

EXTRA! EXTRA! EXTRA!

# INFORMANT

MAY, 1955

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

BROOKLYN, N. Y.

## BROOKLYN PRESSES PRINTING MORE NEW BOOKLETS!

Orders Pouring In for over 100,000 a Day!

<sup>1</sup> On Sunday, April 3, over 5,600,000 new booklets were in U.S.A. Kingdom Halls awaiting release. By Memorial, April 7, virtually all were placed with publishers and good-will persons for distribution. Starting April 4, and growing day by day, a flood of orders from all over the country requested "more copies of *Christendom or Christianity—Which One Is 'the Light of the World'?*" On Saturday morning, April 9, nearby congregations carried away 60,000 copies direct from the factory. The 800,000 on hand at Brooklyn with which to fill orders have melted to nothing as this *Informant* goes to print. But, by Jehovah's undeserved kindness, there will be no shortage! Additional booklets by the tens of thousands are rolling off the presses day and night and being shipped to you as rapidly as your orders are received.

<sup>2</sup> What is happening to all these booklets? Are they being placed? To ascertain this the Society wrote various congregations scattered from Maine to California, and from Florida to Washington, for a special publisher-booklet report. Note some of the reports.

State	Publishers April 1-10	Booklets Consigned	Booklets Placed April 3-10	Booklets Per Pub.
Mich.	179	6,000	2,921	16
Calif.	112	4,000	2,674	24
Fla.	135	4,600	2,041	15
Mass.	99	4,000	2,110	21
Mo.	95	4,000	3,683	39
N.Y.	120	5,700	3,038	25

<sup>3</sup> Those are just a few samples. The entire cross-section analysis shows publishers to have averaged 16.3 booklets the first seven days. Over two a day! At that rate, based on the number of publishers reporting for March, well over 2,000,000 booklets were placed during the first seven days. Large and small congregations alike write: "Booklets rapidly being placed, and we're just getting started! Send more!" Little wonder our presses are again running day and night. Keep up the good work, brothers, for the Society can, and will, print all the booklets you can use.

<sup>4</sup> During the rest of April and May cover all your territory that has not been served with the booklet. It is important that everyone be given an opportunity to have a copy. If more are needed, order them! However, order only what can be used in April and May. Any order bearing an April postmark will be charged at the reduced rate. And remember, starting May 1 use only the booklet with 15- to 30-second presentations until all your territory is covered or your booklets are all placed. All publishers should be diligent to distribute all booklets they have so that by the end of May every booklet will be where it belongs—in the hands of the people.

<sup>5</sup> The special report also reveals that many new publishers have started in the ministry. One congregation reports 23 new publishers by April 10. Several others made their 20 per cent increase, with one already reporting a 65 per cent increase. Have you been out? How about the persons with whom you study? Utilize the few remaining days of April to help them start preaching "for the purpose of a witness." Then continue helping them in May and the months to come. In March 163,843 publishers reported. That is the largest number this service year! With all these publishers out in April and the new ones reporting, can we make it 184,763 for the 20 per cent?

<sup>6</sup> And how is the booklet work affecting the *Watchtower* campaign? Splendidly! In New York city, in the first ten days, 4,823 publishers reported 1,538 new subscriptions and 57,859 booklets. This indicates that the booklet work has not slowed down the subscription work, but, rather, has stimulated it. April may well be the best subscription month of the campaign. Follow up all subscription prospects the few remaining days of April and the first ten days of May with the special offer.

<sup>7</sup> We know you are looking forward to the results of April's activity just as we are. But April is not over yet! Spend as much time as you possibly can in the service the few remaining days and help any who have not yet been out. Help them out in May again too. Turn in full and complete reports to the congregation promptly at the end of the month. While we are busy printing more booklets now, at the end of April we shall be looking forward to receiving your congregation report with a "We made it!" along with other all-time highs in every column of the report, as the result of Jehovah's blessing upon your more than usual good effort to do his good pleasure!

A GOOD  
REPORT!

CAN WE  
MAKE IT

184,763

IN APRIL?

UNITED STATES QUOTA FOR 1955  
169,366 Publishers

### Monthly Field Service Report

March Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	340	149.3	57.2	7.1
Pioneers	5,045	96.9	33.5	4.6
Vac. Pios.	148	95.5	28.1	3.3
Cong. Pubs.	158,308	10.2	3.7	.5
Total Pubs.	163,841			

Public Meetings Held: 9,517  
Bible Studies Now: 112,006

# Working Toward Deliverance of People of Godly Devotion

Special Magazine Day, May 30

## Keep Helping New Ones

<sup>1</sup> Deliverance comes only from Jehovah! His preaching work shows people of godly devotion the way to him and deliverance. It is up to Kingdom preachers like you to help these people see the means of deliverance Jehovah is using, his new system of things.—2 Pet. 2:9, NW.

<sup>2</sup> During April congregations all over the country reached new publisher peaks as thousands, recognizing Jehovah's arrangement, began sharing in the preaching work for the first time. Can we maintain these peaks? Yes! if we all do our part. How? By mature publishers' helping these new ones to keep walking the road to life. They need you! If one you have studied with published for the first time during April, continue to lead him in field service. Congregation book study conductors will remind publishers of their personal responsibility to these new ones and set the lead in service.

## European Convention Information

In ordering the European Convention Rail Trips a number have asked on what dates the Package Trips will operate. The Package Trips are only combinations of the single journeys. Hence, P-1 combines Trips A, B and E; P-2 combines Trips A, B and F; P-3 combines Trips A, C and E; P-4 combines Trips A, C and F; and P-5 combines Trips A, D1 and E. The dates applicable to the single journeys also apply to the Package Trips. Those desiring the trips are urged to submit their orders as soon as possible. No rail tickets for the trips will be sold in Europe; all arrangements must be completed before departure.

Due to a last-minute rush for transatlantic travel and the limited supply of space, no further applications or changes for transatlantic travel should be sent in to the Society, as we have no more space available. It is fully realized that those who submitted requests from March 1 till now and who have not yet received a reply are anxious to know if the Society's arrangements will accommodate them. Every effort is being made to give such requests early attention. If such ones can be accommodated, however, the space available may not be exactly what is desired. But do not write for any more space.

<sup>3</sup> The thousands of new subscribers should not be forgotten either. Call back on these and start studies. The booklet *"This Good News of the Kingdom"*, which most subscribers have, is a practical way to get good studies started. (See Your Service Meeting article.)

<sup>4</sup> The offer for the month? Two of the latest books and two booklets on a contribution of \$1, when all of the consigned booklets are distributed.

<sup>5</sup> May is full of opportunities for service. With the evenings growing longer, work from the service centers before the study. This is a fine opportunity to offer the remaining new booklets or magazines. All publishers will find evening work easy and most enjoyable. Take new publishers with you in this work.

They will immensely enjoy this privilege of service.

<sup>6</sup> Monday, May 30, a holiday in most parts of the country, is being set aside for special magazine activity. Congregation servants should immediately ascertain their needs, then fill out and return the enclosed magazine order blank before May 10. House-to-house magazine work should be planned and all should arrange to share fully in this special work. Last December over 200,000 extra magazines were ordered for the special Magazine Day and thousands of brothers joyfully reported splendid results.

<sup>7</sup> So, Kingdom publishers, take part in all features of service open to you during May. Remember, it is your sacred responsibility to be working toward deliverance of people of godly devotion.

## Presenting THE GOOD NEWS

### To Those Who Say:

"Living up to what you believe is all that is necessary"

<sup>1</sup> How often have you tried to witness to people who feel content in their religion and confident that they are doing all that is necessary? Of course, they are mistaken, and if they are to gain life they must begin to do something that they do not realize is necessary, namely, to 'take in accurate knowledge.' (John 17:3, NW) How can they be convinced, tactfully? Why not try the following in reply to the householder's comment: "If I live up to what I believe that is all that is necessary"?

<sup>2</sup> "You have the right idea in saying that you must live up to what you believe. Just saying you believe something is not enough. Note what it says here at James 2:18 to 20. [Read.] This probably calls to your mind the case of the rich young ruler. [Paraphrase Luke 18:18-24.] But in order to do right works and to do the work that Jesus did, we must have right information. Note what the apostle Paul said, at Romans 10:2 and 3, about those who didn't have right information. [Read.] There are many people that have a zeal for God, even in heathendom, but they do not know Christ, and because they do not accept what God has provided they can never be saved, as Acts 4:12 tells us. [Read.] Not wanting to be of that class, we want to be-

lieve and live up to what is right, for right knowledge results in life, as Jesus said at John 17:3. [Read.] This publication assists you in studying the Bible and taking in right knowledge. . . ."

<sup>3</sup> Or, if the householder implies that he is doing all that is required, by saying, "I follow the golden rule," you might try the following in reply: "Yes, the golden rule of neighbor love is important. So much so, in fact, that Jesus regarded it as the second-greatest commandment. And we can see why it is so important when we read 1 John 4:20. [Read.] But while we love our neighbors, we must not forget the commandment of first importance, love for God. [Read Matt. 22:37, 38.] And the first step in showing love for God is to learn as much about him as we possibly can and exactly what it is that pleases him. [Read 1 Tim. 2:4.] That is the very purpose of this publication. . . ." (Additional good points that may be used are found on pages 124 and 125 of the February 15, 1955, *Watchtower*.)

<sup>4</sup> At the beginning of your refutation it is best not to bring up the point on which you disagree, but rather the aspect of the matter on which you agree. This will oftentimes leave an opening for the convincing argument to follow. Try it and see if it will not aid righteously disposed ones to begin doing "all that is necessary."

# YOUR SERVICE MEETING

From Booklet Placement to Bible Study (2 min.) Conductor recalls stress laid in previous issues of the "Informant" on placing "This Good News of the Kingdom" in every home possible and calling back with goal of starting a study. Congregation is invited to open the "Informant" and follow along as a publisher uses outlines below to place literature and later start a study.

## Three- to Eight-Minute Door-to-Door Sermon:

### "God's Word Means Life"

("The Watchtower," issue of September 1, 1954)

1. Bible offers hope for everlasting life (John 17: 3)
2. Words of Jehovah are life-giving spiritual food (Matt. 4: 2-4)
3. Help needed to understand God's Word (Acts 8: 28-31)
4. Such help given today through pages of "The Watchtower"

## Ten- to Fifteen-Minute Back-Call Sermon:

### "Kingdom—Greatest Bible Truth"

1. Prophesied about over 700 years before Christ (Isa. 9: 6, 7)
2. Everlasting blessings for righteous (Ps. 145: 13, 16, 19-21)
3. Other kingdoms to be destroyed (Dan. 2: 44)
4. Christ taught us to pray for the Kingdom (Matt. 6: 10)
5. He taught us to seek it first (Matt. 6: 33)
6. He predicted great proclamation of it today (Matt. 24: 14)

(3-8 min.) Publisher delivers three- to eight-minute sermon, places "This Good News of the Kingdom", comments on its basic contents and arranges to call back to discuss the subject.

(1 min.) Conductor summarizes important points, including booklet placement and arrangements made for back-call, which follows.

(20 min.) Publisher tactfully channels discussion to original subject, that God's Word offers hope for everlasting life, and Bible truths and doctrines, such as that of God's kingdom, which is the main theme of the Bible, must be understood. Publisher then goes into ten- to fifteen-minute-back-call sermon outlined above. On concluding sermon publisher refers to "This Good News of the Kingdom", which contains fundamental Kingdom information and is being translated and distributed world-wide to aid in work predicted at Matthew 24: 14. Pertinent questions in first paragraph show importance of subject. Paragraph is read and briefly discussed. Attention is then directed to questions on paragraph two. Householder is invited to read paragraph and then questions are discussed. Then questions on paragraphs three and four are read and discussed. Feeling he has stayed long enough for first call, publisher then says, "I have to leave now, but I enjoyed discussing these things with you very much and as I shall be in the neighborhood again this time next week I should like to call back and talk with you further about these things." Arrangements are made accordingly and suggestion given that householder read ahead in booklet and look up the scriptures in his own Bible for next discussion.

(2 min.) Conductor sums up demonstration, calling attention to the benefits of preparedness from beginning to end and possible results from similarly following up each placement of new booklet. As a suggestion, publishers may copy or cut out above outlines and carry them in their Bibles for reference.

## Vacation Pioneering

<sup>3</sup> For all publishers with Scriptural obligations that now make regular pioneer service out of reach, why not be a vacation pioneer one or two months, or even for two weeks? Now is the time to start making your pioneer plans. Many brothers and sisters look forward to yearly vacation pioneering until being able to become regular pioneers. And more and more are engaging in this blessed privilege of service year by year, as shown in the chart below.

1948	— 797	1952	— 1807
1950	— 858	1954	— 4389

More than a few who have enjoyed this service are now regular or special pioneers, Gilead graduates or circuit servants, and enjoy other fine privileges of service.

<sup>4</sup> Do you want to abound in blessings? Do you desire to increase in mature service and become a more qualified minister? Do you wish to have a greater part in singing songs of praise to Jehovah's name and aiding the other sheep in the way that leads to life in the new world? Then arrange to enter the pioneer service. If you cannot be a regular pioneer, then be a vacation pioneer during a period when circumstances will permit. See *Preaching Together in Unity* (paragraphs 58-69) for

## Around the World with Jehovah's Witnesses

### Help Godly Ones Toward Deliverance

Every day each one of Jehovah's witnesses seeks opportunity to help others toward deliverance. The 1955 "Yearbook" contains many interesting reports of what has been done by God's faithful servants. Just how seriously do Jehovah's witnesses take their ministry? The missionary report from Liberia is most interesting in this regard. (204)

Brothers serving aboard the Society's boat "Faith" are privileged to help many persons in remote areas. On the island of Carriacou the priest does not appreciate the efforts of our brothers to help godly ones toward deliverance, as you will read on page 266. A brief account of their service during 1954 is given on pages 79-81.

Even under adverse conditions Jehovah's ministers are often able to help godly ones toward deliverance. A brother in Greece was arrested and taken to the police station. He gave such a good witness that one of the policemen later called on the brother at his home to obtain some literature. (163)

Much counsel has been given to us on the need of witnessing tactfully to those opposed and of answering their harsh words and threats with kindness. A special pioneer in El Salvador has done this and now is privileged to help many persons, formerly opposed, toward deliverance. (142)

## Publications Now Available

*After Armageddon*

—God's New World —Afrikaans  
Basis for Belief in a New World

—Afrikaans, Arabic  
*Can You Live Forever in Happiness on Earth?*

—Hindi  
*Christendom or Christianity*

—Which One Is "the Light of the World"? —Chinese, English, German, Hollandish, Italian, Portuguese, Spanish

*God's Way Is Love*—Amharic, Armenian, Cishona  
"This Good News of the Kingdom"  
—Braille

## Memorandum by Counsel

Due to important changes in the Department of Justice procedure, recently made, a new memorandum has been prepared by General Counsel for Jehovah's Witnesses. All brothers who have appealed their cases to appeal boards should request the *Department of Justice Memorandum*.

All brothers who have cases pending in the courts should write for the *Attorney's Memorandum*, which may be given to their lawyer.

All such requests should be sent to Hayden C. Covington, 124 Columbia Heights, Brooklyn 1, New York, along with a self-addressed, stamped envelope.

enrollment requirements. Consider the matter carefully and if you qualify, then send for your application right away, indicating whether for vacation or regular pioneer service.

## A Blessed Privilege of Service

<sup>1</sup> "A faithful man shall abound with blessings." (Prov. 28: 20) How true that is! Jehovah's willing servants have found this to be so. To the extent that they have applied themselves to Jehovah's service, to that extent have their blessings abounded. And especially has this been so with those who have faithfully heeded the call to engage in full-time ministry—the pioneer work—whether regular or vacation, according to their circumstances. All these have increased in maturity and have become more able and qualified ministers.

<sup>2</sup> It is a joy here in the office to read many letters of appreciation from congregation publishers who have digested the fine article in the March 1, 1955, *Watchtower*: "Is the Full-Time Ministry for You?" Along with many of the letters is an application for regular pioneer service or a request for an application. One such letter reads: "Having just read the article on pioneering in the March 1 *Watchtower*, I feel that no longer should I put off doing what I've wanted to do for a long time." Have you read the article and given it due consideration?

# "Not Forsaking the Gathering of Ourselves Together"

## Book Placements Increasing

We must learn to live! Not in the ways man decrees, but as Jehovah God ordains it! It would be folly on our part to follow a course other than that outlined by God. Safeguarding what we most desire means making it our business to meet regularly with ones of like precious faith: "Not forsaking the gathering of ourselves together."—Heb. 10:25, *NW*.

We shall continue to offer two books and two booklets on a \$1 contribution in June, covering neglected city and rural territory. How are we doing placing books? Past campaigns reveal good results. In 1953 an average of 136,412 publishers, within a two-month period, placed 402,150 books. Did we do as well in 1954?

## Magazine Placements

<sup>1</sup> How are you getting along in placing at least nine magazines each month? That is the minimum number each publisher should strive to place every month. With eight months of the service year completed at the end of April, each publisher should have reported at least 72 magazines. It is suggested that congregation servants analyze Publisher's Record cards the first part of May and advise the congregation of its standing, along with suggestions for improvement.

<sup>2</sup> Do you have a sufficient supply of magazines? At the end of April the *Watchtower* campaign ends, but this is no reason for reducing the number of distributors' copies, if the publishers will put them out. Continue placing magazines! Check with all publishers right away to determine how many copies of each issue the congregation can use and then submit a magazine order blank to the Society.

<sup>3</sup> Remember, any day of the week can be used by the congregation as Magazine Day. And what if a publisher cannot support regular Magazine Day service? If this is the case he can do magazine work some other day, with the exception of Sunday, which all publishers should set aside to work from house to house with the monthly offer and then make back-calls. Housewives and others who can arrange an hour here and there may profitably do magazine work in their own neighborhood as they have opportunity.

<sup>4</sup> With each publisher distributing at least nine magazines each month the two most important magazines on earth will continue to reach and feed countless people of good will.

Yes: 158,801 publishers left 477,248 books in the homes of persons of good will. What shall we do in 1955?

Basing conclusions on the facts that (1) we have more publishers now than before and (2) the training program benefits are definitely being realized with many more using effective three- to eight-minute sermons, we should exceed what was accomplished in previous years.

The last part of June will see the start of the five outstanding North American assemblies. Take literature with you in traveling and place some whenever you can. Keep an accurate record of the time you spend in preaching and if you are not at home at the end of the month, send your report to your congregation servant, so he can arrange to have the complete congregation report compiled and submitted to the Society.

## "Make Sure of All Things"

### 2nd Week:

Devil and Demons (pages 106 to 108)

Several publishers visiting together happen to enter into informal discussion of demons. All wish answers to questions they have. One suggests checking the book "Make Sure of All Things", and thereafter a very lively and profitable discussion of this material follows.

### 4th Week:

Earth and Its Destiny (page 108 to Psalm 45:16 on page 110)

Publisher in closing a three- to eight-minute sermon answers householder's question on destiny of earth and arranges to return and cover the subject further. Scene changes to back-call a week later, where following points are discussed: Permanency of earth, what earth is destroyed and how God will populate earth with righteous people.

## Coming Literature Offers

July, August and September: One book and a booklet on a contribution of 50c.

# CONGREGATION ORGANIZATION

## 1955 Conventions

<sup>1</sup> Jehovah's witnesses are advertising 'the King and Kingdom,' and especially have they been doing so from and after 1922. It is an ever-increasing function, and particularly at convention time, when it is accomplished on a widespread basis, because it magnifies and enhances the name of Jehovah and brings joy to all of God's people.

<sup>2</sup> Of course you are making plans to attend one of the large conventions in this country, and many will be planning to attend the European conventions too. So you will want to plan to share in advertising before reaching the convention city and while there.

### CAR SIGNS

<sup>3</sup> Car or bumper signs will be available this year for the conventions and will be appropriate regardless of the city that you attend. The size is the same as before, 4½" x 20", and they will be made of fluorescent material. To apply, merely remove the protective paper on the back and place the sign on any clean surface, such as the car bumper. The signs, cash items, are ten cents each. Congregation servants may now order the quantity needed for the congregation. These may be used en route to, during, and on your return trip from the convention.

### BADGES

<sup>4</sup> You will also want to advertise the assembly by wearing a celluloid

badge. It may be worn from the time you leave home until you return home. If you are going to Europe you will want to continue wearing it on your entire trip and during all the assemblies you attend there. The new card will fit the holder used last year at the district assemblies. Obtaining cards should also be taken care of by the congregation servant, who is requested to ascertain the congregation needs and submit a cash item order. The cards will cost one cent each and the celluloid holders (which may also be ordered), five cents each.

### TAPE RECORDINGS

<sup>5</sup> There will be no recordings made or permitted at the Chicago, Vancouver, Los Angeles or Dallas assemblies. However, if any wish recordings, they may be ordered at any one of the assemblies. Certain programs selected by the Society will be recorded and made available at about the same cost as in 1953. These may be ordered and will be mailed to your home address, if you live in the United States.

### PIONEER MEAL TICKETS

<sup>6</sup> Meal tickets will be mailed to pioneers who were on the list as of January 1, 1953. Treat the ticket as you would money. Do not leave it at home or lose it, as none will be replaced. These tickets are valid only at the convention cafeteria and at only one convention city.