchtower" campaign.

The study conductor and publisher proceed to house-to-house work. Directing question to "Mature," he has much more back-calls during his leisure time; she is busy, but keeps a record of all forms of service. Upon departure "William" has gotten subscriptions. Two or three publishers have been engaged in the "Watchtower" campaign. "William" has not made any back-calls during his leisure time; she is busy, but keeps a record of all forms of service. Upon departure "William" isAu.

Monthly Field Service Report

January Report


Pioneers 6,519 93.7 35.7 5.2

Co. Publs. 116,531 8.9 3.5 5.1

Tot. Publs. 130,380

Public Meetings Held: 6,260

"Jubilee Trumpet" (Cont'd)

and to continue as regular proclaimers of liberty throughout the land. Memorial week end is a very appropriate time to see that all associated have a full share in field service. The house-to-house distribution of magazines is an excellent way to start new publishers in field service. Remember, part of the obligation of ministers is to follow the example of Paul, who had a "will to the breach" of the house-to-house ones for ministerial work." (Eph. 4: 12, NW) The new publishers should, in turn, appreciate that "this undeserved kindness was given, that [they] should declare to the nations the good news." —Eph. 3: 8, NW.

By all associated participating in this proclamation of the good news, a peak of publishers will be assured in April and an outstanding month in magazine placements and subscriptions will result. Thus by Jehovah's undeserved kindness many more will be freed from Satan's prison houses.

Memorial Week End (Cont'd)
Offer Freedom Through Magazine Distribution

1 Freedom! Restoration of God-given rights! A year of thankfulness to the Creator! These were the things that were looked forward to and enjoyed by God’s people under the typical Thocracy every fiftieth or jubilee year. As in Israel on the first day of the jubilee, Jehovah now commands his servants to “cause the trumpet of the jubilee to sound . . . and proclaim liberty throughout all the land.”—Lev. 25:9, 10.

April—a Magazine Month

2 And what better way is there to proclaim liberty to the captives and tell the prisoners to “go forth” than using the Watchtower and Awake! magazines? During April, let the jubilee trumpet sound with a mighty blast by making special effort to get copies of these magazines into the hands of the people. By subscriptions and single copies, from house to house, and store to store, do your part to sound the proclamation. Make this a month of real magazine activity.

3 During the last month of the Watchtower campaign time should be scheduled for the regular door-to-door subscription work. If a subscription is not placed, you should endeavor to leave single copies of the magazines on the regular contribution in every home. But in addition to the regular subscription work put forth special effort in house-to-house magazine distribution. During April, instead of engaging only in the regular magazine street work, all publishers should obtain territory for house-to-house magazine distribution. Why not every one really try this means of magazine distribution? Each publisher should strive to place at least five copies of every issue of The Watchtower and Awake! in house-to-house magazine service. During this magazine month we want to stress getting these magazines into the homes of the people and then call back to help them gain benefit from the vital life-giving information contained in them. See if you can’t place more magazines in house-to-house work than you formerly have on the streets. Try using just one magazine alone—The Watchtower one week and Awake! the next. See what happens.

4 When single copies are placed a record should be kept of the persons obtaining them and routes started so that the latest copies of the magazines can be distributed regularly. Let’s all put forth a special effort in

Witnessing Period

using these timely instruments—the Watchtower and Awake! magazines—which furnish an excellent introduction to the Kingdom message. Regular return visits should be made where magazines are left, endeavoring to start home Bible studies. During the last year 10,083,157 individual magazines were printed in the field in the United States, to compare with 9,028,495 in 1950. Think of it, a grand, thrilling total of 51,000,000 copies of the Watchtower and Awake! magazines were printed for distribution in 1951 throughout the world in many languages. Let’s continue to increase the number of magazines being distributed in the United States. From these figures you can see that a wonderful work is being done with the magazines. So let’s make April an outstanding magazine month and build up our magazine distribution to even greater heights so this good work will go into the homes of the people regularly.

Why not arrange to make April’s activity a grand climax to the Watchtower campaign, and include within our plans the giving of assistance to any that need our help to get started in the service? Those who are irregular or new should be helped to progress to maturity

(Continued on page 3, col. 3)

COMPANY ORGANIZATION

Circuit Servant

1 Circuit servants are appointed by the Society to serve as its representatives visiting organized companies of Jehovah’s witnesses, isolated groups of good-will persons and pioneers to assist them in carrying out their local Kingdom activity. Before one is appointed to serve as a circuit servant, he is required to be capable and Scripturally qualified to serve as such. He must show himself to be a mature servant of the Lord, having served acceptably several years as a pioneer or in some other responsible capacity.

2 His semiannual visit with a company begins on Tuesday morning and concludes on Sunday evening. During that time he will hold two meetings with the Society-appointed servants and book study conductors. The first meeting should be held at 6:30 p.m. on Tuesday, followed by a talk to the entire company at 7 p.m. The last meeting will be scheduled for the end of his visit. At these meetings company matters will be discussed and the circuit servant will be governed by and advance the Society’s policy for all of his recommendations to improve local organization for Kingdom service. Company records will be checked during his visit and counsel given to each servant in accordance with the Society’s policy. When records are improperly kept, the circuit servant will instruct the servant how they are to be kept.

3 At the final servants’ meeting, the circuit servant will discuss with the servants his report and the recommendations made in it prior to mailing it to the Society. Any suggestions or objections by servants in the company should receive due consideration, and, if necessary, adjustment accordingly should be made in the report, after which he will mail

the original to the Society and leave a copy with the company servant for the company file. When, in his judgment, it is advisable to divide a company into units or to remove a company, the circuit servant will make appropriate recommendations to the Society, clearly outlining the reasons for his recommendations.

4 Each morning, Tuesday through Sunday, the circuit servant will take the lead in the house-to-house work, inviting as many publishers as possible to go with him to hear and see his presentation. If publishers desire, he will listen to them and offer counsel on their presentation. The circuit servant’s duties include assisting publishers with their back-calls and Bible studies. He will arrange group work for some afternoons and evenings to include these features of the work. He will also serve the pioneers by working with them from house to house, on back-calls, Bible studies, etc., and by having a meeting with them. Counsel will be offered and a written report on each pioneer’s activity and co-operation with the company submitted to the Society.

5 If the circuit servant is married, his wife will travel with him and work under his direction, primarily assisting sisters in the service. Her assignment does not include directing any company matters. A quota of 100 hours a month field service has been set for each circuit servant and his wife.

6 It should always be remembered that a circuit servant is sent to a company to serve the brothers. The Society encourages its circuit servants, publishers and pioneers to take full advantage of the numerous benefits of a circuit servant’s visit by supporting all meetings and sharing fully in the work scheduled during his visit.
April, 1952

“Say to the prisoners, Go forth.”—Isa. 49:9.

“Jubilee Trumpet” Witnessing Period

The Climax of the “Watchtower” Campaign

A Magazine Month

1 Liberty is a precious and rare possession today. In this old world there are millions of persons in mental bondage. To be released from this captivity they must hear and act on the Kingdom proclamation that Jehovah is now having sounded. Do your part. Kingdom publishers by making use of every opportunity to proclaim liberty in all the land just as the jubilee trumpet was used many years ago.—Lev. 25: 9, 10.

2 During April splendid opportunities to sharply increase the proclamation of liberty are open. It is Memorial time and also the final month to reach our quota of new subscriptions. At Memorial time many new ones will associate with us and we should invite them to go along with us in the service and show them our enthusiasm for presenting The Watchtower from house to house, on back-calls, street work, etc. Start them on the road that leads to maturity by training them in all features of service and by encouraging them to attend all company meetings.

3 How may we present the magazines? Magazine Day offers three avenues: at the homes, in the stores and on the streets. Has your company arranged for house-to-house and store-to-store Magazine Day activity? Are you taking part in it?

Many publishers report 30 to 40 magazines placed in two hours of this service, and with fine results. Try it and see what a joyful service it actually is. When in street magazine work, approach people and offer the latest magazine. Do not stand motionless. Plan street magazine work for the day and time when the streets are the busiest, and display only the current issue of the magazine. Use only the latest Watchtower and Awake! in your presentation at the doors and stores.

4 Offer a year’s subscription for The Watchtower at every opportunity. If the household does not subscribe, then one might offer two different copies of The Watchtower for 10c. This will demonstrate the magazine’s wide variety of contents. Try to leave a magazine in every home. Wherever you place the magazines, be sure to follow up placements with the latest issue, calling regularly on those who will take the magazines but who do not subscribe. Make your activity count by being busy and regular in definite territory.

5 During this final month of the Watchtower campaign we should call back on all those who promised to take the subscription. Encourage those with whom we placed individual copies of the magazines to subscribe. Make every effort to obtain new subscriptions during this last month of the campaign. Remember, this is the final opportunity to reach our individual quota. In the United States we obtained 125,150 new subscriptions during January and February. That is 17,406 more than last year for the same months. What will we do during the final month of the campaign? The answer will depend to a great extent upon you.

6 So, then, our God-given work this month is to get the magazines into the hands of the people and aid them to know their contents. These instruments will accomplish a great work if they are properly presented and widely distributed. April can be made an outstanding month in magazine distribution through our energetic efforts. Let us as one body use our voices to present them, and sure this will result in a chorus that will be heard as effectively as the sound from the jubilee trumpet.

The New Cost List

With this Informant each company is being sent two copies of the new Cost List. One for the company servant and one for the stock servant. The company should keep their cost lists up to date. This may be done by listing the new publications announced in the Informant under “Publications Now Available” and make necessary changes in rates according.

(Continued on page 4, col. 1)

Personal Letter Follow Up

“Just what we needed,” wrote one company. “Unitedly we will support and carry out the suggestions so that Kingdom activity is properly cared for,” writes another. Many

(Continued on page 3, col. 3)

Need for More

House-to-House Work

1 Sometimes in arranging our activity in the Lord’s service, there may be a tendency to let some features of our ministerial activity take most of our service time, thus allowing other features to lose their proper place of importance.

2 In recent years house-to-house work has not been receiving the attention that its importance in the theocratic organization demands. This condition exists in many companies and corrective steps should now be taken by the local organizations to remedy it. In the United States, we have placed much literature during these years; but notice this trend: In 1935, an average of 3 books per publisher were placed each month; in 1945, 2 books; in 1948, 1 book; and in 1950 and 1951, 1 book every two months. It is in the house-to-house work that we can best place these Bible study aids that are so vital in helping persons of good will get a knowledge of the truth.

3 The foregoing presents food for thought. Our publishers are increasing and our placements are diminishing. With this information in mind the Society has counseled publishers to spend approximately 30 per cent of their time devoted to field service in house-to-house work. This proportion compares well with the importance of house-to-house work and seems to be an appropriate division of time for all publishers. Additionally, the Informant recently suggested that all publishers try to put in at least two hours in the door-to-door work on Sundays.

4 No one should let the comparative simplicity or convenience of other features of service keep him from regularly engaging in house-to-house work, for it is here that most of the “other sheep” are contacted initially. At the doors we are in a good position to advantageously witness to persons in our territory.

(Continued on page 2, col. 2)
Placing “Watchtower” Magazines

If we would be pleasing to Jehovah, share in the vindication of his name and gain eternal life we must be governed by the “law of the mind” and not the flesh.” This is one of the ways in which some of Jehovah’s servants submit to the “law of the flesh.” The nature of the sentences received by the publishers of the Watchtower is by following the line of least resistance. They are getting more and more into the street in connection with their field service. How so, you ask?

May I tell you how it begins? Someone begins taking part in the service by engaging in the street work, and ever after that remains a part of the work. Thus it is that many more publishers offer the magazines on the streets than formerly. Sometimes it is done from store to store. Yet, should it not be just the other way around? For far more magazines can be placed by calling home and business places than can be placed on the street corners.

This fact is emphasized in the report from Columbia. There house-to-house and store-to-store magazine work has increased and magazine placements two hundred percent. (112)

And the report from Venezuela tells of a circuit servant’s placing 63 magazines in just a short time going from house to house. How long would it have taken him, have taken you, to place 63 magazines on the street? (243)

And do we call back on magazine placements very many? Peru told how repeated calls on a shoemaker and his son during a period of six months (versus a single call on a magazine placement) resulted in all of the family becoming interested, one of whom already was, and he has given his first student talk. (294)

Theocratic Tactfulness

Mature ministers of Jehovah appreciate that maturity is based not only on knowledge and zeal if they would be effective. They must be all things to men of all kinds. Many sincere persons have been so blinded by their clergy that they are very bitter toward the truth. We, therefore, should learn to treat these persons so that their freedom we must say “Go forth” tactfully.

—Matt. 10:12, 13.

The 1952 “Yearbook” tells of an Argentine minister making good use of tact. A bitter opposer was tactfully brought into the presence of the servant’s knowledge and reasonableness of the truth before he was identified to the truth as being of the Watchtower or Jehovah’s witnesses. This one-time opposer is now a publisher. (79)

And the same message comes from France. There a publisher, who was making a call on a lady who had obtained a book, was greeted by her husband with, “People like you ought to be hanged,” etc. By tactfully calming down the irate husband and setting before him the facts of the case, a new home was obtained, and the opposer was turned into a publisher. (163)

In Jamaica a publisher overheard a lady saying: “I’ll run any Jehovah’s witness away like a liar.” The publisher called out, greeted her pleasantly, and the woman responded with a quick look and a rough answer. The publisher repeated the news that a dear friend loving the woman as much as herself. She turned out that this lady was an old time opposer, sighing and crying because of the injustices she experienced. She is now enjoying the presence of others. This is a great advantage to them when the time comes to participate in the unsanctioned territory work during June, July, and August. Preaching is the

To Magazine Obtainers

As ministers we are sincerely interested in, and are obligated to assist, the persons of good will with whom we place magazines. Therefore, we will build up their interest and call back on those people with a view to starting studies. The wise servant will skillfully apply tact when approaching the householder, to be conversational and direct his witness to specific points of interest.

We must be positive in our attitude: always friendly but not familiar, and strive to meet each person on a common ground. To be enthusiastic about our work, we must know the contents of the magazines.

The first thing to do when we approach a magazine obtainer is to greet him warmly and identify ourselves and the work in which we are engaged. This might be as follows:

“Hello, my name is . . . I represent the Watchtower Society in a free Bible educational work. On my previous visit I left a copy of The Watchtower which dealt with many things of interest, such as the article ‘No Division in the Mosaic Law’. I would be interested in your observations on that article which we discussed briefly.”

A discussion along these lines will quicken the interest and may result in a home Bible study of The Watchtower. Before leaving, briefly cover the next issue which you would like to have them take for study. You might say, “Do you know that each copy of The Watchtower treats a different Scriptural subject? The latest issue I have here highlights the theme of ‘choosing between life and death’.”

Also, I’m sure you will be glad to know that your year’s subscription for this magazine is available to you for a contribution of only $1.” If the individual does not subscribe, then offer single copies.

The same principles can be applied when making back-calls using the expiration slips. The minister will find it relatively simple and easy to make this type of call. You have the name of the individual you want to contact. Therefore, ask for the name that appears on the expiration slip. When you have contacted the person, you might say:

“I am a representative of the Watchtower. I am very glad to find you at home this evening and to be able to talk to you for a few moments. Undoubtedly you have received much comfort and peace of mind during the past year in reading the magazine which has been coming to your home. I’m sure you realize the value of this most edifying magazine, especially in these days of distress and turmoil. I have been notified by the Watchtower Society that your personal subscription has expired. Appreciating the value of this magazine, and the comfort and hope it offers, I’m sure you would like to have it come to your home again, and I will be more than pleased to help you renew your subscription. You may do so by contributing $1 for a year’s subscription.” Then make sure to call back to further develop the interest, as well as bring them magazines during the period of waiting for mail delivery. If the particular party is not home, witness to the person who comes to the door.

The approach and presentation should be simply phrased and easy to understand so that the person upon whom we are calling and anyone working along with us while training will be readily able to grasp and follow along with what we are saying. This will help new publishers to mature more readily and share in the back-call work.

Need for More . . .

(Conl’d)

locate righteous disposed ones, and assist them further by calling back and conducting Bible studies.

The situation is clear: many who have become associated with us, particularly in the past several years, need personal assistance in door-to-door activity and in following up the interest found. They need to become mature. They must learn to talk to persons in the presence of others. This can best be done by witnessing from door to door. That will aid them in becoming mature. Too often publishers, feeling that they lack ability to express themselves, engage only in street magazine work or handbill distribution. These publishers should be assisted to maturity by being given personal instructions in actual door-to-door and follow-up work so they will know how to talk the truth. This will be a very great advantage to them when the time comes to participate in the unsanctioned territory work during June, July, and August. Preaching is the

(Continued on page 3, col. 1)
YOUR SERVICE MEETING

April will bring a new peak of publishers if each one of us is active and does his part to assist those needing assistance. What can we do? The following outline will help us to plan. Wherever possible, the first demonstration should be put on at the first service meeting. The other may be put on whenever it fits into the service meeting program.

Scene I: (3 minutes) The early Christian congregation

The demonstration calls attention to the Memorial, then introduces a scene of a group of brothers of the early Christian congregation talking about the Memorial, and saying how God has now turned to the Gentiles to take the spiritual lead (Eph. 2:1-6). "Watchtower," Jan. 1, 1952, pages 10, 11.) God's purpose is to build up the congregation to full maturity (Eph. 4:12, 13). Then their attention turns to their individual responsibility as publishers. No matter how unimportant every effort to help all in their local congregation to reach full strength of maturity, and the means they are using to achieve that, he called, God will recall that they saw Jesus doing the very thing.

Scene II: (12 minutes) The Christian congregation today

With reference to paragraphs 11, 12, paragraphs 28, 29, "Watchtower," Jan., 1, 1952, the conductor introduces the modern-day scene. A service meeting is in progress on the platform. Very small companies may have audience participation, with comments prepared and delivered by the company servant. A few individuals are talking on the congregation of the Christian congregation today. He emphasizes that the world association has grown to include 692,111 who do not partake of the emblems, but by their attendance say they will stand on the side of Jehovah's supremacy and want to come under the theocratic system of things. To stay there they must reach maturity. Then he asks questions (answers prepared beforehand): What do we in effect say when we do not partake of the emblems? "What is the antitype of unheavened bread, and are we observing it? How?" What is maturity? "Who feels he lacks maturity in connection with certain features of his work?" Other brothers and sisters may make comments as to how the need help is certain kinds of field work. "Exactly what can we do to help these brothers?" Concrete examples can be given. Each one can be urged to get his newly interested persons started, and the Memorial into the service. Assistance to those not having part in the "Watchtower," Mar., 1, 1948, Jan. 15 and Nov. 15, 1951; Jan. 1 and Nov. 1, 1952, and 1953. The conductor may conclude with exhortation to apply these things and aid everyone their Memorial month and throughout 1952.

Need for More... (Cont'd)

much more effective would our witness- ing work be if we were maintaining the 1953-54 level in presentation of books? By everyone's taking this matter seriously and applying more of his field service time in this direction. After all, this feature of service will again regain its proper place in our service to Jehovah.

Personal Letter... (Cont'd)

similar letters have been received by the Society from publishers and companies expressing appreciation for the personal letter to each publisher dated February 20, 1952. How gratifying it is to know that all Kingdom publishers rejoice in receiving instructions and are unitedly determined to do their part in carrying out the suggestions outlined in that letter! When we do the service work as he directs, it cannot fail.

Has your company reached its quota of publishers as yet? The excellent points in this letter which were discussed at the service meetings will help individual publishers as well as companies to expand their service of praise. Each company publisher, pioneer, and servant should do his part to personally follow through on this letter. Proper application of the points emphasized will mean more of gaining, not only individual through personal contacts, group contacts as well as associated with your company, but also a new peak in publishers. The work outlined therein will permit all to see and feel the welcome expressed by the local company in offering assistance to each one wanting to serve the Lord. More prisoners will be released as we progress to maturity, our goal.

The potential is there. The company records show the names. Now let's do what the letter suggests and continue to help all those associated. The company servant and assistant company servant will make sure that those who have not been in service during the previous month or by the 15th of the current month are looked after and that these are being assisted by the study conductors. These in turn should enlist the aid of mature publishers and pioneers, and all, working together as an organized group, will render the necessary assistance.

Give them this encouraging and confidence-giving help to get out in the door-to-door magazine work, the street work, yes, in all forms of service. Then help them to keep on in the work of progressing in maturity, making sure that they continue to have the needed encouragement of other publishers through personal contacts, group contacts for service, by picking them up for meetings and by other like provisions.

Servants and publishers, keep in mind that where organized arrangements are followed through and each one does his part as the letter suggests, not only will we set a new peak during April, but also in the following months, and by keeping on doing this Jehovah is sure to add his blessings.
Healing for Life in the New World

New World Translation Offered for First Time

In the old world there is absolutely no hope for life. It is condemned of God and is on its way out. The best that it can offer is a poor patched-up job, on a road paved with misery and sorrow leading to death. However, there is a river of life, clear as crystal, flowing from the throne of Jehovah, which makes glad the hearts of men of good will everywhere. This river is already open and is available to all who are willing to accept its healing and cure for their ills.—Rev. 22:1, 2, NW.

It is our privilege, during the month of May, to tap this river and to divert some of its waters into parched lands for the benefit of those famished persons of good will who are physically and spiritually sick. This will be done by presenting the New World Translation of the Christian Greek Scriptures and What Has Religion Done for Man-kind? on a contribution of $2.00. Companies that have not ordered their May supply of literature should do so immediately.

The New World Translation is without doubt the purest, most recuperative, crystal-clear instrument for the salvation of man.

UNITED STATES QUOTA FOR 1952

130,308 Publishers

Monthly Field Service Report

February Report

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<th>Pubs.</th>
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Public Meeting Held: 6,628

New Cost List

According to cost of items as charged

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<td>Bible, Family</td>
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<td>Watch Tower</td>
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Parole Notice

The Federal Parole Board has granted Society's counsel, H.C. Covington, permission to apply for parole in behalf of Jehovah's witnesses imprisoned for Selective Service violations. Application will be made in behalf of the brothers who have served one-third or more of their sentence and who have not yet received parole. A large number of witnesses have been denied parole. Anyone knowing of a brother who has been incarcerated longer than one-third of his term and who has been denied parole should write to Brother Covington immediately and provide specific facts so that proper information can be submitted to the parole board in Washington for consideration. In writing about this matter include the following information: name of inmate, name of institution, date incarcerated, length of sentence and address of family or friends who request this information in as soon as possible for each brother so imprisoned.

COMPANY ORGANIZATION

Public Speaker

The public speaker has a wonderful opportunity to make available to hundreds of truth-hungry persons of good will that rich, delightfully prepared portion of God's Word which is now placed on the table of Jehovah. As a representative of the Society he must be fully qualified to be accorded this privilege of service.

To qualify as a public speaker, a brother must be mature and have the ability to present the truth properly and with authority. He should be dedicated to Jehovah and immersed, having been actively engaged in field service for at least one year after his immersion. Novices may not be used. (1 Tim. 3:2-7, NW) The company servant and school servant have the responsibility to select qualified speakers. The selection and regular use of a brother as a public speaker will be based, not only on his ability to speak, but also on his regular field activity, frequency of visitation, and attendance at the theocratic ministry school as well as other meetings, thus setting the proper example. The same qualifications are required of speakers giving public talks at the company book studies.

The responsibility of the public speaker is to see that his talk is thoroughly prepared and convincingly delivered. To do this, his material will need to be well thought out, and improved assertions eliminated. He should adhere closely to the Society's outline and time schedule, and draw chiefly upon the latest information in the Watchtower publications to fill in the details. He will avoid using repetitious and out-of-date matter, also too many quotations of old world philosophy and current events. We need a constructive approach, using good Scriptural proof and sound logic, which should be clearly and coherently expressed.

When companies need and desire speakers from neighboring companies, they should make arrangements through the company servant and not with individual speakers. Those assigned to give a talk will set a proper, more inspiring example and give a better talk if they prepare in advance and go out into the field service with the company in the morning prior to the talk. Also, those who may have to travel some distance to give a talk should, as far as possible, arrange to travel and arrive the evening before. In this way the speaker will be able to engage in morning field service with the company the following day. When making assignments of servants to give talks in outside companies, company servants should be conscious of the obligations servants have in the local company organization. In the majority of cases, perhaps one assignment per month will suffice.

By thorough preparation of material and proper delivery, the public speaker can indeed enlighten many persons to the grand purposes of Jehovah God as contained in his Word.
Healing for Life in the New World
All Share in Door-to-Door Work

New Translation and Book
Our Offer

1. There flows forth from the established throne of the new world, a crystal-clear river of water of life for the cleansing, refreshment and comfort of God-fearing persons. This “water of life” is now available to all who wish to have divine favor and to eventually gain the prize of everlasting life in the coming new world of righteousness. All persons of good will are now being invited by Jehovah’s witnesses to drink heartily of this life-giving water by taking in this all-essential knowledge of Jehovah and his Son.

2. During May we will dispense life-giving knowledge to the general public by presenting the combination offer of the New World Translation of the Christian Greek Scriptures and What Has Religion Done for Mankind? These will be placed on the comparatively small contribution of $2. It can be truthfully said that the New World Translation is the clearest, most accurate and understandable translation of the Christian Greek Scriptures available. The book answers clearly the question propounded in its title: the two go well with each other: the combination is a powerful one — a veritable library!

3. Presentation of this combination offer will require good preparation. It will aid greatly to familiarize ourselves with the Foreword of this translation and its many other distinctive features, as well as note the comments of noted scholars and translators. Make the offer attractive by the use of familiar scriptures, such as those in the sermon on the mount, the Kingdom promises of the mild-tempered ones inheriting the earth (Matt. 5:5, 6; John 17:3 and others), etc. Notice how much plainer familiar scriptures are! Avoid controversial subjects by giving a Kingdom witness at every opportunity, using attractive and appealing scriptures. Present the entire “combination” offer every time and everywhere, at the initial door-to-door contacts, on back-calls and on studies. For many other valuable points that can be used see also the December, 1951, Informant.

4. When reports are fully compiled (be sure yours is in) it is hoped that a national peak in publishers will be attained in April, 1952, safeguard and aid to maturity new publishers by continuing to train them in doing field service and in attending meetings.

3. Be regular and be on time at Sunday morning contact points. Many Sunday schools new title is when the majority of the U.S. public is to be found at home. If possible, work in territory not covered during the Watchtower campaign. Yes, let all take up the work of leading others to the healing waters of truth by enthusiastically presenting to them the good news of the Kingdom by using our May offer.

“Let God Be True” in Stock

The Society is now publishing the second edition of “Let God Be True”. This is a revised edition, some corrections having been made and new points added to bring it up to date. Readers will find that it does not read word for word with former editions. So in conducting home Bible studies in “Let God Be True” in the United States, it is suggested that all attending the same study use the same edition, old or new. “Let God Be True” was kept out of stock by the Society for a while so the companies could deplete their stocks of the old edition. The book has been reset with new type and some illustrations added. It would be well for the brothers to read this book again. In the United States and other countries where this new edition is released, the publication should be used for company book studies when they have finished What Has Religion Done for Mankind? A good supply of this new edition is on hand and all orders for “Let God Be True” will be filled with the second edition.

To Male Pioneers

All brothers on the pioneer list who now have a draft classification are requested to advise the Society immediately of their Selective Service classification. This information is needed in order to complete our files for reference.

Be a Pioneer!

With summer vacation near at hand, publishers of all ages are once again invited to enter the vacation pioneer service. Last year over 1,350 publishers made wise use of their vacation period by entering this service. With part-time secular employment and the quota of 100 hours a month in the ministry, many more should be able to enter into this activity this year as well as into the regular pioneer service. Pioneer service is a forward step in the course of a dedicated servant of the Most High God. If you can Scripturally be a pioneer, then by all means you should become a pioneer. Think about it, seriously. If your decision is yes, the Society will be glad to receive your request for an application and will be pleased to work closely with you as you pioneer. Companies should consider this matter at a service meeting during the month. Additional material for this discussion may be found in the April, 1951, Informant.

Witnessing in Unassigned Territory

1. It is suggested that each publisher prepare a five-minute presentation of the three-brochure book offer to be used in the summer campaign. Then let each one witness to another until all have clear, friendly and encouraging presentations. In this way we will be prepared to be real witnesses, giving short sermons at the doors. Argumentation should be avoided: rather, work for sincerity, conviction, warmth and enthusiasm. This will make our witness pleasing and constructive. (See “The Male Pioneer: His Work in Unassigned Territory” in True Publishing, Lessons 6, 7 and 20.)

2. One might use the following to begin his presentation: “Good morning. My name is ______________ and I am from ____________ (city or town) ____________. I am one of Jehovah’s witnesses, engaged in a Bible educational work. Throughout (Continued on page 2, col. 2)
Around the World
with Jehovah's Witnesses
Youthful and Vacation Pioneers
May 1952

The inspiration of the youthful witnesses of Jehovah to be ordained ministers, but such youthful ministers remember the apostle's instructions, "Let no man ever look down on your youth," and boldly push forward.

Our 1952 "Yearbook" tells of several of these, a boy of 17 years, who is in a special profession that is new in Spain, where the Kingdom proclamation is banned. Spain, he tours the villages on his bicycle in his part-time work and a member of the Declaration Bible Institute conducts Bible studies. (67) And from Colombia comes the report of a young minister who left his engineering work, conducting studies and doing well as a minister. (113)

With the help of our youthful witnesses may be able to follow such examples, the Society's recommendation that education include high school, they do have the opportunity each year to be pioneers for a whole month in such isolated territory.

"Good morning. I am a minister calling in the interest of a worldwide Bible educational work. Now for the first time we are presenting the New World Translation, which in the field of modern Bibles is most outstanding. The Bible was written before the English language existed, therefore translations are necessary.

This is a new translation from the original Greek text and is based on the most ancient manuscripts in existence, and embodies the results of the last research in the field of archaeology bearing on Bible lands, languages and customs. To express the translation as literal as modern English usage permits. It mirrors faithfully just what the Lord and his apostles said. "It is nonsectarian and can be enjoyed by persons of good will of all religions. One may be interested in what an eminent Roman Catholic educator (priest) wrote concerning the New World Translation: "This..."

Widening the reach of the work, during this summer, special arrangements have been made to call upon persons living in less densely populated areas with an important message. That is why I have traveled here today and made this special effort, that I might talk to you and your neighbors about God's kingdom, which is to bring joy, peace, and happiness to all. If this kingdom which we have long prayed for that it might be possible for men to 'beat their swords into plowshares' and for the meek to live on the earth. These three Bible study aids highlight the kingdom of God and are especially prepared to help all who want to get a better knowledge and understanding of the Bible. We are offering these excellent volumes on a contribution of only $1.50 for the set.

Note particularly this book entitled 'What Has Religion Done for Mankind?' It discusses the history of religion from the very beginning and gives us an insight as to why there are so many kinds of religion today. Then, drawing heavily upon the Bible to support its conclusions, it shows what true religion, acceptable to God, really is. "Let God Be True" can then be demonstrated as a great help in understanding basic Bible teachings and doctrinal subjects.

The Good News
From Door to Door
with the May Offer
In presenting the New World Translation of the Christian Greek Scriptures together with What Has Religion Done for Mankind? we must be in position to show persons of good will the need of obtaining them. We might present it thus:

"Good morning. I am a minister calling in the interest of a worldwide Bible educational work. Now for the first time we are presenting the New World Translation, which in the field of modern Bibles is most outstanding. The Bible was written before the English language existed, therefore translations are necessary.

This is a new translation from the original Greek text and is based on the most ancient manuscripts in existence, and embodies the results of the latest research in the field of archaeology bearing on Bible lands, languages and customs. To express the translation as literal as modern English usage permits. It mirrors faithfully just what the Lord and his apostles said. "It is nonsectarian and can be enjoyed by persons of good will of all religions. One may be interested in what an eminent Roman Catholic educator (priest) wrote concerning the New World Translation: "This compact, well-printed volume, buttressed with footnotes and cross references, as the editors call them, has all the appearances of a scholarly work... The clarity of their rendering of Matthew 5:37, "Just let your word Yes mean Yes, your No, No," is praiseworthy.

"If you have your Bible handy, let's compare your favorite text and note how it sounds in modern English. . . [Or, use John 3:16; James 1:6 or 1 Corinthians 13:1, etc.] Now while you are looking through it, notice the other valuable aids to profitable reading, such as information about ancient Bible manuscripts, maps, and illustrations. This translation, together with this study aid What Has Religion Done for Mankind? is a remarkable means through which you can gain the superior wisdom of the Bible. Wisdom that is desperately needed today. I know that you will greatly benefit from and enjoy your study of this Bible and its companion aid. I will be glad to place this excellent combination of study material with you now for only a $2 contribution.

Study and carefully plan your presentation. Select and mark particular examples of the New World Translation's superiority that can be readily used in field work, as you study at the theocratic ministry school. (Read again Lesson 65 of Theocratic Aid to Kingdom Publishers.) Your efforts will reap bountiful rewards as many take this combination, read and study it, and learn the pure language.

Witnessing in . . . (Cont'd)
YOUR SERVICE MEETING

Favorable weather in May will afford an excellent opportunity for aiding new publishers to maturity by taking them along with us in house-to-house work. Preparation should be made in all cases if it is properly done. The first demonstration will emphasize sticking to the offer, while the second will demonstrate the use of the "New World Translation" (NW) and "What Has Religion Done for Mankind?"

SCENE I: Sticking to the offer

Part (5 min.) Positive assists Negative in a house-to-house work. They approach a rather run-down house. Negative remarks: "I'll try this one.

There's no use trying a place like this. No one will buy a Bible in this place."

Positive disagrees and replies: "I'm sure some will buy the Bible. People do not have $2 for the combination. Besides, they'll get more information by reading the Bible than they will get by just hearing religion.

Her: "Why don't you think about Religion for Mankind?" It's so simple to understand. Then, too, it will be much easier to explain."

Positive: "I agree. Let's get started." Knocks on door, presents offer. After short discussion with person who is but hesitant, in taking the combination, Negative immediately drops to the book "What Has Religion Done for Mankind?" Placement is made and, after getting the householder's name, both publishers proceed toward next home.

Part (5 min.) Call on route to next home. Positive suggests sticking to offer. Negative says: "Yes! I know I should have stuck to the offer, than what it was needed."

Positive agrees, saying: "We can accomplish much more when we stick to our offer. Our responsibility is not to make a choice for the persons we meet or to make sure that they will do what we want them to do in advance and thus drop down the offer when it doesn't seem to meet with much approval. We just need the offer needed.

Part (10 min.) Call on route to next home. Positive introduces message and states purpose of their visit is to give the householder the opportunity to learn why turbulent conditions exist in the world, and eventual outcome as illustrated in God's Word the Bible. Yes, religion plays a great part in the lives of people. Therefore, they would like to have their examine book "What Has Religion Done for Mankind?" along with the NW "New World Translation". Points to several noteworthy features. She may have combination on house. Householder hesitantly replies: "I would like to have the Bible and book you mention but I'm short of money right now."

Positive suggests: "Perhaps you have something of equal value that you would like to trade in exchange for the NW and book." The NW is: butter, cheese, eggs, etc., anything of equal value to the $2 combination.

Householder: "Yes, I have butter, cheese, eggs, etc. Will you accept this home-canned fruit in exchange for them?"

Positive is willing to immediately accept the produce and address for a future visit. Householder thanks both of them and says she hopes he and his wife have the ability to let her know more about the Bible. On their way to next home Negative remarks that he really appreciated the counsel and will henceforth present complete offer and stick to it.

SCENE II: (5 min.) Conductor introduces home scene, inviting audience to the door.

Husband and wife discuss world affairs. Man is worried about war, food, taxes, high living cost, etc. He is not used to hearing the Bible read. He looks at papers, finds only scandal, bad news, more politics. Wife says he is usually no help there. She advocates Bible reading. He agrees, but says, "The Bible is needed to help along these lines could be found.

SCENE II: (10 min.) A mature and a new publisher in door-to-door work.

Approach door of above home. Publishers introduce message, present offer. NW copy is handed to householder. Publisher demonstrates features. See pictures of the original Greek on page 22 of the NW and oldest MS copier. The renderings are accurate. Note also the valuing of the book and the feature which are not found in other Bibles.

(example: Which Mary or Joseph is spoken of in various texts? [1:851] Words are translated consistently and no contradictions are found. Proper meaning is given to verb "deny", "denial", etc. Modern language enables you to read the Christian writings as a real, meaningful letters to us personally. NW is a living book, a guide to right living for the new world of righteousness.

One is left with the feeling that the NW gives you a wonderful understanding of God's purposes. Now question is asked: "Is there any particular scripture you want to read?" "Yes, please." NW copy is handed to man. Woman, with wife looking on, is pleasant. Publisher reads a scripture.

Results of WBBR Poll

Our brothers throughout the field will be interested in knowing exactly what part the Watchtower radio, WBBR, is having in the preaching work. To determine this accurately a house-to-house poll was conducted January 28 to February 3, 1952, in northern New Jersey, lower New York state, including greater New York city and Long Island, and the greater part of Connecticut. There were 100 companies that participated in taking the poll. At each home visited a special WBBR program schedule was left as well as a copy of the Watchtower or Awake! magazine.

From the results we can appreciate that a tremendous witness was given, because 161,562 persons were talked to in this work. Of this number 23,148 were found to be listeners, which is 14 per cent. That means that of the 157 million potential listeners utilizing WBBR during the poll, it had 2,170,000 listeners! It is indeed gratifying to know that so many persons are tuning in to the varied presentations of the Kingdom message.

The Society is grateful for the fine cooperation the companies gave in taking part in this WBBR poll. All publishers in the listening area of WBBR do not now want to stop adverising the station. We want to continue to keep it before the people. We are the only station on earth wholly devoted to the kingdom of God. Mention it, please, in your door-to-door work. We will surely get more listeners and we want to help the prisoners to "go forth".

A few suggestions: Make your witness thorough but not worldly. Always let the people see that you are in earnest and are interested in them. When endeavoring to obtain their names, do so with kindly interest and in a frank yet tactful manner. Let them know their names are not used in any way. That this is not a campaign to use a name for another purpose.

The Society is providing a letter to be used for all "not at homes". If more than the original consignment is needed, these can be ordered. A letter is to be left at every home where personal contact is not made. If they are not all used up in the unassigned territory work, the letters are not to be wasted, but should be used wisely in our regular territory.

Witnessing in (Cont'd)
"Strong Refuge" Witnessing Period

3-Bound-Book Offer for Unassigned Territory Work

1 With increasing woes and troubles, desperately the peoples of this old world seek refuge in the organizations of weak, selfish, and imperfect men. But not so Jehovah's witnesses. They know that man-made organizations are doomed to early destruction. Fearlessly and boldly they continue to call at the homes of the people to point out to lovers of righteousness that “God is our refuge and strength, a very present help in trouble.”—Ps. 46:1.

2 For the next three months of June, July and August the work of God's servants will be devoted mainly to calling on persons living in “unassigned” territory. As a means to aid isolated persons of good will to see God as their only refuge, three bound books will be offered on a contribution of $1.50. These can include What Has Religion Done for Mankind? “Let God Be True” and any other bound book. The offer will be the same where publishers work regularly assigned territory.

3 Our primary work will be planting seed by distributing literature—books, Bibles, magazines, booklets and tracts. The complete names and addresses of those who manifest interest and obtain literature will be sent in to the Society and the follow-up with letters and other information to help these persons will be cared for by the Society.

Publications Now Available

Counsel on Theocratic Organization for Jehovah's Witnesses

—Clhembap

Will Religion Meet the World Crisis? —Danish, Italian

Tracts: What Do Jehovah's Witnesses Believe? (T1-S); Hell-Fire (T2-S); Jehovah's Witnesses, Communists or Christians? (T3-S); "Awake from Sleep!" (T4-S)

—Spanish

UNITED STATES QUOTA FOR 1952

130,308 Publishers

Monthly Field Service Report

March Report

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<td>139.7</td>
<td>57.6</td>
<td>7.0</td>
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<tr>
<td>Pioneers</td>
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<tr>
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Public Meetings Held: 6,987

APRIL? MAY? LET'S GO FORTH!

Legal Assistance

Those who desire their material goods, or a portion thereof, to be used, upon their death, to advance the interests of the Theocracy should consider the Memorandum on Gifts and Wills prepared by the Society's legal counsel.

The memorandum answers questions concerning wills, deeds of real estate, conditional donations of money during lifetime, etc. You may write for a free copy to Watchtower Legal Office, 124 Columbia Heights, Brooklyn 2, New York.

4 Many of the preliminary arrangements, such as vacations, car groups, week-end groups, etc., should now be given consideration and planned. A good supply of literature should be on hand to take care of needs. Make the most of all opportunities to spread the Kingdom message in your assignment.

5 Each company and isolated publisher will receive a copy of this Information a Copy of the Unassigned Territory Letter. All companies will read the letter at a service meeting and a Watchtower study and then thoroughly discuss its contents at two subsequent service meetings.

COMPANY ORGANIZATION

Utilizing Theocratic Resources and Equipment

1 "The earth is the Lord's—yes, and all things in it. To his servants he grants the control of many material things and opens the way for them, in harmony with their dedication, to use such to his name's honor and to the blessing of others. Knowing that all things belong to him, his servants have dedicated their lives and all they have to his service. In serving Jehovah they wisely and liberally employ all things—their life, lips, home, automobile, money, yes, their 'all'.—Acts 2:44, 45, NV.

2 Particularly is this true of the preaching work they engage in, the planting and watering work to find and feed the "other sheep". For the benefit of God's servants and persons of good will a Kingdom Hall is provided and maintained as a public service and service center. It is the privilege of all to contribute toward its upkeep as well as toward bearing other company expenses, such as equipment, heat and light, handbills, and other things required. All contributions, including the "widow's mite", are made as to Jehovah, and are contributed toward furthering the Kingdom interests.

3 To carry on the work automobiles are a great aid. Those having cars are responsible, as they have opportunity, for their use in the service work. However, considerable expense is incurred traveling to and from territories, to meetings, etc., not only for gas and oil, but also for maintenance. This cost might well be shared by those publishers who are privileged to make use of the vehicle, by contributing at least the equivalent of the bus fare. Most cars have ash trays which can well serve for this purpose. If a car owner does not wish to use contributions to defray expenses, he may place such in the Kingdom Hall contribution box. If practical, an automobile not in running shape might be put into service by a couple of brothers supplying needed parts, or assisting with the repair work, etc. Cooperation can accomplish many things and make possible expanded service.

4 Most pioneers who have means of transportation are very glad to use it to pick up publishers and take them to meetings, into service, etc. All publishers should have in mind that these brothers are rendering a loving service and the ones using such transportation should be willing to assist with the expenses so as not to unduly burden the pioneer.

5 When traveling to conventions, assemblies, unassigned territory, etc., each car group should work out a plan before going as to how expenses are to be handled so that car owners and passengers will all understand the arrangement. Car owners should not be required to carry all the burden, nor should riders be unreasonably taxed. A flat rate could be arranged for, or all in the group should agree to share expenses of the trip.

6 These statements are submitted to aid in the joint co-operative use of our equipment to Jehovah's praise and are not to be construed as in anywise discouraging the aid of publishers or persons of good will who are unable to contribute the designations. As far as possible and practicable these should be considered and assisted in the arrangements. Wise and proper use of theocratic resources and equipment should always be made. Paul, at 1 Timothy 6:18 (NV), counsels, "Be liberal, ready to share." We are clean from false religion and do not take collections, solicit or ask for contributions. Jehovah's servants recognize that expenses will be present and are willing to do what they can to use all things entrusted to them for Jehovah's honor and to their mutual blessing.
“Strong Refuge” Witnessing Period
Work in Unassigned Territory Begins

Placing Literature Stressed

1 This old world is crumbling! Millions are confused, panicky, desperately seeking a strong refuge of safety. From one scheme of men to another they scurry, only to find that they are like houses built on sand. Yet, in the midst of this world there rises like a strong tower the visible organization of Jehovah’s true worshipers. In it alone is safety, for Jehovah is its refuge and strength, a very present help in these troublesome times. Knowledge of God’s Word is essential in order to be in his organization and to come under his protection. Those within Jehovah’s strong refuge want others to learn of this so that they too can enjoy lasting peace and comfort.—Ps. 46:1.

2 During June an attractive selection of bound books will be presented to millions of persons in unassigned and assigned territory. What Has Religion Done for Mankind? “Let God Be True” and one other, on a contribution of $1.50. Make a real effort to show people what valuable information these books contain. Tracts, catalogues and the Society’s letter to leave with “not at homes” in unassigned territory should be carried into the field and placed in accord with instructions.

3 The time is now here to reach territory that has not been covered with the Kingdom message for some time. Have a well-thought-out presentation before beginning work in your territory. It might carry the following thought: “Honest persons desire happiness and the end of wicked conditions. God’s kingdom will bring an end to misery and introduce permanent happiness. There is a strong refuge even in the midst of this wicked old world and these books search God’s Word and point out where you will find such strength, and refuge.” Give a good, clear, easy-to-understand witness. Have the three books ready to display. It is good to first show all three books together. Then you might put two of them under one arm and show the person points of interest in each book, one at a time. Open the book and hand it to the person rightside up as you directly face him and thus let him see and read for himself. Illustrate the use of the table of contents and the Scripture index in the book.

4 Company publishers who will not be working unassigned territory can accomplish a good work in their home territory. Endeavor to work sections of territory that have not been covered as frequently as others. Hold public meetings in them, and plant as much seed as possible by placing literature. Back-calls can be made and interest cared for. Company book study groups can meet at contact points convenient to territory they will work. It does not necessarily mean going long distances to work, but simply getting into fields where the witness has not been given for some time.

5 Honest-hearted persons everywhere have a real need for a strong refuge. We know where they can find it. Let us continue to comfort them with the assurance that “God is our refuge and strength, a very present help in trouble”—Ps. 46:1.

It has been done! April 1952 saw 132,797 public praisers in the field. This is the first month of the service year that we have exceeded our quota. This was not done by wishful thinking or by a few individuals’ doing it all; no, but by each one of us doing his share, uniting and working in accord with the local company organization. We faced the problem called to our attention in the Society’s letter to all publishers dated February 29, and, having a desire to overcome it, are now progressing toward that end. It meant, first of all, each one’s getting out into the field work and then helping others to do the same. How gratifying to see all working together and having a part in this public praising!

Preparation for Summer Work

The following is a portion of a letter received from a company making plans for summer activity:

“Several publishers and I were over mapping out our assignment and in general gathering information for our master map, and everywhere we went we found the people ready and eager for the Kingdom message. We found one good-will rancher where we can have a regular Watchtower Bible study beginning June 1 and keep all our literature and supplies there as a base. The principal of the high school gave us permission to hold the circuit servant’s Sunday talk in the auditorium free of charge. Also the grangemaster said we can use a fine Grange hall free”

(Continued on page 3, col. 1)

Effective Talks in the
Theocratic Ministry School

1 So that those taking part in the theocratic ministry school may give the greatest possible help to the company in the way of interesting and instructive talks, the following suggestions are given.

2 The instruction talk should be logical and coherent, thus easy to follow: the doctrinal points made clear and the admonition on conduct.

(Continued on page 3, col. 3)

132,797 Public Praisers!

Now we are in stride, organized and moving forward with Jehovah’s blessing being manifested upon our efforts. In the months ahead, just as during April, let us continue to exercise love, patience and consideration for each other as we progress toward maturity. We are not interested in merely having a new peak, but, rather, we desire that each and every one become a mature minister of God, able to teach and enjoy blessings in serving Jehovah regularly.—Heb. 5:12-14, NW.

Personal instruction and assistance are still needed by many to reach maturity; so onward we will go helping another not just to serve one or two hours a month so a report can be turned in, but to

(Continued on page 2, col. 2)
### Public Meetings

Christians today follow the example of Paul in making use of every opportunity to give a public witness. (Acts 17:33) Paul particularly should be alert in this regard as we work the isolated territories.

We may not be able to obtain a public meeting in isolated areas. Why not? A small company in Austria held a public meeting in an isolated town, where due to clergy opposition only four attended. Unable to procure the hall for further meetings they held the next meeting out of doors. Eighty attended that meeting. See “Yearbook”, page 84.

Nor should we feel that the effort will not be worthwhile just because we may not have much time to advertise the talk. In one isolated town in Nicaragua, two brothers had just two hours to advertise the public talk to be held in a home that evening. By the time the conclusion of the talk was given the meeting having spilled over into the street. (183, 184) And for an example of results of a home meeting see report on El Salvador. (135)

Nor should we let opposition to our public meetings discourage us. If we push the gate we may expect the Lord to give us the victory as was the case in Costa Rica where a public meeting was broken up by a priest-led mob. By not surrendering to the enemy the meeting was held the following week with police protection and 150 heard the lecture. (114-116)

### Expressing Appreciation

Added privileges of service, such as witnessing the truth, have often added burdens and even hardships. But dare we consider these burdens too great to be borne in view of what our brothers put up with in other parts of the world?—Job 23:12, Ps. 84:10.

Jehovah’s witnesses in Thailand continue in the service during the rainy season even though, when at its height, they have to use oxcarts and small boats, walk through streets that are seas of mud and then wade knee-deep in water to reach homes. (235, 236) The work in the isolated territory may also pose travel problems, muddy streets, etc., but surely that should not dissuade us.

And although our brothers in Korea, due to war conditions, experience great difficulty in getting even the bare necessities of life, their chief concern, as our “Yearbook” shows, is not for the material, but for the spiritual food, so that the Holy Spirit may continue in the work. (71, 72) And how the Lord is blessing that appreciation! “The Watchtower” Bulletin for 1952 is full of praise for the isolated territory, sandwich meetings, etc., and mention is made of the 150 who may receive a combination of only $1.50. You know, there are many religious claims to be Christian in the world today, yet we have only one Bible and one God. The real truth as to which religion is the correct one is to let God be true. This book ‘Let God Be True’, based on the Bible, will aid you to understand its fundamental doctrines and the basic requirements for those who want to adhere to true worship. The conclusions are not beclouded by sectarian interpretation. And so that you might have a complete picture of the numerous religious beliefs that men cling to, and their origin, What Has Religion Done for Mankind? has been provided. Accurate knowledge is essential to life. ‘This Means Everlasting Life’ will provide Scriptural knowledge that is required for true worship. Rather than express any personal opinions on these matters, reliable sources which can be turned to for the truth are used. Here, then, is a literal storehouse of information which you may have for only a $1.50 contribution. I’m sure that you will enjoy reading these books as well as having them as a part of your public libraries. Then get their name and address and tell them you would like to call back at their convenience to demonstrate the most efficient way to study the books. If in an unassigned territory, submit the name and address to the Society.

After your introduction an effective way to arouse householders’ desire to have combination is to ask him a question or two: such as ‘Have you ever wondered why there is a rainbow in the sky? Do you know its significance?’ Continue with: “What Has Religion Done for Mankind? page 80, paragraph 10, answers these questions. It means more than a mythical ‘pot of gold’. The Scriptural evidence shows that it serves to remind man of God’s everlasting covenant and the sanctity of life. Numerous other Biblical questions and related Scriptural subjects, such as marriage, rearing children in divine favor, a new earth, resurrection, etc., are treated by the companion books ‘Let God Be True’ and ‘This Means Everlasting Life’. You will be more than pleased to have this combination to read and study in your home. You may have this set on a contribution of only $1.50.”

### Public Praisers

(Cont’d)

1952 Watchtower Campaign

The 1952 Watchtower campaign was a tremendous success. United States publishers reported 41,415 more subscriptions this year than in 1951, or a total of 264,159. Be alert to use these means of saying to the prisoners “Go forth”, by obtaining subscriptions for the magazines whenever the opportunity presents itself throughout the remainder of the year.

### Memorial Report

<table>
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<th>Year</th>
<th>Memorial Attend.</th>
<th>Number Partakers</th>
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<td>1951</td>
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<td>9,478</td>
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### United States Quota for 1952

130,300 Publishers

### Monthly Field Service Report

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</tbody>
</table>

### Co. Pubs. 129,974

### Total Pubs. 132,797

### Public Meetings Held: 8,360
YOUR SERVICE MEETING

The prisoners living in unassigned territory urgently need a strong refuge. They need to forsake the failing and inadequate organizations of men. Undoubtedly a large number of them will eventually hail the King. The following demonstrations will viscerally call to our attention the urgency and details of how we can aid these persons. Companies that have no isolated assignments may adopt these demonstrations to their worked territory or even to unworked personal territories held by publishers.

Scene 1: (3 minutes) A man is talking to his wife about summer isolated territory campaign, which had been featured on the last service meeting. He argues he can't see why publishers should put themselves out so much more than other people around its territory more than once a year. Also, he has worked hard all summer and when vacation time comes he wants to be left alone and rest. He'd like a vacation at the seaside, or to get off to himself away from people for a while. Besides, his own personal territory could stand more working, and if he wants to put in a day or two of his vacation there he can do that. Wife goes to cook supper and he falls asleep and dreams.

Scene 1a: (Hidden voice is heard, saying, "Calling car 15. Go to 12 Maple street and pick up negligent publisher."") Policeman shows up and chooses publisher to "Conscience." Publisher stands, judge appears and reads charge of "turning down Kingdom work". Publisher pleads "Not guilty," sits in defendant's chair; charges are made. One of the publishers says publisher would like to pioneer if he could; now he turns down chance to try it for 2 weeks. Another points out how happy defendant was when a witness called on him when he lived in rural, and now he asks, "Was Paul of the highest?" Romans 15:20, 21. What if apostles had felt that way when the governing body assigned them? Acts 22:21; 13:2-4. What if Paul had been disobedient to the heavenly vision? (Acts 16-19) Publisher says he really loves the Lord, just didn't see the necessity of the work clearly. Judge finds publisher guilty, but suspends sentence on condition that he give careful heed to admonition from court. Justifies himself on scriptures such as Matthew 24:14 and Isaiah 62:15. Cites examples of accomplishments of missionary brothers from "Yemen" (see Nos. 54, 129, 147, and 154). United States, with 1 publisher to about 1,000 population, can stand a publisher existing for a week.

Scene 2: (8 minutes) At Work! Publisher calls at door to present offer but no one is home. Letter, Catalogue and two tracts are left on doorstep. Another publisher makes a call and gives a complete witness. Real interest is found. Householder takes offer. Arrangements are made and agreed upon to call back that night to demonstrate effective manner of personal home study of Bible. Name and address are obtained and reasons good. Publisher leaves in a hurry.

Scene 3: (3 minutes) Returning home from territory late Sunday afternoon. Same group and chair arrangement. Scene 1. After admonition, publisher awakes in his own home, tells wife that his conscience called to him all he had heard at service meeting, and that they had better get a stock of books and prepare to go with company in isolated work.

Effective Talks . . .

In the instruction and third student talks, scriptures may be used in any order desired to gain the best coherence and exposition. It is not necessary that all the texts be used, but mainly a majority should be, and reference to scripture need not be. The chain should be kept at a minimum, if used at all. In the instruction talks an appropriate title, based on the chain word, should be selected and then announced by the school servant. For example, the title "Imitating the God of Mercy" could be used for the chain word "mercy". Particular attention should be given that the theme is maintained throughout.

In the third student talk the theme will be stated in the form of a question propounded by the person of good will at the beginning of the discussion. This question should be clear-cut.

Other relevant questions may be as the discussion proceeds, so as to allow for discussion of related angles of the theme. These, however, should be secondary and incidental to the theme.

The first and second student assignments should have an interesting but brief introduction appropriate to the material they will read. After the reading and after having given four or five good analytical points, the conclusion should revert back to the theme of the chapter and not merely be a comment upon the superiority of the translation.

To be equipped to give helpful comments at the proper time, the audience should prepare in advance. Points of comparison in the material read should be weighty, have a vital bearing on the truth or make a clearer understanding of the text and not merely be use of a synonym. Marginal references and footnotes should not be neglected; they often throw much light on the understanding of a text. Comments should be brief so as to allow as many as possible to partake. Points that have been repeatedly made may be left unnoted. In comments by the audience on the third student assignment he should definitely be made aware that the point to be discussed is how well the question chosen was answered by means of the chain texts used and not the manner of delivery. To be able to do this properly it will be necessary to look up the texts beforehand.
Giving God's Word First Place in Our Lives

Continue
Three-Bound-Book Offer
All nations, without exception, have failed to give God's Word the first place. As a result, today there is "anathema of nations, not knowing the way out". Christendom has joined the nations and is now spott ed all over with uncleanness of this corrupt world. Are any obeying Jehovah's command as expressed at Ps. 119:9, 16 (A7)? Yes, His name people are. They heed God's Word and give it first place in their lives and offer others the opportunity to do the same by declaring it to all who will hear.

July offers excellent opportunities to give God's Word first place by our continuing to present three-bound books on a $1.50 contribution in unassigned and home territory. This year will be more advantageous in working our territory and long days can be spent in this service. Rural territory is pleasant to work. New publishers will be stimulated by joining in the service. Plan outdoor public meetings on park lawns, in front yards or wherever convenient and practical.

Public Service
Radio Program
Every city that has a radio station has a potential avenue to "say to the prisoners, Go forth". It is hoped that many of these stations will be used to open ears of many sheep in our home communities by giving them the opportunity to hear. The Society is sending to all company servants with this Informant a letter outlining the arrangement, along with script No. 1 of Things People Are Thinking About. The letter contains detailed information on program presentation, use of script, approach to radio station managers and program directors, selection of personnel, as well as general counsel. Every effort possible should be made by the company servant or those whom he selects, to obtain this time to broadcast FREE in the company's territory the special program service provided by the Society.

The company servant should select those best qualified to represent the congregations of Jehovah's witnesses in this matter. If there are several radio stations in town and contacts require leaving the script for consideration, we suggest that an effort be made to have script No. 1 neatly typewritten, for submitting to such stations for their examination. Company servants should follow through on the instructions set out in the letter.

Those unable to work in unassigned territory will continue to concentrate on regular company territory that has not received due attention. Call back on placements and try to start studies. Bible studies will aid persons of good will to put God's Word first in their lives.

What place does God's Word occupy in your life? Does it take first place? Are you careful not to permit other cares and interests to snatch first place in your life? If your answer is Yes, it shows that you recognize God's Word as being practical for our day and certainly you will tell others about it.

COMPANY ORGANIZATION

Isolated Publisher
1 An isolated publisher is one who does not live in company territory and is unable to regularly associate with a company because of extreme distance. Isolated publishers are part of Jehovah's theocratic organization, sharing in its privileges and responsibilities. Therefore, the Society desires to assist them in every way possible to care for Kingdom interests in their locality.

2 Wherever practical, the Society will assign the territory in which an isolated publisher or group lives to the nearest company, even though it may be some distance away. This arrangement is made to encourage attendance at company meetings as often as possible so they might regularly receive beneficial counsel, help and encouragement for their advancement in the ministry. If necessary, other meetings, or at least a Watchtower study, can be established by the company for the benefit of these publishers. The company can also supply them with the Informant, mailing it if necessary, in addition to literature and other witnessing equipment. They should be kept informed of the circuit servant's visit, the court assembly and other company activities. Their field service reports are to be turned in to the company. Under this arrangement, they will be taken off the isolated publisher list and will be recognized as part of the company.

4 Where it is impractical for isolated publishers to associate with or report to a company, the Society will assist them directly, providing them with the Informant, literature at company rates and permit copies, which should be mailed directly to the Society at the end of each month, and will include the combined report of others if there is a group. Where there is a group, the most active and capable publisher should be selected to communicate with the Society and the Society advised to that effect. Even though they are not organized as a company, they should have regular meetings and service arrangements. When visiting the nearest company, the circuit servant will, if possible, take a day or so to assist the isolated publishers, and make a report to the Society. He can ascertain the prospects of forming a company in that area and, if advisable, a company application with its recommendations can be sent to the Society for its consideration. The one recommended as company servant, to qualify, must have symbolized his dedication by water immersion, be able to set a proper example and be willing to carry out instructions. If no one is possible as company servant, then the group should continue the existing arrangement until a company can be organized.

5 As the Kingdom work continues to expand, many who are now isolated publishers will be organized into company groups, sharing the blessings of that arrangement, and contributing with greater effectiveness to the expansion of Jehovah's work to his praise.
Giving God’s Word First Place in Our Lives
Special Territory Coverage Continues

Make Your Time Count

1 What is your greatest desire? Is it to be an honor and praise to Jehovah’s name? To prove yourself worthy of the name that you bear? To share with others life-giving knowledge that has been shared with you? To give God first place in your life by heeding and living his Word? (Ps. 119:44) Nearly one-half million of the earth’s inhabitants today can and do answer Yes. And you are one of them. You believe God’s Word, have full confidence in it. have arranged the affairs in your life so that it has first place and you enjoy publishing its message for the blessing of others. What a grand desire to have and to put into practice!

2 Groups having unassigned territory should give proper attention to working it. Interest found should be properly noted and names of good-will persons seen to the Society following each week’s activity, as instructed. Time for working special territory is limited. Make your time count. Get an early start witnessing in the territory and spend many hours in active service. Thoroughly and systematically cover the assignment. Give a friendly, helpful witness to all that you meet.

Not-at-homes are to be left two tracts, a catalogue and the special letter stating that one of Jehovah’s witnesses has called. It may be possible in some cases to make a return call at these homes before leaving the territory. Many who were not at home will have returned and examined what you left them. Interesting calls will result, and it will make for thorough territory coverage. Back-calls, too, can be made wherever possible.

3 Groups working in regular company-assigned territory will diligently endeavor to serve sections that have not been witnessed to for some time. Make your time count here too. Meet by 9:30 a.m. at the contact point Sunday, discuss the daily text, try some friendly presentations and then go right out into field work. After spending at least two hours in door-to-door work presenting the offer, why not spend an hour or so making back-calls? Most publishers will be working near or in territory covered the preceding week. It is an opportune time to call back on previous placements. Also, some not-at-homes may be called on, and probably on these return calls many of the householders will be found at home. Then, (Continued on page 2, col. 2)

Magazine Distribution Expands the Kingdom Witness

Results of the 1952 Watchtower Campaign

1 Christ Jesus instructed that the things told as if whispered regarding the Kingdom and its blessings should be amplified and preached from the housetops for the benefit of the world. Modern-day witnesses are very busy in this regard and the whole world is being reached with the good news of Jehovah’s kingdom.

2 All the facilities at their command are used in this proclamation and it is interesting to observe how the magazines are used extensively in getting the message of the Kingdom to the people. Each year a four-month Watchtower campaign is conducted and it is thrilling to see the great number of new subscriptions received from the field as well as the enormous number of distributors’ copies that go out to be distributed individually by the publishers from house to house and on the streets. Notice the results of the past three campaigns as reported by the witnesses in the United States:

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<td>1950</td>
<td>180,829</td>
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<tr>
<td>1951</td>
<td>222,744</td>
</tr>
<tr>
<td>1952</td>
<td>264,159</td>
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</table>

This represents subscriptions for (Continued on page 3, col. 3)

Tracts Ideal for Incidental Preaching

1 Reports and experiences indicate excellent results have been obtained in using tracts in incidental preaching. Tracts not only open the way to a Kingdom witness but make way for back-calls, Bible studies and getting people to attend company meetings.

2 One report relates that while a publisher was engaged in magazine route work the occasion arose to make a back-call. At the home where the back-call was being made a guest was present who was fed up with all kinds of religion and was under the impression that the “Jehovah people” were just another branch of false religion. Being in a hurry she could not allow the publisher time to explain what Jehovah’s witnesses believe or the purpose of their work. However, the publisher was alert to the situation and offered the guest some tracts to read later. Getting the address of the guest from the householder the publisher called at the guest’s home and was warmly received. Had the tracts been read? Yes; and now this newly interested person asked for some additional tracts so that they could be sent to her son in the armed forces. Unable to contain herself over the newly found truths, she began to talk to her close friends and was able to arouse the interest of one of her neighbors. She arranged to make a call on this neighbor and asked the publisher to go along. The three ended up studying the tract “What Do Jehovah’s Witnesses Believe?” After a thorough discussion of this tract to the satisfaction of all, the publisher introduced a bound book and a study was started in earnest. Within a few weeks’ time both the guest and her neighbor were attending company meetings.

3 Misinformed persons are given a good opportunity to appreciate the truth when it is presented to them through the tracts. By using a tract, one witness was able to remove the suspicions of a housekeeper by answering her questions as to whether or not Jehovah’s witnesses were (Continued on page 4, col. 1)
With the Three-Bound-Book Offer

How would you present three bound books to the people that say they already have a lot to read? Something like this might be used:

"True, no doubt you do have much reading material, and the books I have here are not like newspapers containing only current events and that pass out of date very quickly. These books are permanent reference works and will furnish many hours of contented reading in the months ahead. You can quickly get the Bible's answer to many of your questions simply by turning to the indexes in these books. For example, you might wonder about the scripture at 2 Corinthians 4 (NW) regarding 'the god of this system of things.' Turning to the scripture index in this book, 'Let God Be True,' it refers you to four different pages where it discusses Satan the Devil.

Note one reference tells about Satan's offering all the kingdoms of the world to Christ if he would do an act of worship toward him. (Refer to other pages.) Thus you get a clear understanding of the scripture that tells about 'the god of this system of things': and it answers many other Bible questions. You see, the book identifies Satan and tells you who he is, why he exists and how he works.

"These three books give information on subjects that are of the highest importance and concern to you. We are leaving all three on a contribution of just $1.50. They cover subjects dealing with everlasting life, true and false religion and basic Bible doctrines. 'This Means Everlasting Life' explains in detail the formula for successful living. What Has Religion Done for Mankind? treats the major religions from the time when there was only one true religion down to this day when there are many religions and gods. The book 'Let God Be True' reviews God's purposes and shows how he has been true to his word recorded centuries ago."

Then: "Did you say you think your religion has a different understanding? You know, when people want to settle a difference of opinion about the pronunciation or meaning of some word, they go to the dictionary because they recognize the dictionary as an authority. Well, the Bible is an authority like a dictionary when it concerns such vital things as our way of living and our religion. These books have been published to give the Bible's authoritative answers to many puzzling questions about life and world conditions. They let the Scriptures interpret themselves and leave ideas and traditions of men out. Also, these publications are a bulwark against communism because they fill the need for true religions education today. Taking in knowledge is an essential requirement for everlasting life, just as John 17: 3 shows. Sincerity alone is not meeting God's requirements, because many heathen persons are sincere in what they believe but they do not have an accurate knowledge of God. You and wonderful knowledge in these three books. As I said at the beginning of our discussion, you may have these three bound books for only a $1.50 contribution." (See the June 1, 1952, Watchtower magazine for more suggestions on effective preaching when objections arise.)

Giving God's . . . (Cont'd)

of course, after a good day well spent in field work, do not neglect to meet together for the public talk and Watchtower study, bringing persons of good will toward the Lord to the meetings with you.

Whether working assigned or unassigned territory continue using the wholesome three-book offer, "Let God Be True, What Has Religion Done for Mankind?" and the third one be "This Means Everlasting Life" or any other bound book. Take the entire offer out of your witnessing case when you make your initial presentation. Let them know as soon as possible that a contribution of only $1.50 is all that is required to obtain these three Bible aids. Demonstrate briefly the benefits of each book by directing attention to particular features and pointing out that 88 complete subjects are treated in the entire set, with almost 1,000 pages of informative and detailed research material compiled. Try various ways of presenting the offer, note points that seem effective and let your presentation be governed accordingly.

God's Word should have first place in our lives always, study it, live it, and share it with others so that they too may come to have a desire similar to yours, namely, to be an honor and praise to Jehovah's name as they give God's Word first place in their lives and walk the way that leads to everlasting life.
YOUR SERVICE MEETING

In order that we may be able to give God’s Word the first place in our lives personal organization is necessary. The following demonstrations are designed to indicate the efficiency of personal organization has on our house-to-house preaching and our success as Kingdom publishers.

SCENE II

(7 minutes) Car group arrives at unassigned territory. Proper personal preparation is evident as the car group divides the group into the field. He assigns each a portion of territory. He checks to see that everyone is equipped with all necessary equipment. He mentions the suggestion in the “Informant” to put in a portion of his time on house-to-house work and to make every effort to place literature during this special work. After the territory assignment has been fully covered and time permits, a portion of the day should be set aside to call back on those who have taken literature, manifested interest, or were not home, to talk to these persons and study with them. Two or three will make a call and demonstrate how to present the offer effectively. Now the mature publishers in the group decide if there would like to make a call alone. He does, and each goes to a different house.

SCENE III

(3 minutes) Later in the day the new publisher hints that it is time to stop. The other calls to mind the Watchtower public talk on the importance of taking a portion of their day calling back on those persons who took literature previously. The young thing thinks that some were not home earlier may have returned from church and can be contacted. The need of following up the offer is made. He offers to provide variety and increases time spent in service. The brother invites the new publisher to accompany him to make a call on a man with whom he could place only a magazine the last time. The two agree to go.

SCENE IV

(5 minutes) Call is made on the person where placement was made. The man is pleasant and invites them in. He says that he read the magazine and liked the clear presentation of Biblical subjects. He adds that he is constantly thinking of giving something to the Bible but now through this publication he realizes its value and importance. He suggests they turn to page 28. They begin to read and look up supporting scripture. The question is answered clearly and successfully and then the three books are presented and arrangements are made for a back-call. As they walk away the new publisher remarks how quickly the time went and perhaps more calls can be made. The group divides the group into the field. [Companies having no unassigned territory and those that have publishers working in home territory can adapt portion to fit their needs, such as house-to-house work for two hours and then devoting one hour or so to calling back on literature placements or not-at-homes.]

Publications Now Available

Will Religion Meet the World Crisis?

"Let God Be True"

Can You Live Forever in Happiness on Earth?

“This Means Everlasting Life"

New Circuit and District Servant Talks

Circuit servants will speak on the subject “The Truth—Where to Find It” on and after September 2, 1952. On and after September 30 the public talk “Where Is This World Heading?” will be given at circuit assemblies by the district servant. Please order handbills accordingly.

Magazine Distribution . . . (Cont’d) both The Watchtower and Awake! Of the 264,159 new subscriptions received, 56,648 were for the Awake! magazine.

3 Splendid activity was carried on in many parts of the earth among the various language-speaking peoples as is seen in the fact that 3,085 new subscriptions for The Watchtower were obtained in the Italian language and 23,394 subscriptions for The Watchtower and Awake! were obtained in the Spanish language. This is a very healthy trend for these languages and indicates that the brothers in the lands where these languages are spoken have done good work. Space does not permit listing a complete report from all 121 lands.

4 We know the Watchtower and Awake! magazines contain essential and strengthening messages. We should continue to do our part by getting these publications into the hands of the people. Follow up the placements, too, and thus keep watering the planted seeds. Be magazine-minded throughout the entire year and take advantage of the provisions of Magazine Day and also distribute them in other ways. Get a regular supply each week from your advertising servant and make house-to-house of them a regular part of your weekly service schedule. In door-to-door work where larger offers cannot be placed, it is good to place single copies of the magazines. Encourage persons who show interest and on back-calls and Bible studies to subscribe for The Watchtower. Also, about six weeks before expiration date, call back on those from whom you received a subscription and try to get a renewal.

5 Those who are sharing in effective magazine work are enjoying good results and are helping others to get the needed spiritual food in these days. It is sincerely hoped that many more publishers will regularly engage in magazine distribution. It is an excellent and effective means of amplifying and expanding the Kingdom witness.

UNITED STATES QUOTA FOR 1952

130,308 Publishers

Monthly Field Service Report

May Report

Av. Av. Av. Pubs. Hrs. B-C Bl. St. Sp’1 Pios. 244 138.6 56.5 7.1 Pioneers 6,702 94.5 30.9 4.5 Co. Pubs. 124,275 9.1 3.2 .5 Total Pubs. 131,221

Public Meetings Held: 7,873
Prepare to Enter Final Month of Unassigned Territory Work

Not our worldly nation can release the prisoners or produce for its people true happiness, peace, contentment and everlasting life. Jehovah's servants know that the entire world is in bondage and gladly put forth every effort possible to aid the righteous-hearted to get out from under the worldly yokes.

This is shown in that they unilaterally support and pray for the only hope, as the Son of man did when he said, "Let your kingdom come." God's ministers realize the importance of the Kingdom arrangement and they rejoice because Jehovah has taken over the rule that so rightly belongs to him.

During August we will aid those in captivity, whether in unassigned or home territory, by continuing to present the three-bound-book campaign. Let us put forth a diligent effort to increase our personal literature placements as well as to follow through on all promises. Follow up these placements by making back-calls and conducting home Bible studies in our territories.

Reports indicate that many fail to turn in their field service time each month. Publishers should turn in a service report at least once a week, not waiting for the last day of the month before doing so. Company book study conductors can assist by having a supply of field reports at the company book study. A gentle reminder and a few words of encouragement to the publishers will be much appreciated. It might be well for the company servant to examine the publishers to see if they are using their own Publisher's Record cards periodically, two or three times a year. This will aid them to see just what they are doing and to improve their personal service of praise. Active publishers could be assigned to aid the irregular by working with them regularly in all forms of service. Show your faith and hope in the Kingdom Hall by continually supporting all theocratic arrangements, diligently working to help others to share in the blessings of Jehovah's kingdom.

Tracts Ideal . . .

Communists. Her objections and mental barriers were erased by the simple yet forceful argument contained in the tract. She obtained one of the bound books and wanted a Bible of her own, because she desired to make a real study of it in her home. Now, even the intimidations of her church friends as well as that of her former minister cannot sway her from her determined course to know more of Jehovah's purposes.

Publishers, take the initiative to "preach the word" and have your daily ministry abound with similar experiences. Carry the tracts with you and be alert to use them on all appropriate occasions.

1952 DISTRICT ASSEMBLIES

In addition to the assemblies shown in the July 1, 1952, "Watchtower" the following assemblies will also be held on the week end of September 5, 6, 7, 1952.

Colorado Springs, Colo., City Auditorium, corner of Weber & KIowa. Rooming: 369 N. 18th St.

St. Joseph, Mo., City Auditorium, 400 N. Fourth St. Rooming: 1423 Farson St.


Buffalo, N. Y., Germain Stadium, Michigan Ave. & E. Perry St. Rooming: 14394 Main St.

Galveston, Tex., City Auditorium, Rosenberg St. & Ball Ave. Rooming: 1115 18th St.

If you prefer to go to one of these assemblies but have already written for rooms listed in the July 1 "Watchtower", please cancel your first request for rooms so they can be assigned to someone else.

It will help the rooming committees if you will use Room Request forms, which may be obtained from company servants.

COMPANY ORGANIZATION

The Kingdom Hall

1 The Kingdom Hall is a place for worship. There Bible study and other Kingdom activity are carried on to the honor and praise of Jehovah's name. It is the place to become built up spiritually by regularly taking in the "food at the proper time" and by association with others of like precious faith. The Kingdom Hall may also be used for the wedding ceremony and the funeral service. (See The Watchtower of June 15, 1952, pages 375-393 and 386.) Arrangements should be made through the company committee.

2 Since the Kingdom Hall is rightly the most important structure in the community, the building's appearance should be a real credit to the Lord's organization. The display window should be kept neat and attractive and changed regularly. A "Kingdom Hall of Jehovah's Witnesses" sign should be in a prominent place. Also, the different meetings and the times of each should be posted in prominent places for the benefit of good-will persons in the neighborhood. The Kingdom Hall should also have a place to receive mail.

3 Proper decorum should reign in the Kingdom Hall at all times. (1 Cor. 14: 33, 40, 23-25) Adults and children are to conduct themselves in a manner befitting the occasions of true worship. Anything distracting to others or interfering with your own undivided attention, such as whispering, chewing gum, eating, making unnecessary trips to the rest rooms, coming in late for meetings, etc., is to be avoided. Servants and attendants should be aware of these facts and take the offending adults and parents individually into their confidence and ask their co-operation and then see that order is maintained. Counteract the loose behavior of young brothers by seeking their aid in controlling the behavior of other children. An alert attendant force can do much to establish and maintain proper decorum.

4 A company must decide for itself whether it prefers to rent, buy or build a Kingdom Hall. Usually it is more convenient to rent than to own one. However, any company that is planning to buy property for a Kingdom Hall or contemplates building one should first write to the Society for the Memorandum on Kingdom Halls which covers the legal, financial and related aspects of this matter.

5 All have the privilege and responsibility of financially and otherwise contributing to the needs and maintenance of the Kingdom Hall. A local arrangement should exist so that all publishers may have a regular turn cleaning the hall. Larger companies may work this through the company book study arrangement.

6 A spirit of warmth and friendliness should at all times prevail within the Lord's organization. It is the responsibility of each one to make himself known to others present and to promote love. Practice this in the Kingdom Hall.

Coming Literature Offers

August: Three-bound-book offer.


October: Awake! subscription for $1, with premium of three booklets.
“Let Your Kingdom Come” Witnessing Period

Final Month of Service Year

Climaxes Unassigned Territory Work

With confidence and happy assurance, Christians continue to pray, “Let your kingdom come.” (Matt. 6:10, NW) Although the kingdom of God has become the kingdom of our Lord and of his Christ,” not yet has the mighty organization of Satan been destroyed. (Rev. 11:15, NW) Its towering bulk continues to cast a shadow of oppression over the face of the earth. But shortly the Kingdom rock cut out of the mountain of God will smite and shatter the feet or foundation of this blasphemous organization, plunging it to destruction. Satan will be aroused.

The work of aiding others to know of this kingdom is continually expanding. To keep pace during the summer we have expanded it into territory not regularly covered with the Kingdom message. Two months have already been spent in this special campaign, leaving but one month. We want to utilize it to the full by completing the assignment of this isolated territory if possible. Be sure to keep sending in the names of people with whom literature is placed, in order that the Society may continue to stimulate this interest after you leave the territory. It is encouraging to note that over 58,000 names have already been received. Companies are cautioned, however, not to send in the names of individuals who live in company-held territory. Interest in such territory should be cared for by the companies.

The offer for August will continue to be three books on the contribution of $1.50. Reports from all

Organize for Pioneer Service

Pioneering is a wonderful privilege of service! Nothing in this old world can compare with it, for what possible corresponding joy could there be to carrying out one’s dedication vows before Jehovah in this superb way? None, absolutely none.

1952 District Assemblies

Which One Will You Attend?

Blessings are in store for God’s servants. A well-planned and prepared program making for a bountiful feast spread out in abundance is provided in the 35 district assemblies to be held in the United States during August and September. The assembly locations were carefully selected so that it would be convenient for all to attend. (See your copy of the July 15, 1952, Watch-tower for the dates and locations.) Make every possible effort to attend one of these assemblies so graciously provided by Jehovah through his visible organization.

The assemblies will be for three full days. Now is the time to begin preparing, planning and arranging your affairs so as to be at the assembly city of your choice from the time of the opening session, on Friday at 9:30 a.m. (interesting and lively discussions start the program), right on through to the completion of the last session Sunday evening at 6 p.m.

Thrilling Reports from Unassigned Territory

Jehovah’s undeserved kindness and blessings have abounded in many ways as is evident in the variety of experiences had by the publishers working in unassigned territory. For example: “Met party who said, ‘Never heard of this work, but it sounds like something I’ve always wanted. Glad to see a work like this going on.’ A disabled veteran said, ‘I’d give anything to know the Bible.’ He was very meek, and asked many questions. Almost asked for a study.” Another remarks: “Woman listened eagerly and happy to hear of the new world; has son that is a complete invalid, and he insisted on getting the books, because reading is one of the few things he can do. Hope he too could ‘leap like a hart’ in the new world.” One said, “Man, I’m sure happy to see you; first time in 25 years that Jehovah’s witnesses called on me, I want subscriptions to both magazines and

(Continued on page 2, col. 2)

(Continued on page 3, col. 3)
**Defeating Persecution**

The 1932 "Yearbook" gives many examples of how our brothers throughout the world are facing persecution, proving indeed that "no weapon formed against us will prosper."—Isa. 54:17.

A disturbance was held in Cyprus. The Devil's agents tried to break up the public meeting by creating a disturbance that lasted for 15 minutes, during which windows were broken, chairs were ripped out of place, and insults were thrown at Jehovah's witnesses. Eventually the law was invoked against those who created the disturbance, and one of Jehovah's witnesses was ejected from the hall. This disturbance at the place we were meeting in was indeed the result of the cruelty of the tribal chiefs the local authorities were subsidizing, but this is no reason to act against Jehovah's servants in Bechuanaland. We are our brothers in the British Commonwealth and are our brothers in Greece, Greece and Bechuanaland.

**Our Assemblies**

As our district assemblies draw near the questions arise, "Will each servant of Jehovah attend if at all possible? How many will fail to attend because of lack of appreciation or lack of resource?" Those who have failed to attend assemblies because of lack of funds would do well to consider the example set by our brothers in the British West Indies as given in our 1932 "Yearbook". For these brothers to attend an assembly they all pooled their resources and hired a schooner to take them to the island where the assembly was being held, and to pay for the transportation they shipped along bananas, mangoes, etc., which they sold upon their arrival.

Circuit assemblies in the Philippines often provide much excitement and fan the enthusiasm of the brothers to a bright height. But sometimes a government official tried to cancel the public meeting but failed. Mobsters threatened and sometimes bricks were thrown through the windows of the meeting place and those going to and from it. Yet in spite of this the meeting continued, gathering 700 of whom were strangers. What a joy it must have been to have had this assembly in that triumph over the enemy! (206)

In Italy the clergy caused the permit to be denied so that it was refused to go ahead after it had been given. The assembly was nevertheless held by using two homes, which were connected by public speaking equipment. Against the Devil's efforts boomeranged as this high-handed procedure caused more to get their eyes opened. (180-182)

Regardless of the opposition or circumstances Jehovah has a blessing awaiting us at our assemblies.

**To Those Who Are Indifferent**

Often we meet people in our ministerial activities that are indifferent toward the message we carry. They do not want to be rude and will politely listen to us, but they may be thinking, "This may be all right for somebody else but it doesn't concern me." Yet it does concern them, being a matter of life or death. We want to direct their minds to appreciate this good news, if at all possible. The problem is, how? Usually the best thing to do is to get them to express themselves and thus locate their interests. Thought-provoking questions, hypothetical problems and reasonnings may be used to do this. Consider the subjects of law, education, world conditions, science, etc. Work these discussions into a constructive witness about the Kingdom.

When an indifferent person is obviously a parent you might say: "Being a parent you are doubtless concerned with the proper education of your children, isn't it?" Then continue, "This knowledge means everlasting life and sure success. So, whether you attend church or not, I am here to bring you this life-giving knowledge as contained in the holy Word of God. Let me show you what this book 'This Means Everlasting Life' says on page 247 about 'Rearing Children in Divine Favor'... ."

Or you might take this approach: "As you view conditions existing in the world today that adversely affect all of us, have you not also noticed that these conditions are fulfilling Bible prophecy? Did you know that the very work that I am doing was foretold in the Bible and that all of this is a sign of the early destruction of wickedness and the taking over of earth's rulership by the righteous kingdom of God? Allow me to show you this from the Word of God and the Bible aids that are provided for this very purpose."

Perhaps personal interest may be developed with the following: "Moral collapse is the shame of our generation. Principles are being set aside for expediency. Indeed, people the world over are falling away from the righteous principles of the Bible, having no respect for the laws contained therein. Take for example the sixth of the Ten Commandments: Thou shalt not kill."

Then look at all of the wars fought in the lands claiming to worship God—Christian killing Christian, Jew killing Jew, etc. Certainly this shows a lack of proper understanding and a flaunting of the principles of God. Christ Jesus said if you want to love God that is lasting you must love your neighbor as much as you do yourself: also love your enemies... ."

Be fully convinced yourself that the message you carry concerns everyone and then express that conviction.

**Organize for**

(Cont'd) ready completed your schooling? Could you, by diligent organization of personal affairs, continue in pioneer service as many others are doing? And those of you who contemplate the pioneer work, would it be possible to start by considering and arranging your affairs so Kingdom interest receives first attention? And you who are in the regular pioneer service, are you organized so as to be able to continue in this most wonderful of privileges? Here is an example of what can be done. Several students how. She organizes her home for more efficient service to Jehovah: "Although I have been in the truth for only three years and have family responsibilities, I have taken advantage of the pioneer privileges and enjoy this work tremendously. I find that I always achieve the best results in my pioneer ministry by being thoroughly organized for the Lord's service. My husband is in the truth and he tries to do everything he can to aid me in organizing my pioneer service. This co-operation gives me the necessary help to remain in the full-time work."

"I schedule my time to harmonize with my family responsibilities. Each day at 6:30 a.m. I rise and prepare all essentials for the morning and noon meals. We are ready for breakfast at 7:15 a.m. My husband reads the daily text and comments from the "Yearbook" and we respond with questions and thoughts."

(Continued on page 3, col. 1)
YOUR SERVICE MEETING

August is the last month of the special campaign to present the three-book offer. How is your company doing in the campaign? And you as a company servant, first of all, I ask you to tell me how it has been doing thus far. The other will assist to improve company organization by having a discussion of things that will benefit all publishers.

SCENE 1 (7 min.) Assistant company servant is sitting at a desk checking the back calls. A publisher calls and announces that he will come to the company. The company servant enters. The company servant relates the results of a back call to the company servant who promptly takes the offer when contacted in the door-to-door work last Sunday. Did you get your three books? No. I'm very sorry. I'm sure you will get them this week. He shows the assistant servant through the card file. He notes that some cards show many placements made during the two months. They discuss the importance of giving the publishers' Record cards when the company servant calls. The assistant servant asks the assistant servant what he thinks might contribute to this end, the assistant servant tells the assistant servant to have personal and secular conversations with the three publishers. 

SCENE 2 (8 min.) Each placement is an experience and often points are made in making the placement that are helpful and beneficial to others. The next best to this part is handling the company servant to announce that part of the next week's meeting is devoted to relating encouraging field service experiences. This will enable publishers to fully prepare for field service with a good presentation in mind, etc. After briefly discussing these points the company servant says, "I think it is necessary to be prepared for the work, to have the combination along and really offering it to housekeepers with an effective presentation, many fine experiences will be had in this way. Some of the publishers can be profitably used in relating a few experiences, so let's try to talk about these experiences."

SCENE 3 (9 min.) Bro. Alive's study is closing. Conductor, Bro. Drowsy asks: "What is the service developing you?" "I think I'm very well for the company servant to remember all the experiences."

1952 District Assemblies (Cont'd)

3 Promptly and accurately fill out the Room Request forms, checking them over for accuracy before sending them in. Do this immediately. All mail regarding these assemblies should be addressed to Watchtower Convention Committee, in care of the rooming address at the city where the assembly is to be held. Remember, if you write for rooms and we receive no reply or assignment card for some reason or another, do not worry or be unduly concerned. Simply proceed to the assembly city, inquire for your rooms at the rooming department and then accept and occupy them. This is a good witness and shows forth the proper Christian attitude of good conduct. If you are unable to accept the rooms assigned to you for reasons beyond your control, immediately so that others may be assigned. Check on transportation facilities and schedules. Enthusiastically invite all persons to have a share with you in this feast of the pure language. Make a special effort to encourage and aid your back-calls and persons of good will to attend.

3 Pioneers on the list prior to March 1, 1952, are being provided with an assembly pass in the form of an Informat. Do not lose these; no others will be issued. Pioneers should not go to the assembly city ahead of time unless the Society invites them.

4 The district assemblies will play a large part in rendering proper praise to Jehovah, in saying to the prisoners "Go forth", and will prove beneficial in aiding all toward full theocratic maturity. Come prepared, and each one should make all necessary arrangements for witnessing and bring someone with you to the assembly for feasting and service.

Thrilling Reports . . . . (Cont'd) every new publication you have.

Thousands of such letters and remarks coming in daily are heartening. But stated: "It was difficult for us to leave this territory. We wanted to stay there and work with these sheeplike people. The return trip home was enthused as anxious publishers related their experiences." There is still some time left for you to enjoy some of the blessings in working unassigned territory. Extra effort and planning are necessary to reach these persons thirsting for the waters of truth, but the happiness and blessing received far outweigh all the energy expended.

Publication Now Available

Evolution versus The New World

—Swedish
“Be Transformed by Making Your Mind Over”

New World Translation and Book to Be Offered

To serve Jehovah God acceptably and gain his approval for life in his new world, we must be transformed by making our minds over. (Rom. 12: 2, 3) No longer can we walk according to this system of things, for to do so would mean to suffer its inevitable fate of destruction. And how can we show that our minds have been transformed and made over? By our course of action. By diligently studying God’s Word and applying it in our daily living. By preaching it to others of good will who are in mental darkness and thus assist them to transform and make their minds over for new world living.

To aid others in this transformation work, two effective instruments, the New World Translation of the Christian Greek Scriptures and the book What Has Religion Done for Mankind? will be placed with the people during the month of September on a contribution of $2. Most of us are acquainted with the presentation of this offer, since it was used last May. A review of the May, 1952, Information will be helpful.

The unassigned territory work being concluded by the end of August will mean that once again we will concentrate on working in our regularly assigned company territory. House-to-house work will be featured, and you should be certain to make a record of placements and follow through by calling back with a definite view to starting a Bible study. Following the district assemblies, we suggest that each company schedule a public meeting series and advertise it well. September begins the new service year, so let us get off to a good start by organizing and participating in all theocratic activities.

Let us make God’s thoughts our thoughts. Exhibit godly conduct in our daily living. Preach the good news to others. Doing so we will not only transform and make our minds over for new world living, but we will also make it possible for those still in mental darkness to do the same, for their everlasting good and to Jehovah’s vindication and praise.

COMPANY ORGANIZATION

Watchtower Study

1. Jehovah God requires his servants to be qualified teachers, able to “handle the word of truth aright” and “instruct in mildness.” Of great importance in acquiring these qualifications is regular attendance and sharing in the weekly study of the Watchtower magazine.

2. To get full benefit of this study everyone in attendance should come prepared to participate by commenting on the questions propounded. This will improve your ability to speak, broaden your knowledge, more firmly impress vital truths in your mind and also add to the liveliness and instructiveness of the meeting. Read and study The Watchtower as soon as you receive it and then go over it again just before the company study. Some find it best to study a complete article at one sitting; others take a few paragraphs each day; and some find it stimulating to study a family group at a time when other Kingdom activities are not interfered with. (See lesson 45 in Theocratic Aid to Kingdom Publishers.) This is a fine way for parents to train children.

3. Each one should make it a point to comment at least once at the study. Comments need not cover every point in the paragraph. In fact, it is better to have two or three short comments. Publishers who desire to comment on a certain paragraph may make this known to the study conductor, by raising the hand high enough to be seen, so that they can be called on to do so. Once you start speaking it is comparatively easy to continue. Speak loud and clear so your expression will be heard by all.

4. It is vital that all publishers, pioneers and servants attend this study and keep up with present truths. Persons of good will should also be encouraged and helped to attend so they will benefit from it.

When the study follows the public lecture invite the strangers to remain for the Watchtower study. Form the habit of encouraging one another to attend and set the proper example by being there yourself each week, for certainly you could not spend your time in a more profitable way.

5. The Watchtower study conductor should conduct lively, interesting meetings. Plan ahead so the meeting is kept within the hour. If time permits occasional comments may be made by the conductor, but these should be limited to points that were overlooked or where additional explanation may be necessary. As time allows, scriptures not quoted may be read by publishers in the audience. Those who are usually hesitant to make a comment are generally glad to read scriptures. Only the most fluent of the fluent readers should be selected by the study conductor to summarize the paragraphs. A different one should be used each week, where available. Notify them at least a week in advance; they should attend the theocratic ministry school for training in good reading. Brief closing announcements relative to activity for the week may be made by the Watchtower study conductor or the company servant.

6. Taking in knowledge of Jehovah and his Son Christ Jesus is a prime requisite and should not be taken lightly. So take advantage of theocratic arrangements. Show sound wisdom by drinking of the waters of life regularly at the company Watchtower study and contribute to the meeting by making comments. It will assist you to become a more qualified teacher of God’s precious Word of life.
“Be Transformed by Making Your Mind Over”

New Service Year Begins

Organize for Better and More Service

1 It is delightful to experience the change in thinking from the ways of this old world to those of the new system of things. New world thoughts are healthful and uplifting. Adopting such thinking and actively putting it into daily practice will result in gaining God’s approval and eventually everlasting life. So put into practice new world thinking by aiding others to “quit fashioning their minds after this system of things” and helping them to become transformed by “making their minds over.”—Rom. 12:2, NW.

2 The first step to take in making one’s mind over is to learn Jehovah’s “pure language.” And what better aids for learning the “pure language” could a person have than the New World Translation and the book What Has Religion Done for Mankind? This superb Bible and the study help will be offered during September on a $2 contribution.

3 With the work in unassigned territory completed (except where some can still engage in it and the territory is still open), all will be working once again in their regular company territory. Use the same good organization in caring for your home territory that was employed in unassigned territory. Since this month opens up a new service year, it is essential to have proper organization of all our service activities to get off to a good start. Open up public meetings in home territory right after the district assemblies. On Sunday, set your goal two

hours of door-to-door work and then follow this with an hour of making back-calls. Plan your day’s service, and start early. Keep a record of names and addresses of persons with whom you leave literature and call back with the objective of starting home Bible studies.

4 There is indeed a definite place for organization in the activities of servants in the companies. Results in our new service year will be very gratifying if the servants take the lead, and all publishers work in harmony with company arrangements. Therefore, servants, organize local activity and avoid such negative thinking as, “These suggestions just won’t work in our company.” Think positively and progressively to get the assigned work done. Bear in mind that overseers have a vital part in helping the brothers “make their minds over” for better thinking and greater service.

5 Through the company book study most of us have had the opportunity to study What Has Religion Done for Mankind? Being familiar with its contents we are in position not only to effectively present it but also to start studies in it. While material in this book may not be as familiar to us as that of other books, it does contain information Jehovah has prepared for those who love him. So use it effectively. Talks based on one or two chapters of the book will be well received by newly interested persons and publishers alike. The talks, approximately 45 minutes in length, can be given at company book-study centers, one such talk being given each month with the regular study being carried on during the other weeks. The company servant and school servant can plan and arrange how the material is to be systematically covered in this manner.

6 September, then, provides everyone with opportunities to show to all men that we have made our minds over by our unselfish efforts for new world interests. Aid the mild-tempered ones to also be transformed by making their minds over and you will experience real blessings from Jehovah.

Main Event of 1953—A World Assembly

As the July 15, 1952 Watchtower containing information on the world assembly to be held in New York city during the summer of 1953 was being run on the presses at the Brooklyn factory, publishers in two separate circuits within New York city were assembled and enjoying their semiannual circuit assemblies. How surprised and thrilled they were when Brother Knorr made the unexpected announcement of a world assembly to be held at Yankee Stadium in 1953. With one accord all in attendance joyously welcomed the news and expressed themselves as willing and desirous of undertaking the great amount of work required in preparing for the many features of this assembly.

When will work start? It has already begun. Initial contracts have been signed, agreements made and many other essential matters cared for. Also, individual publishers in the New York area from now on will have in mind your coming here and, along with regular Kingdom service, will make preparations for you to come and enjoy this spiritual feast.

Yes, the brothers in New York city are preparing for your visit. And, in turn, they know that you are planning and preparing to be here with the Lord’s people for this grand world assembly. So from now on, Think on it! Plan for it! and when the time comes, be here for the main event of 1953.
To Those Who Obtained September's Offer

"I was in the area so I thought that I would stop by to see if you had a chance to read any of the Bible and the book that I left with you last week." Many a back-call is introduced with a remark similar to this and, on being advised in many instances that the publication left has not been read, the publisher sometimes finds it difficult to start a constructive discussion about the publications. Are there more effective ways to start a back-call? Yes, there are! The following method has proved to be successful:

After a few general remarks such as "Hello", "Good evening," etc.: "I'm very glad to find you at home. Mr. Smith, The interest that you showed in obtaining the New World Translation and the book What Has Religion Done for Mankind? prompted me to stop by this evening. When leaving you with your subscription, you did not have an opportunity to point out the numerous advantages they provide for personal Bible study. So, if you would get them now, it would be a pleasure to show you a number of things that will help you a great deal in using them.

"You will undoubtedly agree that worshiping God is important. But more than just any worship is required: for, opening your New World Translation to James 1:26, 27, it says: (read). Now note the following words, 'worpship' in the 27th verse. The Greek word means 'to serve the Latin word religio from which comes our present-day term religion. For more detailed information as to what the word religion means we can turn to the book What Has Religion Done for Mankind? and refer to the subject index. Under the subject 'Religion' the section discussing the meaning is listed, pages 8-10. Turning to page 8, note the question on the bottom of the page: "What has been the word religion, and how has it been defined? Would you like to read that paragraph?"

After reading: "Note how that paragraph helps us to understand where the term religion originated and also to know the different meanings attached to it. Then the next paragraph brings to our attention how it is used in the Bible. The question on paragraph 4 is 'What do the Christians Paul and James apply the word religion?" (Comment, after reading, that Paul shows it can be properly used to describe false religion as well as the true religion, as at James 1:27, K.W.) That brings us to the text that we first discussed, doesn't it?"

"Then, too, Bible texts on which you desire information can be found in this book by simply turning to the scripture index. Let's look up James 1:26, 27 and see where it refers us. Yes, page 9, the paragraph we just discussed. So you see, using your Bible with its many fine aids to understanding is important. The book serves its purpose by providing explanation of the Bible texts and may be referred to for particular quick reference by using the subject index and the index. The questions at the bottom of the page help us to get the main points."

If time and circumstances permit, continue your discussion a short while longer by going to the 5th paragraph of the book and considering it. If not, then encourage householder to continue reading from that point and try to make arrangements to call by again next week to discuss additional points.

1953 Pioneer Requirements

September begins a new service year; therefore all pioneers should start to plan and organize their service schedule to meet the 1953 yearly service requirements of 1,200 hours for regulars and 1,600 for specials. The Society feels that, in view of the low hour requirements, it will not be necessary for pioneers to request time off for travel to the world assembly if they properly schedule their time now and build up a surplus before the assembly.
YOUR SERVICE MEETING

Everyday use of the “New World Translation” familiarizes publishers with valuable features of this Bible and makes for more effective incidental preaching. A call or letter, in which there is no evident lack of money, make definite arrangements to call back and deliver the literature. Have in mind the possibility of starting a Bible study.

Everyday Use of the “New World Translation” (20 minutes)

Conductor states a full day in the life of a theocratic family will be shown in Chain-Reference. (1) Family at breakfast table support discussion of daily text with quotations from “NW” (4:13) and “AV” (4:12). “Arising and declaring” “NW” is asked by fellow workman what he is reading, father shows him the door, opens the book to page 164. He asks father shows the money be left with someone else at the home in order to make it easier to decide on the subject and promises to take literature at a more convenient time. (2) Daughter, a pioneer, at house of workman’s home, opens the book to page 164. He asks to see the progress, as the householder’s name will go forth in September 1953. He offers the use of this powerful instrument.

SCENE I (5 min.): Publisher is at a door presenting the “New World Translation” and “What Has Religion Done for Mankind?”

Publisher highlights some outstanding points of offer and informs householder that the combination can be bought at the exhibition. Publisher remarks he would like to take the offer, but just doesn’t have sufficient money on-hand at the moment. Publisher suggests calling back later at a more convenient time when householder will be able to contribute for literature. Then he expresses his appreciation for this, advises he will be sure to call in the future.

SCENE II (10 min.): Publisher calls back at appointed time for delivery of literature.

Publisher informs householder he came to deliver the literature as previously arranged. Householder expresses appreciation for this. Advises he needs a combination for study, which he produces. As publisher accepts contribution, he takes the opportunity to witness by asking the householder if he may step in for a few moments to show him the book. Upon being invited in, publisher opens the book to page 164. He asks householder if he would like to take a copy. He asks the question about the bottom of the page. Householder does not know answer, but shows interest, so publisher points out answer in first paragraph and then sums up the matter by reading the paragraph. Then several paragraphs are taken up the same way, after which publisher briefly reviews benefits of discussing literature and leaves. He returns the following week at a designated time to aid householder in the matter of Bible study.

Radio Scripts

Companies having scheduled programs will please advise the Society of city, station, time and frequency of broadcast (weekly, monthly, etc.). If programs are discontinued please notify the Society so that no further scripts will be mailed.

Chain-Reference Explanation

The chain references on the subject “Sacrifice (d, s)” in the New World Translation use the word “offered” at 1 Corinthians 8:4, “sacrificed” being given in the footnote.

Publications Now Available

Tracts: What Do Jehovah’s Witnesses Believe? (T1); Hell-Fire (T2); Jehovah’s Witnesses, Communists or Christians? (T3); “Awake from Sleep!” (T4)

Can You Live Forever in Happiness on Earth? —Korean

Informant Supply (Cont’d)

of the Informant are needed to supply one each to regular and ir-regular publishers, newly interested publishers, newly interested company meetings, and pioneers associated with the company.

Beginning with the November issue the Informant will no longer be sent direct to pioneers, unless they are isolated. Pioneers associated with companies will obtain their Informant from the company. Every person should have a personal copy for his use, but there is no reason to have extras in order to supply others, so the mailing list is to be retained to the regular extent.

1953-54 Field Service... (Cont’d)

the new 10 per cent increase quotas for the coming year. Be sure the figures you start with at the top of the chart are properly placed so that the monthly postings below will line up evenly in the various columns. The figures should be accurately aligned, thus giving the chart a neat appearance.

When companies or units are divided during the year, the method of setting a new quota of publishers will follow the procedure outlined for “New Companies” in the chart instructions. The number of publishers for the first month’s report plus 10 per cent of that figure will give the new quota.

As soon as the company report is compiled each month it should be posted on the chart. An analysis of the chart on a service meeting each month will allow the company and the individual publishers to see their progress, as well as discover weaknesses that need attention in order to maintain a balanced field program.

Each publisher should make a personal comparison of his field report with what the company as a whole is doing. If he is weak in the company is also weak, then he should strive to improve that feature of the service, thus helping himself and the company. Jehovah blesses planned effort of his servants to push the advance of true worship.

Everyday use of the “New World Translation” familiarizes publishers with valuable features of this Bible and makes for more effective incidental preaching.
“Princes’ Just Rule” Witnessing Period

Present Awake! to Arouse a Sleeping World

Jehovah God is a God of organization. Everything within the scope of his purposes takes place “decently and by arrangement.” Rightly, then, we will place the handiwork of Jehovah manifested in his organization. In fulfillment of Isaiah 32:1, Christ Jesus the King “reigns in righteousness, and princes rule in justice” here upon the earth for the good of God’s faithful servants.

In October, working in harmony with his organization world-wide, we will offer a subscription for Awake! on the contribution of $1. During this month let us all help push the distribution of Awake! in comparison to The Watchtower, past the million mark. New subscribers will receive a premium of any three-booklets. If older booklets are used, be sure they are presentable. Individually and as a company, prepare now to present this timely and informative magazine which is published specifically to keep honest-hearted persons informed on the vital issues of the day.

Jehovah charges those who are servants to “shepherd the flock of God, becoming examples to the flock.” This means taking the lead in adequately promoting the preaching work and caring for the spiritual needs of the Lord’s sheep. For a successful Awake! campaign, servants will need to see that informative presentations are featured on the service meeting, that territory and group witnessing are lined up, that subscription slips are on hand and that sufficient distributors’ copies are ordered. (Magazine Order Blanks are enclosed with this Informant.) Definite arrangements should be made to assist those being studied with and the irregular ones to share in obtaining subscriptions and talking to others about the Kingdom. Help them to become strong and mature and to work unitedly with the organization.

Are you a subscriber for Awake! yourself? What about those persons you are calling upon and those with whom you conduct Bible studies, your friends, family and business associates? They, too, should enjoy the benefits of Awake! just as well as you do. Servants, publishers, pioneers—help all to appreciate the blessings of the “princes just rule” under the great King by offering the Awake! magazine at every opportunity.

Company Organization

The Service Meeting

Lively, enthusiastic service meetings are a vital necessity to a healthy, active company. They help the Lord’s people to learn the most practical and effective ways of carrying out the commission to “make disciples of people of all the nations”. The company servant is responsible for planning successful service meetings.

Upon receipt of the Informant he should outline the service meetings for the month. All Informant articles should be considered during the month. Whenever possible the article dealing with work for the current month or the front page should be considered at the first service meeting in the month. The article appearing on the back of the Informant considering activity of the following month is to be considered at the last service meeting of the current month. Other articles may be worked into the program in accord with the local company’s arrangements. The company servant should look for and encourage other servants to offer suggestions in planning meetings, but the company servant makes the final choice.

A Scriptural theme or a particular objective should be determined for each meeting. The first meeting in the month could have the monthly text as a theme and subsequent meetings other appropriate themes. Often the daily text can be woven in as a theme for the meeting. After the Informant material is appointed, the company servant, aware of the local problems or needs, should schedule portions on the program that will offer helpful suggestions to remedy the weaknesses.

There are a variety of mediums of education which can be used to present service-meeting material. After a warm welcome to the strangers and consideration of the daily text, the program one week might start with some form of audience participation, such as by the question-and-answer method or a panel of experts (servants) with questions from the audience. This will serve to quicken the minds of the audience. This can be followed with a demonstration, perhaps a pantomime, a round-table discussion, an interview, a quiz, a forum, a dialogue or a talk. Large companies can assign demonstrations to a group attending an area book study. A well-rounded company will stir the brothers to action in the field service. Participants must watch timing closely. Appropriate field service announcements will be made at the end of the service meeting and the program for next week announced so that the publishers can prepare.

The company servant should continually strive for variety in planning the service meeting program, making it lively and interesting, keeping in mind the spiritual and field service. It should be a congregation. Brothers who have dedicated their lives to Jehovah and have the ability may be used in developing such educational meetings. Service meetings that are instructive will be had if everyone will co-operate and assist by preparing diligently for these meetings. The service meeting is a provision from the Lord to aid us in carrying out our divine commission. Support your service meeting by regularly attending, participating and doing your part by accepting assignments given to you by the company servant and preparing them well.

Magazine Bound Volumes

Those companies and individual brothers who wish to have bound copies of the 1933 Watchtower and Awake! should place their orders now to ensure delivery. Individuals should order through companies where possible so that they may be shipped with company literature. This will save time and money. The cost per volume is $2.

Field Service Report

In order that this Informant might be mailed before the Bethel vacation and thus be received by companies in good time for use during September, the August field service report is omitted. Field reports for both August and September will appear in the October Informant.
“Princes’ Just Rule” Witnessing Period

“Awake!” Featured for One Month

Are You Ready?

Jehovah has set his King Christ Jesus upon his throne. As he rules ‘in the midst of his enemies’, the blessings of his enthronement become manifest to his faithful and obedient subjects. The servant class is organized for world-wide ministry, and the King has entrusted Kingdom-service interests on earth into the hands of his “faithful and discreet slave”. “Princes” are to rule justly and work unitedly and in harmony with the “Prince of Peace”.

1 For this reason they are from house to house With magazines. It would be splendid to combine actual preaching with a public testimony, keeping house witnessing provides the best avenue for new subscriptions; but be ready to take subscriptions in the store-to-store work, on magazine routes, on back-calls and home Bible studies too.

2 Servants, plan stimulating meetings. Utilize experiences of those who have obtained subscriptions, develop effective demonstrations. It might be well to use territory that has not been previously worked with Awake! Each publisher should strive for at least one subscription, while pioneers should obtain at least four during the campaign. And do not forget to call back and stimulate the interest found. Let us work with one another in unity as we endeavor to make this the greatest Awake! subscription campaign to date. Our sincere efforts will assure us permanent blessings under Jehovah’s arrangement of the princes’ just rule.

3 One of our aims as mature ministers is to make as many new contacts as we can in publishing the good news. On the streets we serve as a public testimony, keeping The Watchtower and Awake! before the people by calling out slogans, approaching strangers in a friendly way with an invitation to read the magazines, and placing and discussing magazines with those who have come to appreciate the journals. This is good. But think of how many more personal contacts and placements we will make if we spend an equal amount of time each Magazine Day in visiting the people at their homes with the magazines. It would be splendid to more than match our time spent on street corners with time spent in

(Continued on page 2, col. 2)
At the Kingdom Hall expressing the need for permanent religious zealots to become so incensed when they see us engaged in this feature of the work should help us appreciate its importance. For example, in the British West Indies such fanatics have torn the magazines out of the publishers’ hands and have torn them up and then thrown them into the street. How one such fanatic fared in the hands of the law is told in our “Yearbook” on page 101.

By continuing in this work regularly we not only help those who are opposed to mark themselves for destruction but we also help those of good will to mark themselves for salvation. In Pakistan, where the Moslem religion has such a strong hold on the people, a government official, after watching a publisher on the street for two years, summoned up enough courage to ask him for a home placement but we also had to mechanically call out the slogans. We must make it a point to speak to the people individually and then follow through. One publisher in Rangoon, Burma, inquired of a person: “Have you ever read the ‘Watchtower’ magazine?” Receiving an affirmative reply, he went on to explain: “I want to obtain the address of the interested one. Following up this placement resulted in five taking their stand for the Theocracy.”

‘The First Love’

Jehovah foretold that his people would be volunteer servants in the day of his power. He also foretold that in this day of grace there would take place the spiritual wedding of the bridegroom and the bride. He foretold that in the literal wedding ceremony the groom (Christ) would take the skirt of him who is a real Jew and say, “Come, let us go with you.” Time and again the zeal of the interest shames those who have been acquainted with the truth for some time but yet have not gone to the marriage feast (Rev. 3:5, 20; 19:8, 9). Telling of this zeal of the newly interested ones are the following experiences taken from the 1952 “Yearbook.”

A publisher in El Salvador moved to an isolated spot and went to sleep at night as far as the work was concerned. He was found by the most zealous of the new publishers recently baptized, who told him: “If you were only saying one word a day, that would be something, but you are not doing anything.” While perhaps not the most tactful thing to say, it did succeed in waking up the sleeping one, who is now publishing regularly.

The report from Singapore tells of the eagerness of a young Chinese whose family is Buddhist. He soon told his family: “I must start two others in the service. (214)” Are we manifesting a like zeal?

Expand Magazine . . . (Cont’d)
calling at homes with the magazines. Undoubtedly our individual magazine placements would greatly increase, probably more than double.

Distribution of magazines from house to house is an excellent way to start new publishers in field service. It starts them on the road to maturity, for it gives them an opportunity to express themselves as they talk to people about the magazines and about the Kingdom message generally. It is simple, yet effective. Moreover, the very fact that even a new publisher can place a number of magazines without difficulty in house-to-house work is highly encouraging to him; and he can be aided to maturity by regular participation in magazine work at the homes. From this point it is only a small step to train the new publisher to offer the subscription, three bound books, etc., during regular Sunday witnessing. With his initial training in house-to-house magazine work he will more easily progress to the larger literature offers, and hence more rapidly become mature in presenting the good news.

Magazines are at present serving more effectively than booklets, so we should concentrate on placing this current material in the hands of the people. Have you tried offering a single copy for five cents when the regular campaign offer could not be placed? Why not take extra copies with you? Never let your magazines become old or accumulate at home or in the Kingdom Hall. Place them in the field and follow them up with back-calls and home Bible studies. Do your part to serve the spiritual food prepared for distribution to nourish the hungry sheep of the Lord.
YOUR SERVICE MEETING

"Awake!" will prove most effective when the stimulated thinking it provokes is followed up by publishers who are alert to start home Bible studies. Pioneers, who devote the greater portion of their time to Kingdom service, can place more magazines and conduct more studies. Why not strive for more pioneers?

SCENE 1 (6 min.) Discussion. Serving God is man's greatest privilege. The more service rendered, the greater our privilege and joy. A servant's thoughts are shaped by whether he discusses the advantages of and great need for more pioneers. Sound ad- monition is found at Ephesians 5:15, 16 during this time of the end when the Devil, like a roaring lion, is out to devour all. Just look at the great increase in public praises; wouldn't you like to have a greater share in this increase? You can, by pioneering (2 Cor. 9:6) The abundance of local territory in the company is measured by figures on the recent circuit servant's report. The sheep are there to be found; but the territory is not being worked adequately. The pioneers are needed. But from where will they come? Can we expect others to come in and work territory for which we are responsible? Do other companies have too many pioneers? No! Then we must fill the need from right within our own ranks of company publishers. The need throughout the world is for more pioneers.

SCENE 2 (4 min.) Experiences. Pioneers will express their joys of service and many rich blessings by relating some of the experiences they are having in this full-time work. There are no pioneers associated with the company or if local experiences are lacking for this part of the demonstration, pioneers from nearby companies may be requested to participate in this meeting or, if necessary, pioneer experiences from the "Yearbook" (pages 117, 118 and 153, 154, etc.) may be enthusiastically presented by local publishers. This as well as the entire demonstration should be prepared and practiced before presentation to the company.

SCENE 3 (5 min.) How to do it! Consider the material and ideas presented in the "Informant" for October, November, December, 1951, and August, 1952. Show that pioneering is a great privilege. What would it mean to the company if more people were doing to engage in pioneer service, or what some company publishers might do to get into this service. Why can't vacation pioneers continue? Can we expect other pioneers to pioneer? If so, who, when we, who could pioneer, are not doing so? Hardly!

Publications Now Available

"The Hand is at Hand" —Norwegian
Songs to Jehovah's Praise—Swedish
Tracts: Hope for the Dead (T5);
The Trinity—Divine Mystery or
Pagan Myth? (T6); How Valuable
Is the Bible? (T7); Life in a New
World (T8) —English

1952 District Assemblies

"What a wonderful assembly: the best ever!" "What a grand spiritual feast!" "Surely this is evidence of the Lord's spirit making manifest upon the assembly of his people.”
"We thank Jehovah for all of his goodness to us.” These and many similar expressions were made recently at the 1952 district assemblies in grateful appreciation to Jehovah and his organization for the preparation and execution of these inspiring assemblies.

Yes, we have good reason to be grateful. Just review the timely and valuable counsel that we received. Maturity, consistency in the King's service and increased activity were stressed in the stirring talks delivered by the brothers. The clear presentation of the practicability and the advantages of pioneering show it to be a wise investment of our time and effort. Our responsibility before Jehovah as servants and publishers to maintain a blameless ministry and promote maturity was clearly outlined. The demonstrations and experiences were enjoyed very much and a great deal of benefit and encouragement were derived therefrom. It was thrilling to hear from Brothers Knorr and Franz as well as the other special representatives from the Society's headquarters.

The high point of the assemblies was Sunday's public address, "World Unity—Is It Just a Dream?" The combined attendance of the 35 district assemblies in the United States was 133,751. This is a tremendous increase to compare with 93,305 for the district assemblies in 1951. Also, 2,534 persons symbolized by water immersion the dedication of their lives to do Jehovah's will.

Thus, with our minds braced for activity, let us push ahead always having plenty to do" in the service of the King, proclaiming that world unity is not just a dream, but will become an established reality by theocratic direction.

UNITED STATES QUOTA FOR 1952

130,308 Publishers

Monthly Field Service Report

July Report

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August Report

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<td>.4</td>
<td>.4</td>
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Public Meetings Held: 6,002
"Hold a Good Conscience"

Three Bound Books to Be Offered in November

1 “Hold a good conscience,” says Peter; and a good conscience toward God is what all lovers of eternal life crave. (1 Pet. 3:16, NW) But how? To win a good conscience toward God we must have faith in Him and in his provisions through Christ Jesus as well as in his visible organization. To hold this good conscience requires more than faith. It requires continual action in the work of bearing His name and confessing Him with our lips.

2 Realizing the importance of showing love to our neighbor, during November we will hold a good conscience by confidently presenting three bound books, on a contribution of $1.50. Many were successful in placing the offer during the summer campaign and will continue to have placement privileges as field work is engaged in during this month. We know that these publications are a rich storehouse of life-producing food. We must have their contents well in mind when speaking to the people at the doors. Then, talk to them confidently with freedom from fear, presenting the message with the sincerity and conviction that bring God’s approval.

3 Positive thinking is essential. Maturity demands the ability to convince others that the knowledge and information in these publications are for their eternal welfare. Hence, endeavor to give a thorough witness at each home. Stick to the offer, and do not be quick to drop to one book. Mature publishers can easily work with three books. Have at least two sets of books with you in the field.

4 Jehovah surely blesses the works of his people, but the effort must first be there on the part of each individual publisher. Our only safe course, then, is to seek Jehovah, and participate in the work outlined by the “faithful and discreet slave” during November by presenting the three bound books to all who will hear. We will thus hold a clean and good conscience toward God.

Unassigned Territory

A number of companies have expressed their desire to follow up interest found in unassigned territory. Perhaps other companies will wish to do the same. If it is convenient to do this without unduly interfering with regular company activity, please write the Society for the assignment. We remind you to send a report on the extent to which isolated territory was worked. Include with this report any information you believe will be helpful to the Society in further caring for the interest.

Coming Literature Offers

November and December: Three bound books for $1.50: What Has Religion Done for Mankind? “Let God Be True” and “This Means Everlasting Life”.

Positive Thinkers and Actors Will Be at the World Assembly

1 By Jehovah’s undeserved kindness there is going to be a world assembly of Jehovah’s witnesses in 1953 at New York city, and I am going to be there. Positive thinking? Yes, it is. And that is just the way Jehovah’s witnesses world-wide are thinking about this assembly.

2 But positive thinking alone is not sufficient. A positive course of action is also required. Just as “faith without works is dead” so would it be on our part to think or say I’ll be there and then do nothing toward making it a reality by starting immediately to arrange our affairs to that end.

3 Very evidently it is Jehovah’s will that an assembly be held in New York city next summer, so the “faithful and discreet slave” is obediently directing its activity accordingly. Our view, then, will not only be ‘if the Lord wills I’ll be there’; but, rather, ‘since it is the Lord’s will to have an assembly for his people (and I am one of his people), I am going to be there.’

4 Individually we will be privileged to attend if we prayerfully consider the matter before Jehovah and then put our positive ‘I am going to be there’ efforts into operation. Start now to organize and plan so you will be in New York city to enjoy this provision of Jehovah with the rest of our brothers at the world assembly.

COMPANY ORGANIZATION

Theocratic Ministry School

1 Just nine years ago Kingdom publishers went from door to door with testimony cards and phonographs to do their “talking”. When the theocratic ministry school was organized, publishers were on the way to maturity by learning to actually talk the “pure language”.

2 It behooves all Kingdom publishers to continue on advancing toward maturity, hence the Society urges all brothers, young and old, to enroll in the school. Sisters, while not enrolled, are encouraged to participate in the audience discussion as outlined in the school instruction sheet. A copy of this form should be given to each newly enrolled student; and the school servant may, at the same time, suggest that he obtain for his personal use copies of Theocratic Aid to Kingdom Publishers and “Equipped for Every Good Work”.

3 When the school servant calls the roll at the beginning of school, all publishers, especially those enrolled, should be present to get full benefit from the meeting. Attendance records, along with completed counsel sheets, should be filed by the school servant, as, from time to time, information relative to a certain student’s attendance and progress may be desired.

4 By looking upon assignments as a privilege, students will always accept them gladly, not reluctantly. Brothers receiving instruction talks have an added privilege and responsibility; for, of all talks, this one must be arousing, must be animated, and must clearly accentuate a theme. Before school convenes the speaker should notify the school servant of the title he has chosen for the instruction talk.

5 Preparation is the key to progress. It will greatly diminish audience fear, instill confidence, end kindle enthusiasm, and enable a speaker to put his heart into the message. A speaker who does not prepare well will not make progress, and his lack of preparation deprivés him of much valuable training. Remember too, insufficient preparation not only deprives speaker or student of full benefit from the school, but it also deprivés the entire company of the full blessing of the course. Speakers thus have a responsibility toward others as well as themselves.

6 If all publishers come on time, are well prepared, listen closely to counsel offered, and then endeavor to apply suggestions for improvement of their own ministry, the greatest progress toward maturity will be made. Yes, the ministry school is accomplishing its purpose by training Jehovah’s servants to actually speak the good news “publicly and from house to house”. Are you getting the full benefit from it?
“Hold a Good Conscience”
Everyone a Publisher During November

Assist Others to Gain a Good Conscience

1. During the month of November publishers will endeavor to “hold a good conscience” by presenting three bound books on a contribution of $1.50: What Has Religion Done for Mankind? “Let God Be True” and “This Means Everlasting Life”.

To the majority of publishers this will mean simply transferring the offer they were making in their unassigned territory, but to others who have no unassigned territory it will mean extending this presentation to a greater number of persons in their regular assignment.

2. Regardless of whether you work in unassigned territory or regular territory you meet people, you talk to them about the Lord’s kingdom, and you endeavor to place bound books with them. If you did that in unassigned territory, you can do it in your regular assignment. People, generally speaking, are the same. If you can show them that you have something they need, they will take it. Therefore, if you present the combination with the same vigor and conviction in your present assignment as you did in your unassigned territory, they will take it, and you will place books. Actually, our biggest job is that of adjusting and preparing ourselves to do what the Lord directs and in the manner he directs.

3. In this connection the following comparison is interesting. Prior to the unassigned territory campaign we had a three-bound-book campaign in November, 1951. The average for book placements per company publisher was 1.3. In December, 1951, we offered one bound book, What Has Religion Done for Mankind? Average books per publisher, 1.2. During the three-bound-book campaign in unassigned territory, we averaged in June 1.6, in July 1.5, and in August 1.4 books per company publisher. The slight decrease in placements from June to August is undoubtedly due to rapid completion of unassigned territories by many companies and their return to regular company assignments. But the figures indicate that publishers placed many more books in unassigned territory, and we believe this was mainly because the publishers went to that territory expecting to place books. They diligently and enthusiastically presented books and hence actually placed them. The combined total of 924,811 books placed in the United States in the three months proves this.

4. Let us “hold a good conscience” during November and present the three bound books with the same conviction, and see if we do not bring our placements up to the level of our unassigned territory results. Examine the book placements for June, July and August from your company records and ascertain your publisher average. Make it your goal to equal or exceed that figure right in your home territory. Arrange demonstrations by publishers who were efficient in placing bound books. Encourage those who are having difficulty making bound-book placements. Let experienced publishers give personal assistance and generally work up enthusiasm for the presentation. Make your quota for each publisher at least two hours of house-to-house work every Sunday followed by back-calls on previous placements. Be sure each publisher has at least two combinations with which to work, and also have plenty of company supplies on hand for the campaign.

Maturity Essential for Regular Service

Do You Preach Every Month?

The mature Christian understands fully his commission from God. His richness of understanding keeps the will of the Lord clearly before him and he delights to do it. Thus Paul prayed that the Colossian brothers might “be filled with the accurate knowledge of his will in all wisdom and spiritual discernment, in order to walk worthily of Jehovah to the end of fully pleasing him as you go on bearing fruit in every good work”.—Col. 1: 9, 10, NW.

Yes, “become full-grown in powers of understanding,” for it is then that a Christian moves forward steadily, confidently and properly equipped to preach the good news of the Kingdom. This is why we received so much good counsel on growing to maturity at our recent district assemblies. That there is a great need at present for increased maturity is shown by an examination of the figures on regularity in the service. Of the total number of publishers in the United States during the past 6 months, only 56 per cent were regular publishers each month, while 44 per cent were irregular. This means that only a little over half the total publishers engaged in the preaching work every month, while the remainder for some reason did not arrange their affairs to engage regularly in this blessed work of aiding others.

How does your company compare? If we are to reduce this number of irregular publishers considerably, it will require that each servant in the company and all mature publishers work diligently to help new and irregular publishers to participate in the service. This should be true, not for just one month, but every month. (See the September 1951 Informant and the Society’s letter of February 20, 1952, for suggestions.) Not only will well-planned service meetings be necessary, but personal instruction will need to be given them in the field, where they can receive helpful suggestions and tactful counsel as they work. True, we want to continue working toward new peaks of publishers, but chiefly we want to care well for “the flock of God” and see that everything possible is done to ensure maturity and (Continued on page 4, col. 1)
To Those Who Say, 
"I Have My Bible"

When this expression is heard from the lips of a householder, a well-equipped Kingdom publisher can tactfully reply: "Most of the people in this country have a Bible. In fact, it is very rare to come to a home that does not have one. However, is merely having a Bible in the home helping people to live as Christians today? I'm sure that you will agree conditions throughout the world are as described at 2 Timothy 3:1-5. (Paraphrase) Every day newspapers and radio broadcasts relate the multitude of unchristian things being done by people who have a copy of the Bible. So just having a Bible is not enough, as we both know. It must be read, understood and its righteous principles put into practice. These publications which I am offering to you on a small contribution have helped me immeasurably in understanding the Bible. I gladly bring them to your door and feel sure that you, too, will receive a blessing by reading them with your Bible. Take this one for example. " (Carbary) On to tell how it aids in studying the Bible.)

Here is another way to tactfully bring out the importance of having Bible study aids: "I'm glad to know that you have a Bible in your home because it is the finest book ever published. There is no question about that in either of our minds, for it is a provision from God, as stated at 2 Peter 1:21. (Paraphrase) Many of us, though, have trouble understanding and getting the full benefit of what the Bible says. In fact, we might liken ourselves to the Ethiopian eunuch whom Acts 8 tells us about. He was returning from Jerusalem where he had gone to worship. As he rode along in his chariot, he was reading aloud from the Scriptures when Philip, one of God's ministers, came to him and asked if he understood what he was reading. The eunuch replied that he did not fully understand and that he would need a guide or someone to help him to do so. Today, too, we need Bible study guides to assist us in a study of the Bible. Many millions of these publications (have offer in hand) have acted as a guide for people all over the world, aiding us to understand clearly things of vital concern in worshiping God. On a small contribution of $1.50 I would like to leave these three study aids with you. This one..." (Briefly cover the high points of the offer.)

After placing the offer, do not overlook making arrangements for a return call.

1953 Yearbook and Calendar

The 1953 Yearbook and calendar will soon be ready for distribution. The cost of the Yearbook is 50c per copy, and calendars may be had for 25c each or five or more to one address for 20c each. Companies should order their supplies immediately. Pioneers on the list before July 1, 1952, should register now with the stock servant of the company with which they are associated in order to receive a free copy of the Yearbook. The stock servant will keep this list and take it into consideration when ordering the company supply of the Yearbook; and he will check off the names of the pioneers as he gives out copies of the Yearbook. Pioneers who commenced work on or after July 1, 1952, will not be eligible for a free copy of the Yearbook. Those pioneers not associated with a company will receive their Yearbook direct from the Society if they are eligible. Companies will submit a Literature Credit Request form in the usual way for copies of the Yearbook they place with pioneers.

Monthly Field Service Report

UNITED STATES QUOTA FOR 1953

139,289 Publishers

September Report

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Public Meetings Held: 5,423

Progress Toward Maturity

We are now in a new service year, which means that we will work toward our new quota of 139,280 publishers. Publishers should compare their progress with quotas each month. The United States can easily reach its goal of 10 per cent increase, by Jehovah's undeserved kindness, if all publishers become regular monthly preachers of good news during 1953.
YOUR SERVICE MEETING

Some publishers devote a great deal of time to street work, but little if any time to house-to-house preaching. The greatest results are achieved by a balanced field schedule. In October many "Awake!" subscriptions were obtained and our service to God. Not obtained in house-to-house work's being backbone of publishers. Last year this month is to place as many pieces of literature placed, plus 11 are good, no doubt; but most effective corner of Main and Broadway."

Is offering, showing how they aid. Is mostly being booklets and magazines. is placed every hour, the great activity is recounted. Brother explains his purposes, when we our service to God. Not obtained in house-to-house work. God gives real activity into house-to-house work.

Conductor opens with remarks about door-to-door work's being backbone of our service to God. Not enough door-to-door work is being done by publishers. The 15 million hours spent in field, 9 million pieces of literature placed, plus 11 million obtained in house-to-house work, offers suggestions on how to follow through on "Awake!" subscriptions.

Conductor goes on to explain that door-to-door work is the backbone of the publishers. Last year, this month is to place as many pieces of literature as possible in house-to-house work, plus 11 are good, but most effective corner of Main and Broadway. Is offering, showing how they aid. Is mostly being booklets and magazines. Is placed every hour, the great activity is recounted. Brother explains his purposes, when we our service to God. Not obtained in house-to-house work. God gives real activity into house-to-house work.

**SCENE I (3 min.)** Two brothers talking. Brother Progressive tries to encourage Brother Backward into house-to-house work with him. Campaign this month is to place as many bound books as possible in hands of people. This is an attempt to increase book subscriptions, which allows him only two or three hours a week, and his street work at Main and Broadway. Brother Backward agrees to try house-to-house work. Brother Progressive tries to get him to put in one hour in house-to-house work, but to no avail.

**SCENE II (6 min.)** Progressive calls at a door. Householder says: "Have you seen a Watchtower man standing on corner of Main and Broadway?" Witness: "Yes, yes, it is one way of reaching many people." Householder: "It doesn't seem that many stop to talk to him, but I suppose everyone has a different way of preaching." Witness: "That's just one small feature of our preaching. But may I step in for a few minutes to explain how you have come into contact with the greatest educational work ever offered to man?" Then, he is invited in, leads into three-book offer, showing how they aid in study. Placing orders for return visit. (This scene can demonstrate an effective presentation of three books.)

**SCENE III (3 min.)** Two brothers again meet and Progressive's experience is recounted. Brother Backward who has been witnessing to his householder's witnesses. Witness explains how doing only street work is one-sided. Street work good, yes, but think of greater opportunity in house-to-house work. God gives real increase when we talk to people, when we give of ourselves to people by explaining his purposes, when we participate in all features of service. Why not try house-to-house work along with street work? In house-to-house publishing? He invites Brother Backward on back-call.

**SCENE IV (4 min.)** Householder glad to see Brother Backward. Says he didn't appreciate work he saw on previous occasion. Conductor talks to him and showed him it was only part of great educational campaign. Proposes systematic arrangement of books, questions, etc., convinces him we are real Bible educational workers. Numbers needed, etc.

Conductor concludes, showing Brother Backward that he should now think very very hard. How much more Progressive would be able to do when he put his mind to it. If you are a street publisher-only, why not give some of that time to house-to-house work for better results?

**SCENE I (4 min.)** Bible study servant working with company book study group. This is an effort to encourage arrangements to assist irregular publisher in back-call work. Two discuss Bible study servant outlines steps that will make return visit productive. A well-planned back-call can easily be the study of a lifetime. He sets scene by recalling points that induced person to subscribe for "Awake!" In original discussion. He recalls that householder subscribed because he saw in original discussion. He recalls that householder subscribed because he saw in original discussion. He recalls that householder subscribed because he saw in original discussion. He recalls that householder subscribed because he saw in original discussion. He recalls that householder subscribed because he saw in original discussion. He recalls that householder subscribed because he saw in original discussion. He recalls that householder subscribed because he saw in original discussion. 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“Triumphant Clean Worship” Witnessing Period

Help Others to Have a Share

1. The Creator of righteous principles, Jehovah God, requires that we serve him in a clean manner. Through his Word he tells us that triumphant clean worship means walking in a way befitting Christians. (Jas. 1: 27, NW) It is evident that for one to be a clean worshiper of Jehovah God he must care for that for one to be a clean worshiper of Jehovah God he must care for

2. During the month of December we will continue in clean worship by taking to the people three Bible study aids that have been instrumental in setting so many prisoners free and advancing clean worship in the earth. “Let God Be True”, What Has Religion Done for Mankind? and “This Means Everlasting Life” will be the offer, on a contribution of $1.50.

3. In order for clean worship to be triumphant, we must grasp the privilege given us of instructing others, that they also may share and enjoy such worship. In working with these three books, let us be ever mindful of our obligation to call back and lovingly help the people study and appreciate what the form of worship that is clean, requires of them. Pioneers and company publishers alike should call back on all book placements made in November and December. Keep in mind, too, that right conduct is an integral part of our congregational meetings. Show good-will persons clean worship in action by inviting them to the company study aid. Give them a taste of what it means to associate with those who put clean worship first in their lives.

Fellowship with those of clean minds and hearts makes our grip on the word of life more firm, and it will likewise be a stimulus to those of good will.

4. Regularity in service helps us maintain clean worship, too. Be determined to be a regular publisher, thus keeping your heart and mind on the triumph of clean worship.

Publications Now Available

Can You Live Forever in Happiness on Earth?—Portuguese
Counsel on Theocratic Organization for Jehovah’s Witnesses—French
Evolution versus Freedom in the New World—Fijian
Will Religion Meet the World Crisis?—Afrikaans, Portuguese, Zulu
Songs to Jehovah’s Praise—Cinyanja
“Equipped for Every Good Work”—Portuguese
“This Means Everlasting Life”—Danish

Correspondence Suggestions

(1st Part)

Letters to the Society should be as brief as possible, yet clearly written, with the opening paragraph stating the purpose of the letter. Should the letter relate to previous correspondence, mention this in the opening paragraph, giving the desk symbol and date of the previous correspondence, such as CD October 2, 1952. If a postcard was sent to you by the Society which deals with the subject of your letter, return the card with your letter. The writer should always sign his full name at the close of the letter, not just initials. Do not take it for granted that someone at the Society’s office knows you. The company servant should sign all letters from the company, and his signature should certify that he has checked the correspondence and found it correct. Every letter should bear a return address, and company letters should bear the full name of the company and unit (where units exist), such as New York, N.Y., Company, Brooklyn Heights Unit.

Maturity Essential... (Cont’d)

their continuance in the way to life. By convention time next year, let us make as our goal: every publisher regular in the service. In this way we will attain to the stature of “a full-grown man, to the measure of growth that belongs to the fullness of the Christ”.—Eph. 4: 13, NW.

The Company Book Study

1. The company book study constitutes a group of brothers assembled for Bible study, using one of the Bible study aids as an aid. It is supervised by the local company organization and presided over by a Society-appointed study conductor. The study can also serve as a field activity center at which service meeting admonition and suggestions are put into practice with the assistance and leadership of the study conductor. The company book study follows the organizational pattern set up by Moses over Israel, so proper attention can be given to the individual, both in study and application.—Ex. 18: 22-25.

2. The progress of the company as a whole is dependent upon the efficient operation of its company book studies. The greatest portion of responsibility falls upon the study conductor. Personal planning and preparation together with zeal and enthusiasm in performance of his duties will bring the desired results. His comments during the study will be brief and he will endeavor to keep the theme of the lesson outstanding. Brief service announcements, such as invitations to Kingdom Hall meetings and service arrangements for the local group during the week, will bring the meeting to a close. The entire meeting will not exceed one hour.

3. Due consideration should be given to all present and especially to the new interest, as this is the place where they begin to learn and see Jehovah’s theocratic organization in operation. All present who can read should be given opportunity to read scriptures not quoted in the paragraphs. Only the better readers should be assigned to read the paragraph sum-ups, one reader per evening. He should be notified a week in advance. The alert conductor will be cognizant of those needing assistance in the field service and will show himself anxious to render personal help. A good conductor will inspire others to action by his own enthusiasm and willingness to render aid.

4. The importance of the company book study cannot be too strongly emphasized. Through these area studies the Lord has kept his organization intact when the enemy has outlawed the work and closed the Kingdom Halls. Therefore, all publishers should cooperate fully by being regular in attendance and having lessons well prepared. The publisher in whose home the study is held is greatly blessed and should keep the home neat, clean and free from disturbances during the time of meeting. Some have felt it necessary to serve refreshments after the study. This is oftentimes a burden on the householder and therefore none should expect it. Feeding spiritual food and helping others to say “come” is our chief aim. Doing so in a spirit of warm friendliness will guarantee Jehovah’s approval.
“Triumphant Clean Worship” Witnessing Period

December Splendid for Three Bound Books

Have You Placed One Set Yet?

Jehovah requires clean worship on the part of his people. Through his King Christ Jesus he has established clean worship in the earth, and the lips of his devoted servants have been cleansed to now sing forth his praises. The result has been the abandonment of the corrupt old world and its false, unclean worship by many thousands of good-will persons. They now join their voices in songs of praise and appreciate the need for clean worship. Many more thousands will yet join in clean worship before Armageddon’s battle establishes the triumph of Jehovah’s right worship in all the earth.—Jas. 1: 27.

During December all of God’s servants will want to share in the united worship of Jehovah by placing with the people three bound books, What Has Religion Done for Mankind? “Let God Be True” and “This Means Everlasting Life”, on a contribution of $1.50. If you have not yet placed at least one set, make it your determination to do so in December, by Jehovah’s undeserved kindness. These publications forcefully bring home the need for clean worship by all who hope to live under Kingdom rule.

Success in placements will depend much on having a right mental attitude when approaching the people. There is no question that they need the information in these three books! You know that! But are you so convinced yourself that you are ready to convince others? Mature and positive thinking, and your good conscience, will prompt you to present the offer at every door. Stress specific contents of the books. Endeavor to get the householder’s viewpoint on some subject, and then show how the books provide an answer. Point out the tremendous circulation of the books as an indication of their recognized value.

Take advantage of the opportunity to reach people in a favorable frame of mind during the holiday period. Placements have always been unusually good on such occasions. Plan group witnessing and enjoy a day of real service in the field. A person could receive no greater blessing than to have placed within his reach this vital information dealing with Jehovah’s requirements for clean worship.

To place literature you must go to the people. Therefore do not fail to participate in house-to-house serv-

ice. Let no timidity cause any publisher to shrink back from presenting the offer. The small contribution asked does not even begin to compare with the great blessings the three books can bring to a righteously disposed person. Where a book placement is not possible, do not forget the possibility of planting a seed through the use of tracts. Homes where placements are made should be marked for a return visit.

Jehovah is building up his organization of clean worshipers. What are we contributing toward the advance of clean worship? Invite other sheep to join with us in singing Jehovah’s praises now and thus aid them to be among the clean worshipers to survive into the new earth.

Mature Publishers Use Tracts

Are You Using Tracts to Preach the Good News?

At our recent district assemblies, four additional tracts were released for use in the field. This means that we now have eight timely tracts, covering some of the major doctrines in the Bible, that we can use very effectively in preaching the good news of the Kingdom.

Have you formed the habit of leaving an appropriate tract with persons who show some interest but who do not obtain literature? Are you using them when witnessing to friends and neighbors, and otherwise in incidental preaching? If not, you are missing wonderful opportunities to spread the Kingdom message. Oftentimes the leaving of a tract opens the way for a back-call and further occasion to talk to interested persons about the truth.

By carrying a supply of the tracts with us in all features of the service, we are prepared to leave an additional witness on almost all Bible subjects that might be dis-

cussed initially with the people. When we leave them something to read, the oral witness will in most cases be followed up by a private consideration of the subject discussed. In all cases the people will be directed to the only hope, which is Christ’s kingdom.

Tracts can be enclosed with letters that we write to friends and relatives in which we give a witness. And, the tract Hope for the Dead is just what we need to distribute at funerals conducted by Jehovah’s witnesses. A brief announcement can be made at the conclusion of the funeral discourse that copies can be obtained from the usher, or they might be placed on a table near the door for the convenience of all who wish copies. Then, too, a tract or booklet can be given out after public meetings.

Tracts definitely have a role to play in our witnessing. Every publisher should use them to the fullest in ‘saying to the prisoners, Go forth!’
The "Worship That Is Clean"

If we would share in the triumph of clean worship we individually must clean up and then keep clean. (Jas. 1:27) We can easily honor him with our lips, but that will not assure us life if we deny him and bring reproach upon his name by our course of life. The 1952 "Yearbook" report on British Honduras, clean worship plays a vital role in the conduct of Jehovah's witnesses. (55) For people notice the difference between the conduct of Jehovah's witnesses and that of various worldly religious organizations. (55)

The report from Honduras tells us of how one company assisted seven couples to clean up by getting legally married, all of whom are now engaging in the pure worship. (53)

Those taking their stand in Southern Rhodesia likewise appreciate the importance of pure worship. A native there who some months back had expressed the intention of taking to himself a wife was convinced by his mistress why he had not done so. He replied that he was studying with Jehovah's witnesses, and that they would not let him join if he had more than one wife. (226) Yes, in Africa as elsewhere the pure worship is succeeding where false religion failed.

The stressing of pure worship at one of the district assemblies in Panama so impressed a person of good will that he was heard to remark: "When I get home I am going to straighten out my affairs, and get properly married so I can be counted as a publisher." The personal service and the hope of life in the new world should help us to keep our worship clean and undefiled.

'Strength for All Things'

Saying to the prisoners "Go forth!" requires overcoming obstacles in the strength of Jehovah. As Paul expressed it: "For all things I have the strength of him who loves me parts power to me." (Phil. 4:13, NW) Yes, with Jehovah's help we CAN overcome the obstacles in our way, be they travel problems, weather conditions or the like. 

One seventy-year-old successful Surinam publisher gets around by means of a dugout canoe. (227, 229) One circuit servant in Newfoundland purchased a small plane so as to be able to reach small, isolated villages in his territory. (179) One Finnish pioneer has ten studies each month, the nearest being 12 and the farthest 22 miles away. In summer he cycles and in winter he skis to his studies. (136)

Is your territory rugged terrain? Is its population widely scattered and highly unstable? Does its temperature get as low as 50 degrees below zero? Does it have steady rains lasting for weeks at a time? If so, our brothers in Alaska have all such conditions to contend with and yet they were able to report a 29 per cent increase for the 1951 service year. (63, 246)

Strength for all things is also shown by our Portuguese-speaking East Africa who, railroaded to a labor camp, have succeeded in building up a company right within the camp. (197)

To Jewish Persons

Upon noticing a mezuzah (parchment encased in a wooden or metal case or tube) attached to the doorpost, the Kingdom publisher won­ders: "What can I say that would arrest the attention of this Jewish person?" After briefly introducing himself, you might say something to this effect:

"I am calling in the interest of a cultural and world-wide educational work. I am sure you're interested in education, and you want your children to receive the best education possible. Since accurate knowledge can extend one's life, education is really important. You know, of course, that even the mezuzah supports this conclusion when it quotes Deuteronomy 11:13-21, which says that by gaining accurate knowledge of Almighty God's righteous laws and keeping them your days will be multiplied and you will live long upon the earth. Also you will recall the prophet Hosea speaking for God when he said: 'My people are destroyed for the lack of knowledge: because thou hast rejected knowledge, I will also reject thee.'-Hosea 4:6.

"I am sure you will readily agree with me that the religion of Abraham, Isaac and Jacob was based on accurate knowledge and was the one pure religion established by Jehovah God, as described in the Hebrew Scriptures. As an aid to gaining this knowledge the book entitled 'What Has Religion Done for Mankind?' is published. Notice here on page 33 the description of the time when there was one pure religion on the earth. Each paragraph, you will notice, refers you to Scripture citations which you must check with your copy of the Bible. By this means you will gain that desired accurate knowledge of Jehovah God's purposes which really will mean life to you and your family. After a careful analysis of the eleven basic religions on earth today and their accomplishments, this book points to the only pure religion which will survive all other religions on the earth."

"Everyone loves life, and this companion study aid entitled 'This Means Everlasting Life' probes into the subject in detail. It lists the Scripture citations for proof. Since, according to King David in the 100th Psalm, God is our Life-giver, we should permit His Word to be true by letting it be the guiding factor in our life. This third book, entitled 'Let God Be True', will show you how he speaks for himself. These Bible study aids will assist you to gain knowledge and understanding of God's arrangements to restore joy and gladness to people here on the earth, under one nation, by means of a new covenant. (Jer. 31:31-34, AS) God is determined to carry out the promises he made to Abraham, Isaac, Jacob, Isaiah and the other faithful men of old. Wouldn't you like to see these promises fulfilled? These three publications, which you may have on a contribution of $1.50, are worth their weight in gold to you in terms of encouragement and hope." (See "Theocratic Aid to Kingdom Publishers, page 197; June 1, 1952, Watchtower, page 326.)

Public Meeting Handbills

In the past the Society has accepted handbills orders from companies for the current series of public talks only. That is what we prefer, because it simplifies the task of printing handbills in the large quantities required. However, some companies run a long series of talks in their Kingdom Hall and would like to have a change of subject, aside from the current talks, for the benefit of good-will interest. Henceforth the Society will accept orders for handbill titles for two years preceding the current series if ordered in lots of one thousand or more. It will be permissible to order handbills now for any of the talks in the 1950 and 1951 series (listed below). After the 1953 series starts next spring, handbills may be ordered for any talks of the 1951 and 1952 series, as well as the 1953 series. This will give a little more variety where desired.

"It Is High Time to Awake!"

Who Is Your God?

Have Christendom's Religions Failed?

Hell Used as a Scare

The Pathway to Peace

Preserving Godliness amid World Delinquency

Surviving Global War

"The Truth Shall Make You Free" (Continued on page 3, col. 1)
YOUR SERVICE MEETING

Do not fail to follow through on November-December book placements. A suggestion on how to do it appears in the first demonstration below. Our service should be stimulated by the songs we sing at meetings. Do you give thought to the words? They are designed to keep heart and mind fixed on progress to maturity, as illustrated in the second demonstration.

SCENE I (3 min.) By demonstration or pantomime the publisher is shown finishing presentation of three books, and householder takes them. Publisher then explains that there are many fine features in this Bible library and perhaps when he is in the area again a few more minutes can be spent talking about them. He explains that the purpose of the work is to aid in understanding the Bible and his second call will be to find out if the publications fulfill their purpose. Although the back-call is well planned by the publisher, he makes it appear casual to keep the householder from feeling obligated.

SCENE II (6 min.) Commentator points out that the two books he has pointed out in the first demonstration have been placed, also that publisher calling back does not start out by asking if books have been read. Rather, he assumes that householder has read "Let God Be True". He is invited in by householder and after a few introductory remarks asks if the scripture passages have been read. He shows householder the text in Bible that states 'the god of this world has blinded the minds of those who live be put off till next week. Publisher then says he gets more out of the scriptures he is based on. He asks whether they have been read. Rather, he as­sumes that householder has read and understands the text. This is puzzling, so he suggests looking up one of the page references to get more information. Householder gets his book and looks up page 56. Publisher reads paragraphs 4 and 5 and paraphrases the question to draw house­holder out. Then he suggests that he plans for effective follow-up arrangements.

Value of Kingdom Songs

OPENING (2 min.) Conductor dis­cusses various songs that may be helpful in various fields of company, such as house-to-house work, Bible studies, street work, etc. He mentions value of Kingdom songs in this connection with full follow-up arrangements. Publisher then says he gets more out of chapter by reading it and looking up passages that householder is not familiar with. Commentator concludes by pointing out how study was started without formal proposal of study, publisher being prepared to keep heart and mind fixed on progress to maturity, as illustrated in the second demonstration.

Plan Vacations to Attend the World Assembly

"Whatever a man is sowing, this he will also reap." Can a farmer plant seed a few days before harvesttime and reap fruitage? No, he certainly cannot. He must plant seed at the proper time if a crop is to be harvested. Does not this principle apply in planning vacations to theocratic advantage? If an effort to arrange a vacation is first made shortly before the world assembly, the results may be as unfruitful as the results of planting late. Have you arranged vacation dates so you will be in New York city July 19 to 26, 1953?

Knowing the assembly dates and the number of days required to travel to and from New York, you can arrange your vacation accordingly. The Society announces conventions far in advance so as to give brothers this opportunity to plan their vacations. Has your employer scheduled your vacation during July, 1953? Do not leave the matter to chance. Why not let your employer know your preference for next year? We believe you will find him co-operative, and that he will appreciate your advising him at an early date so he can plan his work.

Now is the time to plan the vacation seed if you want to reap a rich harvest at the world assembly. (However, please do not write to the Society or anyone in New York about rooms or trailer camp until the Society makes announcement on these. It will save us extra work at New York. The Informant and The Watchtower will make proper announcement in due course.)

Literature Credit Requests

A good many companies that provide literature for pioneers do not forward the Literature Credit Request (SC-53) form regularly. It will help matters greatly, both for the Society and for companies, if the brothers will see to it that these credit requests are forwarded to the Society each month, not later than the tenth of the month, as stated on the form. Company inventories and accounts will then be more accurate, and the Society's records will be up to date. Be certain to fill out this form completely. Oftentimes the names of pioneers who obtain literature are omitted, making it necessary to return the credit request. Careful co-operation will save time and work.
Fear of the Sovereign Jehovah

Prepare for 15th Watchtower Campaign

1 "Let all the earth fear Jehovah," says the psalmist, and rightly so. (Ps. 33:8, 18) We must fear his mighty power and majesty as Sovereign of the universe, and all persons of good will must learn to respect and fear Jehovah. This is the way of life! How can they learn about him? From The Watchtower, a foremost proclaimer of Jehovah's sovereignty.

2 For the fifteenth consecutive year it will be our great joy to present The Watchtower to the people in a four-month campaign. The offer, starting January 1, 1953, will be a year's subscription, with a premium of three booklets, for $1. Some may wish to offer both The Watchtower and Awake! on a subscription basis for $2 a year, with a six-booklet premium.

3 Will you be prepared this year to effectively present the subscription offer? All companies and each individual minister should begin preparing now. Service meetings should highlight the subscription presentation; all should be encouraged to take part in group witnessing; sufficient magazines should be on hand for work in the field; accounts servants will be ready to receive subscriptions and forward them promptly and correctly (with remittance of 90¢ for each new subscription); each individual publisher will make personal preparation by study for effective service with the magazines. Whether this is your first Watchtower campaign or your fifteenth, you will want to look ahead and prepare for it now. With this Informant each company will receive two copies of the Distributors' Magazine Order Blank for increasing your magazine supply, if necessary.

4 Have you not learned through study of The Watchtower to appreciate and fear Jehovah as Sovereign? Then why not give thousands of others the same opportunity? Present The Watchtower with enthusiasm!

COMPANY ORGANIZATION

Aided by the District Servant

1 The district servant assists individuals, companies and circuits to advance Kingdom interests. Tuesday, Wednesday and Thursday of each week he serves at the circuit an assembly city or with a company in the circuit requiring special attention. Friday, Saturday and Sunday he serves the circuit assembly.

2 Generally the district servant will be assigned by the Society to serve the company where the circuit assembly is to be held. Tuesday night he will give a talk to the company. He is to work in the field with publishers Tuesday, Wednesday and Thursday. Assembly matters will require his attention, too, and he works with the circuit servant on these. Demonstrations for the Saturday night activity meeting sometimes require him to visit nearby companies for rehearsals or to enlist the aid of capable brothers.

3 Should a company in the circuit require special attention, the Society may assign the district servant to visit that company Tuesday, Wednesday and Thursday. In such cases the Society advises both company and district servant of the dates. At an appropriate time he will arrange for a meeting with servants and appointed study conductors, and with the company. At other times he will be occupied in field service with the company. If necessary, he may arrange an additional meeting with servants and/or company and give further counsel. He fills out a report at the end of his visit, discusses it with the servants, gives a copy to the company servant and sends the original to the Society.

4 At the circuit assembly he takes oversight of the program. In addition to serving on the program and giving attention to assembly matters, he will participate in field work if time is available. He will be glad to discuss company problems with circuit servants, company servants or other individuals, as circumstances may require. He will counsel and aid the circuit servant. Where time permits he will discuss his circuit assembly report with the circuit servant, as well as leave him a copy.

5 District servants are appointed by the Society to serve others in the theocratic organization. Company publishers, pioneers, servants in the company and circuit servants are encouraged to work closely with the district servant.