

INFORMANT

MARCH, 1955

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

BROOKLYN, N. Y.

ALL OF US TO BE READY TO GO APRIL 3

New Booklet to Be Released in Ten Languages World-wide

Millions of Copies Already Shipped to
the Ends of the Earth

February 10, 1955

My dear Brothers Everywhere,

Jehovah's rich blessing is continually being poured out upon his people, and for this we rejoice. All of us are grateful that we have come to know him and his Son and that he has qualified us to be his ministers and to engage in his kingdom service. Our zeal makes us want to do more in true worship in these days of evil tidings.

For the past month the Society has been printing a new booklet, and by Jehovah's undeserved kindness we hope to have over ten million copies of it ready for distribution beginning April 3, 1955, not only in English, but in nine other languages. First I should like to say that the message in this booklet is of vital importance and if possible should be placed in every home for the people to read.

The world-wide distribution of this new booklet will be started off with a public talk on Sunday, April 3, and every one of us and our people of good will should be in attendance to hear this important lecture. Immediately after the lecture a copy of the new booklet will be given free to each one present to read and study. In addition, after the meeting there will be packages of 20 booklets available for everyone wanting to distribute these new booklets from door to door. You can get a package of 20 booklets for only 10 cents. Later in the month you can get more booklets, because it is our hope that every publisher will place on the average of one booklet a day, or at least 30 booklets for the month of April.

This is a very important campaign and is one of the biggest the Society has ever arranged for, and if all the publishers will get out into the field and will take those newly interested ones along with them we should have the most wonderful month of witnessing ever experienced on this earth. Remember, the Thursday following is the Memorial of Christ's death, so let us all be in the field, worshipping Jehovah before and after that date, and help others to do the same. A new peak in publishers is surely in sight world-wide for April, 1955.

Here is what we pray will happen, if Jehovah wills, on Sunday, April 3: Thousands of public talks, one in every congregation, and all of us present to hear "Christendom or Christianity—Which One Is 'the Light of the World'?" Not only in English-speaking congregations but in many other languages all over the world arrangements will have been made for advertising the same public talk. It will be a world-wide proclamation. Share in it by advertising it and being there with other "sheep."

Then the new booklet! No, the *Watchtower* campaign does not end. We go right ahead with it, but at every home we place this new booklet for a contribution of 5 cents or even for a penny. If the householders promise to read it and say we may call back, we could even give it to them free. Jehovah loves the poor and needy; so do we. Let us get right at the distribution work by getting our 20 booklets in the hands of the public, and by the next week end, right after the Memorial celebration, we should have disposed of most of our small supply. Talk to 20 people that Memorial week, show them some of the questions answered, and your 20 booklets will be gone. You will need more booklets before the month is over.

In the United States we are prepared to distribute five million copies in April. If we do not get them all out in that one month we shall use the first 15 days in May to work with this booklet alone, nothing else, so that each publisher can place his 30 copies. What a witness will be given to Jehovah's name and how it will comfort those sighing and crying for the truth!

April is a month away. Let all of us be ready to do what our congregation servant tells us to do on April 3. Please be at that public meeting and then be a publisher in April. May Jehovah's blessing be on this world-wide witness as his servants go forward, not afraid of evil tidings, but with hearts fixed, trusting in Jehovah.

With joy I send warm love to all of you from the day and night workers of Brooklyn Bethel and all the branch offices that are arranging to supply your needs.

By Jehovah's undeserved kindness I am your brother in Christ Jesus,

NH Knorr

Presenting THE GOOD NEWS

With the New Booklet

¹ "OUTSTANDING!" you will say as soon as you read the new booklet to be released April 3. You will want to talk about it, telling everyone that here is something extraordinarily special. It is forceful, concise and practical. Its thoughts are fast moving and clear. Questions are answered logically and in such an orderly manner that it will appeal to all kinds of persons, no matter what beliefs they may hold. All should have a copy. It is up to us to see that they do!

² When shall we present the booklet? At every opportunity. We shall offer it to our friends, merchants and neighbors in our day-to-day contact with them. In the *Watchtower* campaign we shall offer the booklet as part of the three-booklet gift to new subscribers and to those who do not take the subscription, in field service before the congregation book study and on Magazine Day by giving a free booklet with the magazines. What shall we say? The following suggestions may be used word

for word very effectively. Note that they are brief and pointed, just 15 to 30 seconds.

³ When you obtain a subscription you may tell the subscriber: "We are giving these three booklets free with the subscription. These two deal with subjects you will enjoy, but I should like to draw your attention especially to the revealing message in this one. Its striking title alone arouses a desire to read it, and when you do, it will capture your interest from the first page to the last. Ten million copies of this booklet are being distributed world-wide during April. I suggest you give it your immediate attention."

⁴ To those who do not take the subscription you may say: "Though you do not feel you can obtain the subscription, I do not want you to miss this excellent booklet. It is extremely thought stimulating. For instance, have you ever considered what it was that caused the 'dark ages'? On pages 7 and 8 the booklet tells you. [Thumb through the book-

let.] Here, look at these questions. They are all answered from the Bible. You may have this booklet for a contribution of only 5c or even a penny. It is yours."

⁵ In the evening before the congregation book study we shall present just the booklet. Many new publishers will work with only the booklet even at other times. What we want to do is cover territory, place booklets, and let the booklet do the talking after we are gone. Publishers may memorize and say the following: "Good evening. Here is a copy of the booklet [state title] 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."

⁶ This presentation can be used when working with the booklet alone. Our comments should be brief, so that we place the booklets and keep going. This special booklet work can be continued through the first two weeks in May, so we can cover more territory. This special six-week distribution should be outstanding!

Around the World with Jehovah's Witnesses

The Right Kind of Ministers

Do the right kind of ministers minister only when conditions are favorable? Do they become easily discouraged, slow down or stop when pressure is brought to bear on them? Most assuredly not, as shown by reports in the 1955 "Yearbook."

Eire, a strongly Catholic-dominated country, has been a very difficult place in which to minister. Did Kingdom publishers give up or slow down because of opposition? Not at all! They continued to preach tactfully, and splendid progress has been made. Publishers are now able to give three- to eight-minute sermons and work territory that was almost impossible to work a few years ago. Brothers are consistently working your Catholic territory as are those in Eire? (109, 110)

The right kind of ministers in Cameroon did not give up in doing what is right, either. Religious opposition there has now ceased and continual good work on the part of publishers there has resulted in as many as 4,000 attending a public talk. (221)

Wherever a right kind of minister might be located he will minister to others. Yes, even though he is alone, as was a brother at a sanatorium in Cyprus. But the right kind of ministers are not alone long, for through their ministry Jehovah gathers the other sheep. There is now a congregation of eight publishers there. (128)

The effectiveness and zeal of the right kind of ministers are so well known in parts of the Gold Coast that five "Reverends" decided it would be useless to stay in a territory being worked by a special pioneer. (159)

Acting as a Right Kind of Minister New Subscriptions Literally Pouring In

Start Home Bible Studies

¹ Actions speak louder than words. And, while the Devil's organization is filled with many talkers, Jehovah's organization is filled with workers. Though they too do much talking, it is their acting that speaks loudest, proving that they are the right kind of ministers.—1 Tim. 4: 6, NW.

² By the tens of thousands new subscriptions are pouring into the Brooklyn office from congregations throughout the country. Proper talking and acting as the right kind of ministers from house to house with the use of three- to eight-minute sermons are effective indeed! Just "How are we doing"? During January 95-577 new subscriptions were obtained in the United States. How many new subscriptions have you obtained? How are you doing? Look at the congrega-

tion chart. Did you average at least one subscription a publisher for the first two months?

³ While continuing the good house-to-house activity, offering the *Watchtower* subscription, remember to make return calls and try to start home Bible studies. Many are starting studies in "*This Good News of the Kingdom*". Have you tried to do so?

⁴ By continuing to let our actions speak for themselves during March and the months ahead, it will be our privilege to gather and assist men of good will. That is the blessed reward of being a right kind of minister.

Legal Notice

Brothers who have had a hearing before a Department of Justice hearing officer since June 18, 1952, and thereafter received an unsatisfactory classification from the appeal board, may write to Hayden C. Covington, 124 Columbia Heights, Brooklyn 1, New York, to request the "February Memorandum." Enclose a self-addressed envelope and return postage.

At every opportunity, whether early or late, the right kind of ministers talk of Jehovah's glory. Brothers in Taiwan start as early as 2 a.m. Preaching from early morning till late evening has enabled them to enjoy a 53 per cent increase in publishers over last year. (192) Surely the right kind of ministers receive Jehovah's blessing.

YOUR SERVICE MEETING

(For Special Service Meeting Night)
Invite Others to Give Witness

Chairman (2 min.) Stress following points: Publishers should share fully in distribution of new booklet, and should encourage and assist other publishers to have part in April's great witness. Every publisher, as well as new ones, should preach in April, contributing toward 20 per cent increase. Each congregation book study conductor will diligently help all with his study group who do not report by April 10, as follows:

SCENE I (4 min.) Assistant congregation servant gives study conductor list of those not reporting by April 10 and offers suggestions for giving definite assistance. Conductor then calls on publisher listed and enthusiastically talks of new booklet campaign and invites him to share. Definite arrangements are made to distribute booklets together from service center before book study.

Chairman (2 min.) Emphasize need for conductors to make these arrangements and then follow through, and, also, for mature publishers called upon by study conductor for assistance to give good co-operation. Then discuss need for new publishers, in order to reach 20 per cent increase. How can many with whom Bible studies are being conducted be assisted to start preaching? All should be invited to public meeting April 3 and Memorial celebration, April 7. Some may hesitate to take booklets at these meetings or will be unable to attend. Here is how

they can be helped to share in preaching for the purpose of a witness.

SCENE II (8 min.) Publisher conducting study calls on good-will person who did not attend talk and relates high points of public talk and tells of exciting release of new booklet. Good-will person expresses sorrow that he could not attend. Publisher shows him booklet (use "This Good News of the Kingdom"), tells of world-wide distribution it is receiving and wonderful opportunity all have to share in it. He invites good-will person to "come with me" any convenient time, before book study, on Magazine Day or for regular witnessing. Good-will person gladly responds. Definite time and date are arranged. Publisher next offers good-will person some booklets ("This Good News of the Kingdom") for distribution to friends, relatives, visitors, etc. "How can I present them?" he asks. While publisher explains the simplicity of placing them, milkman knocks on door. Publisher suggests that good-will person care for business with him and then publisher will offer booklet, which is agreed upon. After business is cared for publisher, using one of "Good News" presentations, places booklet with milkman, who is happy to obtain a copy and contributes. After this, good-will person expresses confidence that he too can place booklets.

Chairman (2 min.) Conclude with following counsel: All should aid and assist newly interested persons to publish whenever possible during April.

for congregation to make 20 per cent increase and enjoy full share in booklet distribution. On placing booklets with newly interested ones and taking them in service, publisher has responsibility to see they are invited to report preaching time, if they desire to do so and understand purpose of ministerial work in which they have engaged. The important thing now is to encourage newly interested ones as well as publishers in need of assistance to share in the great booklet campaign.

"Make Sure of All Things"

2nd Week:

Dedication (pages 94 to 97)

Discourse: Definition of consecration; how God consecrates; to whom it applies and how such individuals are brought into new covenant. Explanation of what sanctification is and how it is achieved. (For additional information see "The Watchtower," issue of May 15, 1954.)

4th Week:

Devil and Demons (page 97 to 2 Thess. 2: 9, 10 on page 99)

Householder invites publisher in, asking "if he can tell where the Devil came from and why he is so powerful." Publisher uses "Make Sure of All Things" material step by step to answer question. After covering importance of being aware of Satan's snares, publisher arranges for another call to continue discussion.

A Nationwide Public Meeting

Attend Booklet Release April 3

¹This tremendous booklet campaign announced by Brother Knorr is world-wide in scope and will spring into action on April 3 with a special public meeting, the subject being "Christendom or Christianity—Which One Is 'the Light of the World'?" After the talk the name of the new booklet will be announced and the booklet will be released for distribution. All present will be invited to obtain a supply of booklets for immediate distribution. Be sure to stay for the *Watchtower* study also, for upon its conclusion there will be a brief, pointed talk on the use of the booklet and appropriate demonstrations. Congregations served by circuit servants during this week will follow this same arrangement.

²And what about congregations attending circuit assemblies? District servants will give the special talk and thereafter announce the name of the new booklet. Put forth a special effort to bring as many good-will persons as possible to the circuit assembly, emphasizing the importance of being present. Those congregations attending assemblies can use the public talk in their cities on Sunday, April 10, if they wish, as we should like it advertised in every town where there is a congregation of Jehovah's witnesses.

³This public talk should be widely advertised throughout your territory by use of the handbills specially prepared by the Society. Tell all persons of good will about this public meeting. Invite them to come, stressing the importance of their attending, and encourage them to tell others about it. Handbills can be supplied to them for use in inviting others.

⁴Congregation servants will be sure to see that the news release supplied to them by the Society to cover the activities of April 3 is taken to as many newspapers in the area as possible. With each one advertising and attending the talk, there should be a peak public meeting attendance on April 3 at every congregation. What a thrill is in store for all who attend! Attend yourself, Kingdom publisher, and aid as many as possible to attend with you.

Supply of New Booklets

⁵A supply of the new booklets will be sent on consignment to each congregation. Pioneers working with congregations will receive their supply through the congregation. Isolated publishers and regular and special pioneers in unassigned territory are to submit a cash order for this booklet right away. The price of the booklet for special distribution during April will be 1/2c a copy for publishers and pioneers alike.

New Peak in Publishers

⁶Publishers will want not only to share in the distribution of this grand booklet, but they will want to help others to do so. Undoubtedly many thousands of good-will persons with whom home Bible studies are being conducted will be privileged to have their first part in the preaching work during April—if we make arrangements to help them. And that we want to do, for preaching is vital if one is to have life in God's new world.

⁷The new booklet opens a grand avenue for us to invite and assist newly interested persons and thousands with whom Bible studies have been conducted for a length of time to start having a share in Kingdom service during April. And just how are we to do this? Be sure to attend the special service meeting the last of March or the first of April to see how you can share. Undoubtedly this arrangement will assist each congregation to reach its 20 per cent increase in order to report for April "We Made It!" With this new booklet and short testimony anyone who wants to say "Come" can do witness work. Let all publishers who have done any house-to-house work go out alone or in groups and cover much territory with this important message contained in this new booklet. Be a minister of Jehovah's kingdom.

Preaching for the Purpose of a Witness

April to Be the Greatest Month Yet

Prepare Now to Share Then

¹ Undoubtedly April, 1955, will be the greatest month yet for theocratic activity. It may well be an outstanding, never-to-be-forgotten month for the New World society and one that will make a deep and lasting impression upon the old system of things, which is on its way out. The Society's counsel and advice for all publishers now is simply: Prepare now and share whole-souled in all of April's activities.

Memorial

² The special public meeting April 3 starts our April activity, but more important, each one will gather to observe the Memorial of Christ's death at the local Kingdom Hall sometime after 6 p.m. on Thursday, April 7. Appreciating that this is the one celebration all Christians are commanded to keep, none of Jehovah's witnesses will miss it or be elsewhere. Also, each congregation will make more than the usual effort to invite and assist good-will persons to attend this meeting and the public talk, April 10. Congregation servants will please mail the enclosed Memorial Report card right after the public talk on April 10.

³ Many strangers will be at Kingdom Hall for the first time Memorial night. Have the hall open at least a half hour before meeting time and see that it is neat and clean. All publishers should be warm and friendly, speaking freely to all who assemble.

European Rail Trips and Rooming

A number of economical special-train rail trips have been arranged for transporting delegates between the various European assemblies. Also, rooming committees have been established in assembly cities and Room Request forms are available. Details and prices will automatically be mailed to all who have submitted their reservation requests to the Society for transatlantic transportation. No doubt there are others making their own arrangements for transatlantic travel who will be interested in traveling with the brothers on the rail trips or who may want convention rooming assignments. We urge such persons to request rail-trip information and/or Room Request forms by writing to EUROPEAN CONVENTIONS, 124 Columbia Heights, Brooklyn 1, New York.

Let people of good will know they are welcome to assemble with you.

⁴ At the conclusion of the Memorial talk, the speaker will encourage all in attendance to obtain a supply of the new booklet and to join in week-end field service, which each congregation will arrange as follows.

Memorial Week End

⁵ Arrange for morning and afternoon service from the Kingdom Hall or another convenient location on Friday. The *Watchtower* subscription offer will be presented, with the new booklet being used, of course. Saturday will be Magazine Day. Every publisher will want to take part in the morning and/or afternoon house-to-house service. So-called "Easter Sunday" will see all publishers engaging in house-to-house preaching with the subscription offer. After such splendid evidences of Jehovah's blessing upon "hollday" witnessing in November and December, what publisher will hesitate to preach? Surely none! Take newly interested ones with you in the service this special week end and also at other times. Remember we are . . .

. . . Working for a 20 Per Cent Peak

⁶ Can and will we make it? Yes! if each publisher does his part. On totaling the December report the Society was pleased to see that 1,064 congregations in the U.S.A. reported "We Made It!" for a 10 per cent increase. The U.S.A. report showed a 5.9 per cent increase over last year's

average of 153,969. It was the best December report on record.

⁷ But, you might say, if we did not make the 10 per cent increase in December, how can we make 20 per cent in April? Here is how and why. During April all 184,000 publishers who have a card in the congregation files will be encouraged and specially helped to share in April's witness. Publishers who have not reported by April 10 will be assisted in accord with "Your Service Meeting."

⁸ So there alone is the potential of approximately 184,000 publishers. And how many do we need for the 20 per cent increase? We need 184,763! See the importance of each publisher's being active in April?

⁹ And where will additional publishers come from? Why, from among the thousands of persons of good will in over 104,000 different homes where Bible studies are being conducted! Many of them will want to enjoy working with you in field service in response to your invitation. *Help them to preach.* And thousands, yes, many thousands will want to start preaching by sharing in the distribution of the new booklet. Lovingly, then, take the initiative and help persons with whom you are studying to become Jehovah's worshippers.

¹⁰ Then, considering the question again, with each one doing his part, and with Jehovah's blessing, is there not every reason to be confident that our 20 per cent goal can and will be reached? We look to all of you to give us the answer.

ATTEND SPECIAL SERVICE MEETING

The Society has outlined the special service meeting below. Congregations being served by the circuit servant will have this service program March 29, while other congregations will have it the night of their regular meeting, in most cases this being March 31 or April 1.

THEME:

"For the Purpose of a Witness"

- 5 min. Welcome and Text
- 14 min. A Talk on the President's Letter
- 8 min. Share in the April Witness (Talk based on importance of advertising and attending April 3 public meeting, inviting good-will persons and supporting and sharing in all April activity)
- 12 min. How to Witness with the New Booklet After Presenting the "Watchtower" Offer ("Presenting the Good News" demonstration)
- 18 min. Invite New Ones to Give Witness with New Booklet Only ("Your Service Meeting" demonstration)
- 3 min. Concluding Announcements

UNITED STATES QUOTA FOR 1955
169,366 Publishers

Monthly Field Service Report

January Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bl. St.
Sp'l Pios.	297	147.5	57.4	7.7
Pioneers	5,240	92.8	32.2	4.4
Vac. Pios.	225	85.5	22.3	2.6
Conc. Pubs.	154,245	9.8	3.3	.5
Total Pubs.	160,007			
Public Meetings Held:		10,854		
Bible Studies Now:		104,404		