

# INFORMANT

APRIL, 1955

"He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS.

BROOKLYN, N. Y.

## GREAT NEW BOOKLET CAMPAIGN BEGINS!

### Society Is Ready! We Have 15,312,000 in 19 Languages

#### Start Right Away

<sup>1</sup>This is the month! Since receiving the March *Informant* and reading Brother Knorr's exciting letter telling of a special new booklet to be released April 3, with keen anticipation all publishers have been eagerly awaiting the month of April! And now April is here! What are we going to do? Why, enter into the campaign as one man—like locusts—literally covering the land with this tremendous message. A powerful witness to Jehovah's praise will result as each one does his share 'preaching for the purpose of a witness.'—Matt. 24: 14, NW.

<sup>2</sup>Start distributing the booklet as soon as it is released. Quickly place the 20 copies you obtain following the public lecture April 3, and then get more and place them. Each publisher will want to place at least 30 copies and pioneers 100. But do not stop there! Encourage and assist other publishers and newly interested persons to share in this great booklet campaign.

<sup>3</sup>Should more booklets be needed during April or May, congregation servants will order by air mail. Mark the envelope "New Booklet Order." If you do run out maybe you can get some from a nearby congregation or check with your own publishers. It may be they have more than they can use in their book bag or at home.

March 10, 1955

My dear Brothers Everywhere:

"Christendom or Christianity—Which One Is 'the Light of the World'?" On Sunday, April 3, there should be more than 10,000 public meetings in all parts of the world giving people of good will the answer to that question. Will you be there with the "other sheep" that you have been teaching, so that they may know the answer too? I think you will. Then right after that meeting we shall all be able to get the new booklet and share in its world-wide distribution. The Society is ready and I hope you are too.

At the time of writing this letter to you I have information that I am sure all of you are interested in and it is this. There are 50,000 copies of this new booklet ready in Greece; 250,000 Danish copies have been shipped to the congregations in Denmark; and already there are off the press in Germany 1,650,000 copies. After day and night work in the Brooklyn factory for more than a month and a half we have finished and shipped 10,000,000 copies in English, 1,300,000 in Spanish, 125,000 in Italian, 295,000 in Hollandish and 210,000 in Portuguese. On the other side of the earth in Hong Kong our brothers have printed 2,500 in Chinese; in Japan they are ready with 30,000 copies; Lebanon got 10,000 ready in Arabic; our printing plant in South Africa will have ready by April 1 a total of 55,000 copies in Afrikaans, 25,000 in Sesotho, 25,000 in Xhosa, 55,000 in Zulu. Away up north opposite South Africa our new plant in Stockholm has produced 200,000 copies in Swedish; in Helsinki our printing plant has shipped out 195,000 copies for our brothers in Finland and is holding an additional 55,000 for rush orders; Norway is all set, too, with 95,000 copies in Norwegian. In Central Europe, Austria has arranged for printing its own supplies of 130,000 German copies. Our printing plant in Switzerland has had a big job supplying France, Belgium and Switzerland itself with 420,000 in French and 134,500 in German. All these are ready!

I want to say "thank you" to all of you in the branches for working so hard to get out these millions of copies by April 3. You all did excellently! Wonderful beyond words. Jehovah has blessed all of you in getting ready 15,312,000 copies of this new booklet and you will note they are printed in nineteen different languages.

Now our work begins! Let all of us ministers go into the field in the house-to-house work on April 3 and thereafter, taking its message to the world. May Jehovah's rich blessing go with all of you as you prove that you are qualified to be Jehovah's ministers. Go forward. Preach for the purpose of a witness so that millions more may learn the truth. All of us will pray to Jehovah God to bless this special work to the honor and glory of his name.

Your fellow worker preaching from house to house,

*NH Knorr*

#### Help Newly Interested Ones to Share

<sup>1</sup>What a grand opportunity this booklet opens for newly interested persons! Thousands of them, at your invitation, will joyfully share in distributing this booklet. Grand blessings are in store for them, and for us, as we take the initiative to assist them. Just what should we do?

<sup>2</sup>For one thing, bring them to the service center for booklet distribution. Yes, this means tactfully inviting and encouraging the persons *you* study with. After you offer the booklet at a few doors with a 15- to 30-second presentation, then let them make the offer. It will be easy and a pleasure for them to do this by using one of the "Presenting the Good News" presentations. After a little experience, let them work alone. More territory will be covered and a greater distribution will result. All publishers should work alone with booklets, unless there are persons willing to go with you who have never gone out in the witnessing work before. Supply good-will persons with at least 10 copies of the new booklet to place with their friends, relatives, visitors and for house-to-house witnessing.

<sup>3</sup>As for reporting, each publisher will make out his own report on Kingdom witnessing. Those who un-

(Cont'd on page 3, col. 3)

Announce Each Week in April: Ministers Active—Subscriptions Taken—Booklets Placed

## Around the World with Jehovah's Witnesses

### Preaching to a Witness

This month, as all other months, Jehovah's witnesses will preach for the purpose of a witness, regardless of where they may be located and what their surrounding conditions are. That this is pleasing to Jehovah, note the "Yearbook" experiences.

Living behind the iron curtain is hard, but brothers there continue to preach. In Czechoslovakia a brother, trying to find new interest, worked one house on one street and then another house on another street and happened to call on a "comrade." What happened? The brother faithfully preached and now a home Bible study is being conducted in the "comrade's" home. (130)

Three ministers were sent to a town of some 25,000, mostly Catholic, where no witness had preached before. Soon the witnesses were invited to the parish to discuss the Bible with the priest. Many Catholic people present were amazed at the Scriptural answers given by the witnesses. Now some of the attenders preach. (Uruguay, p. 267) And on page 197 (Lebanon) read of the beauty operator who now witnesses.

Walking by a private home a publisher in Poland heard a person reading chapter twelve of Revelation. The publisher, like Philip, took courage, entered the home and gave a thorough witness to all present. The result? Four home Bible studies. (238)

Kingdom publishers in Eastern Germany continue to preach for the purpose of a witness under adverse conditions, in and out of prison, with telling effect upon people around them. The good recommendation of our brothers is "Not as we will, but as Jehovah wills, that long may we endure. We should like to admonish all those, however, who still have the privilege of enjoying freedom, to raise their voices even more intensively than up till now to the praise of Jehovah." (157)

Let all follow this good recommendation until Jehovah says "it is done."

### Memorial

Attend the celebration of Christ Jesus' death and help others to be at your Kingdom Hall on this most important evening in the calendar year. At the conclusion of the Memorial service the speaker should encourage and invite all present to obtain 10 or 20 copies of the new booklet for immediate distribution, and also make special week-end field service announcements. Congregation servants should mail their Memorial Report Card before midnight April 10.

UNITED STATES QUOTA FOR 1955  
169,366 Publishers

### Monthly Field Service Report

#### February Report

	Pubs.	Av. Hrs.	Av. B.C.	Av. Bi. St.
Sp't Pios.	293	143.8	55.6	7.7
Pioneers	5,166	88.5	30.8	4.4
Vac. Pios.	162	89.9	23.3	3.0
Cong. Pubs.	151,842	9.0	3.3	.5
Total Pubs.	157,463			

Public Meetings Held: 9,896  
Bible Studies Now: 108,130

# Presenting THE GOOD NEWS

### With the Special April Booklet

<sup>1</sup> Again this month we are glad to supply several 15- to 30-second presentations that may be used to place the new booklet. All publishers should memorize one or more of the simple but effective presentations below or in last month's *Informant*. These and like short presentations will enable all to offer the vitally important new booklet at many homes in a short period of time.

<sup>2</sup> "Hello! I'm calling to supply you with a copy of this new booklet. [State title.] Over fifteen million copies of it are being distributed in many languages world-wide to help honest-hearted people everywhere to know the answer to this vital question. You may have this copy for just a 5c contribution or even a few pennies."

<sup>3</sup> To a Jewish person and others you might say: "My purpose in calling is to tell you of a matter with which every well-informed person should be acquainted. In this world's confused religious situation today, what position does Christianity occupy? Where and why did Christianity get started? You owe it to your-

self to be fully informed on this vital subject and it will pay you to know what this candid booklet contains. You may have this copy for . . ."

<sup>4</sup> With many new persons starting to witness this month the following presentation will be easy for them to remember and to use: "Here is a copy of the booklet that was printed for you. For many centuries Christendom has dominated this world and now the world's fate is bound up with that of Christendom. Just what is the outcome going to be? I am sure you would enjoy reading this booklet and if you wish to contribute 5c or a few pennies we shall be able to print more for a wider distribution."

<sup>5</sup> No, no more need be said. Use brief 15- to 30-second presentations. Do not stop to dicker or discuss. Place the booklet and let it give the details. Make the presentation warm and appealing and deliver it in a friendly manner. Offer it to any and all at every opportunity, before the book study, with literature offers, at home, work, anywhere. Cover all territory, for it is important this booklet be placed in every home possible.

### Use of New Booklet

<sup>1</sup> *Use the New Booklet with the "Watchtower" Offer:* This is the last month of the *Watchtower* campaign. It should be the best month yet! By the end of April each Kingdom Hall "How Are We Doing?" chart should show at least two new subscriptions for each publisher. Where subscriptions are obtained the new booklet and "This Good News of the Kingdom" should be among the three free booklets. Where the offer is not taken endeavor to leave the new booklet on any contribution, generally 5c, or even two or three pennies. Interested persons who cannot afford to contribute may be given a copy free if they promise to read it.

<sup>2</sup> *Use It on Magazine Day:* With booklets costing only a half cent a copy during April and its being a special booklet campaign, a new booklet can be given with every magazine placed on a 5c contribution. Tell the people this is a special offer for April only. Return the next week to see if householders wish to subscribe. If you have a supply of both magazines offer *The Watchtower* and *Awake!* and a booklet for 10c.

<sup>3</sup> *Use It from Service Centers:*

Special time adjustments in congregation book studies will be made the last two weeks of April to allow for booklet work. Starting the study a half hour later, with brothers assembling at least a half hour before the regular study time, will allow an hour or so for publishers and newly interested persons to distribute just booklets from service centers. Assistant congregation servants will advise study conductors promptly of all publishers who have not reported by the week end following Memorial. Study conductors and mature publishers will encourage and assist these to attend the service center and share in booklet distribution.

<sup>4</sup> During the time that the study will start a half hour late, the study itself can be held for only a half hour. Then fifteen minutes will be spent hearing reports and interesting booklet experiences from enthusiastic publishers. This will be most stimulating to all and will help congregations to put forth more than the usual effort in this special booklet campaign. This will greatly assist each congregation to reach its 20 per cent increase in publishers!

# Can We Make It 184,763 Publishers?

## It Is Possible, so We Shall Try

<sup>1</sup> Does that sound like a high number of publishers? One out of reach? Truly, it is a high number of publishers, but, brothers, it is not any more out of reach this year than in past Aprils when we worked hard, looked to Jehovah to bless our efforts and "We Made It!"

<sup>2</sup> Do you remember the outstanding April peaks year by year?

132,797	153,624	169,015	?
1952	1953	1954	1955

<sup>3</sup> What encouraging reports! Just as we made grand increases in pre-

vious years, so we hope it will be this year. However, to reach the 184,763 goal will require (1) participation in the service by all publishers, (2) assisting persons of good will to share in the preaching work with us and (3) all reporting.

<sup>4</sup> From the first day of April on, throughout the month, let us *help one another*. Any publisher who has not reported by the 10th should, without fail, be given definite assistance. This will result in approximately 184,000 publishers, for that

is about the number of publisher's cards in congregation files. And, of course, with thousands and thousands of new ones joining in booklet work and regular witnessing, *how high will the April report go?*

<sup>5</sup> All of us will have to work hard and be ministers during April and May, and always. After April all of us will be anxious to see the April report. Right now the Society anticipates receiving a report of "We Made It!" from virtually every congregation, and on totaling the April report it anticipates seeing a new all-time peak. Think all of us will be asking, "Can we make it 184,763 publishers?"

## YOUR SERVICE MEETING

### Seizing Every Opportunity

**Chairman (5 min.)** Emphasize each must fully share in booklet distribution for campaign to be a success. Every opportunity must be taken by all. Engaging often in house-to-house service with regular offer, on Magazine Day, from service centers before studies, will open many opportunities for each one to place 30 or more booklets. Regularity in organized arrangements brings greatest results, but do not overlook opportunities in day-to-day business and social contacts. Also, "holiday" period for school children of offers them an unusually fine chance to distribute booklets.

**SCENE I (3 min.)** Sister riding bus notes lady beside her reading newspaper. Casually she says, "My, all one reads is bad news these days," and asks if lady can tell her why there is so much delinquency and immorality among those professing Christianity. When lady expresses wonder at trouble, sister suggests that failure to examine and live up to Bible principles is contributing cause. Suggests taking and reading copy of booklet that she has immensely enjoyed, as it shows Christ's work on earth and how professed Christians bring dishonor to God by failure to follow Christ's example while pretending to do so. Lady takes booklet.

**SCENE II (3 min.)** Brother, reading new booklet during lunch hour, is asked by fellow employee, "What are you reading?" Brother shows him and tells how it is being circulated worldwide because of its outstanding message. Everyone, atheists as well as God-fearing men, should read it. Shows him in booklet how questions are asked and answered on the beginning of the Christian religion. Brother has found it very revealing. Has another copy, which he places with fellow employee.

**SCENE III (3 min.)** Friends have dropped in to visit. Subject of world conditions comes up. Brother states straightforward and honest leadership is badly needed. Most people have lost faith in leaders of Christendom because of the inconsistency of their teachings and their disunity. Believes visitors will appreciate reading about true source of leadership and truth. Shows them in booklet where this is discussed. (Pages 6, 15, 16, etc.) Offers copy for them to take home. (Booklets may be carried when visiting relatives and offered at appropriate time.)

**SCENE IV (4 min.)** Two young brothers on vacation from school use time wisely working house to house

with booklets. Using sample presentations in "Presenting the Good News" each makes a call and places booklets. Decide they will continue working evenings after school starts again and after booklet campaign ends they will work with magazines.

**Chairman (2 min.)** Sums up the urgent need for young and old alike sharing. Participate in regular, organized witnessing and be quick to seize opportunities in day-to-day contacts.

### Helping New Ones to Start Publishing

**Chairman (3 min.)** Point out our responsibility is to teach good-will persons the truth and assist them to use the truth by joining in Jehovah's worship. (Isa. 50:4) How long have you been conducting a home Bible study? Have you helped these good-will persons to share in field work? Here is what we should have in mind and do.

**SCENE I (10 min.)** Bible study servant approaches publisher who has conducted home Bible study a long time with no evident results. He asks publisher if good-will person has been invited to share in booklet campaign from service center and to distribute 10 copies among friends. Publisher displays negative attitude. He conducts study regularly, feels things are progressing all right and that "sheep" will ask to start in work when he knows enough and recognizes obligations. Doesn't want to rush things and scare sheep. By making following points servant agrees that none are to be pushed or coerced into serving God, but that we must be careful not to hold sheep back, either: 1. Sheep must be led, not forced, into service. 2. We must have same idea Paul had, namely, "view to the training of the holy ones for ministerial work." (Eph. 4:12, NW) 3. As the person studying advances in knowledge and appreciation, encourage and train him to share in ministry. 4. Must aid sheep to recognize their responsibility and help them share in field service. (Isa. 50:4; Rom. 10:9, 10, NW) Has publisher endeavored to do this? No, publisher has held back, feeling conducting study was sufficient. Is thankful for counsel and will put suggestions into practice right away.

**SCENE II (4 min.)** On concluding home Bible study publisher tactfully invites one studied with to share in important booklet distribution. He gladly takes 10 booklets to distribute among friends and looks forward to doing booklet service from service center. Publisher supplies 15- to 30-

second testimony that may be used and encourages him to become familiar with it.

**SCENE III (6 min.)** In field work before congregation book study publisher presents booklet at couple of doors, using 15- to 30-second testimony, then invites one with him to use presentation at the next door. He does and places booklet. Yes, he can continue alone with this easy presentation and both do till study time.

**Chairman (2 min.)** Having the right view, we want to "train holy ones for ministerial work." Do your part by taking the initiative as just demonstrated and help new ones to start publishing.

## Thin Edition No. 10 Bibles

The No. 10 Watchtower Edition of the *King James Version* has been printed on thin paper by the Society, reducing its thickness to a convenient 1 1/16 inches width. The price remains the same and orders for it will be promptly filled.

Undoubtedly, many publishers will be particularly interested in this announcement and will want to obtain copies of this thin Watchtower Edition since at the present time there is a delay of at least six months in filling No. 10 British Edition Bibles.

## Unassigned Territory

Congregations or pioneers wishing to work unassigned territory this summer may request the territory they held in past years or they may consult the booklet *Unassigned Territory in the United States* for available territory. Make your request clear. Give the state, county and towns desired, and tell what two months you can work and the number that will work. Only territory assigned should be worked and it should be worked only for the period assigned.

**Help Interested Ones** (Cont'd) derstand that they are preaching the good news of the Kingdom will want to. What joy we shall have with the thousands of new publishers engaging in pure worship!

## 'Working Toward Deliverance of People of Godly Devotion'

### Continue Helping Others

<sup>1</sup> Life is at stake! Your life and that of all others! Never in all human history have so much trouble and distress come upon mankind. And who knows why? Only those whom Jehovah has enlightened, his witnesses, who consider it a grand privilege to be 'working toward deliverance of people of godly devotion' by telling and pointing out Bible truths.—2 Pet. 2:9, NW.

<sup>2</sup> During May vitally important deliverance information will be placed in thousands of homes as Jehovah's witnesses go from house to house with the offer of two books and two booklets on a contribution of \$1. The latest books and booklets in stock will be used. Magazines, too, will be placed in millions of copies as each publisher has in mind placing at least nine copies a month.

#### Consigned Booklets

<sup>3</sup> If all the consigned booklets were not distributed in April, then

the first week or two of May should be devoted exclusively to distributing the remaining booklets. Publishers should put forth a very extraordinary effort to go from house to house with just booklets. Use 15- to 30-second presentations to place what remains of the consignment. If the consigned supply is exhausted at the end of April, then follow regular campaign arrangements for May.

<sup>4</sup> Throughout May, just as in April, be conscious of helping and assisting others to preach. Make arrangements to take new publishers in house-to-house, back-call, home Bible study and magazine service. They need your assistance this month and in the months to come, to become able ministers who can effectively help to deliver people of godly devotion.

### Coming Literature Offer

May and June: Latest two books and two booklets in stock on a contribution of \$1.

#### "Make Sure of All Things"

##### 2nd Week:

Devil and Demons (page 99 to 2 Pet. 3:6 on page 102)  
Continuing from past call (March "Informant") publisher has prepared 10- to 15-minute back-call sermon. Householder is favorably impressed with Scriptural explanation. Tactfully, publisher starts study in "Let God Be True", chapter 6.

##### 4th Week:

Devil and Demons (pages 102 to 105)  
Class discussion. The brother may prepare questions that require a scripture in order to be answered. Brothers called on will read the scripture that applies and comment on its application.

## CONGREGATION ORGANIZATION

### Reporting the Witness Given

<sup>1</sup> All who share in the witness are keenly interested in the results of the witness given locally, nationally and internationally. For this reason each publisher is invited to turn in a report of his witness activity each week. The over-all report not only lets us know the extent of the witness given and serves as a source of encouragement, but shows us where improvement is needed. Knowing the preaching efforts of each individual publisher permits those with spiritual qualifications to assist those who are in need of assistance.

<sup>2</sup> During April all congregations will be working for a 20 per cent peak in publishers. We want to aid just as many as possible to share with us in giving the witness and to become a part of Jehovah's New World society. April's activity provides a grand opportunity to start good-will persons in field service by having them share in the distribution of the special booklet and other features of theocratic activity. We must take the initiative and help them get started, even though they may not feel adequately qualified at first.

<sup>3</sup> During April, since many will be sharing in the witness to some extent for the first time, the question arises, When should a person of good will begin to report? Here are a few things to keep in mind. A person's first few incidental discussions with his neighbors and friends about the truth would hardly make him a publisher, although this activity on

his part is encouraged. If he wishes to report under such circumstances, understanding that his efforts have contributed to the preaching work, he should be counted as a publisher and his activity included with that of the congregation. However, it would be well for him to be taken into one of the regular features of the service, such as house-to-house work, and for him to share in the witness to householders before he is invited to report his time. (See paragraph 49 of *Preaching Together in Unity*.)

<sup>4</sup> Young children should be accompanying their parents in the service and share in the witness as they grow in understanding and ability. As soon as the child witness can give a reasonable expression of the hope within him and understands he is doing Jehovah's will he may turn in a report of his activity, even though he may be quite young. He should show a desire to do the work and want to report his activity and not do so just because his parents or someone else feels that he should. He should be able to work alone from house to house and do his own preaching.

<sup>5</sup> All publishers are interested in the results of the ever-expanding proclamation of the Kingdom good news. Be a regular publisher! Share in all features of theocratic activity and then report your activity week by week so that the results of our combined efforts to 'preach this good news of the Kingdom throughout the inhabited earth for the purpose of a witness' will be known.

## 1955 Conventions

### United States and Canada

<sup>1</sup> Five of the series of international conventions are scheduled for the United States and Canada for 1955. At this time of the year our attention turns to making personal plans to attend one of these important FIVE-DAY assemblies. Remember, EACH day is very important, being heavily laden with spiritual food for the sustenance of life to all lovers of righteousness and good-will companions. Yes, it is the 1955 opportunity of sharing in five days of New World living.

<sup>2</sup> Spanish-speaking brothers will be interested in knowing that there will be Spanish programs at the Dallas, Texas, convention.

<sup>3</sup> General convention information, as well as Room Request forms and Volunteer Service forms are being supplied to all congregations with this *Informant* and should be considered carefully at congregation service meetings.

<sup>4</sup> We are admonished strongly by Christ Jesus that 'man must live, not on bread alone, but on every utterance coming forth from Jehovah's mouth.' How urgent it is to take in spiritual food! Convention time is one of the best times to share in all the good provisions of Jehovah. Consequently, if you have not made up your mind to attend, let it be decided AFFIRMATIVELY now and begin making your plans to attend the convention of your choice.

★ Add to Your Regular House-to-House Preaching Back-Call and Bible Study Service ★