

INFORMANT

OCTOBER, 1954

"Every day will I bless you, and I will praise your name forever and ever."—Psalm 145:2, CB.

BROOKLYN, N. Y.

Daily Blessing the New World Sovereign's Name *Awake!* Campaign Quota: One Subscription for a Publisher

Goal Well in Sight

¹ Giving praise to Jehovah is pure pleasure! The happiness it gives us is multiplied by the time we spend in blessing his holy name. Daily service, then, is essential in bringing happiness to ourselves and joy to the heart of the new-world Sovereign.—Ps. 145:2.

² Daily worshippers of Jehovah, always alert to keep Jehovah's name before the people, rejoice to share in the annual *Awake!* campaign. It is another opportunity to acquaint many more people with its excellent coverage of diversified fields and with its intimate review of global conditions, forewarning readers that only through God's kingdom will conditions earth-wide be permanently bettered. Specially selected articles of public interest will be carried in the

October issues, in addition to the public lectures now contained in each issue of *Awake!*

³ During October offer the *Awake!* subscription and three booklets on a \$1 contribution. The quota for each congregation publisher is one new subscription and for pioneers, four. As shown below, each year since 1951 we have been coming closer to meeting this quota.

"Awake!" Campaign	Total Subscriptions	Per Cent of Quota Reached
1951	65,430	54
1952	107,394	81
1953	133,466	91
1954	???	Working for 100

⁴ Yes, the 100 per cent goal is definitely within sight. Last year we were just nicely getting started with three- to eight-minute sermons when we obtained 133,466 new *Awake!*

subscriptions. That is the highest number of subscriptions ever taken in a single month! Undoubtedly, this October will be even better, since all of us will be using three- to eight-minute sermons in our house-to-house ministry with the offer all five Sundays of the month. Spend at least two hours each Sunday morning in the house-to-house work and then an hour or so making back-calls. Midweek witnessing arrangements should also be made. With all of us doing our part, we shall far exceed our previous peak of 133,466 new subscriptions.

⁵ Engage, then, in this pure pleasure of blessing the new-world Sovereign's name in October. Tell others of *Awake!* and its excellent features. By doing so you will bring happiness to yourself and to others.

Pioneers Recommend Pioneering

Encouraging Words

¹ "What a grand provision for all to enjoy!" "Many publishers here really appreciate the opportunity to pioneer. There is no finer way to spend time." Daily the Society receives such expressions from appreciative congregation publishers, regular and vacation pioneers of all ages. Whole families have written in for applications and some congregations write: "Arrangements are being made so that practically every publisher will pioneer some time during the year." One writes: "Thus far, we have 11 regular and 10 vacation pioneers. This makes our congregation of 59 publishers very happy."

² Typical are these encouraging words from new pioneers: "My experiences the past weeks have been very happy ones. Just a taste, but, my, how refreshing! They've whetted my appetite for more." Another, "The many joys and blessings that Jehovah's service brings are greatly multiplied while pioneering. All publishers should take advantage of this arrangement. I know they will be glad they did." And, "I've always wanted

to increase my service privileges. Here is the way." One writes, "Not just vacation pioneering for me—I want to be a regular pioneer from now on."

³ Inspiring and confident are the words from pioneers who have served for years: "Pioneering has taught me to have full confidence in Jehovah. It keeps me doing his will and leaves no time for nonessentials. It's been the happiest time of my life. I wouldn't trade it for anything." Another says, "It's a lifetime career without equal. Spending each day in service gives one peace of mind and pleasure, builds a keener appreciation for Jehovah's loving-kindness and makes one want to show gratitude." And this noteworthy one, "Jesus' words 'there is more happiness in giving' have certainly proved true. What a thrill to help others! My only regret is that I didn't start sooner."

⁴ The remaining time till Armageddon is limited. From now until then we are extended ministerial privi-

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Meeting Attendance

Attend Regularly

¹ Attendance at all meetings of Jehovah's people today is very urgent. Next to the Bible *The Watchtower* is one of the most enlightening influences upon the earth. The study of it privately and with the congregation is indispensable. The service meeting and ministry school are likewise enlightening forces necessary to a broader vision and to equip each one of us for new-world living and theocratic service. Congregation book studies and public meetings are provided by Jehovah to give us greater understanding of Kingdom truths.

² The great truths of the Kingdom and its requirements cannot be explored by us apart from our brothers. Jehovah never purposed that they should, for we are told that 'no prophecy is of private release' and 'not to forsake the gathering of ourselves together, as some have the custom, but encourage one another, and all the more so as the day draws near.' (2 Pet. 1:20 and Heb. 10:25, NW) With these points in view, let

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Means of Awakening

How will people call upon Jehovah if they are not preached to? All of Jehovah's witnesses know the answer to this question and therefore diligently arrange to share regularly in the preaching work and to present literature, knowing that through the spoken and printed explanation of the Scriptures many will be awakened to the truth.

From all walks and ways of life people of good will toward God are awaking to the truth. It is not the past that counts, but, rather, what one does upon learning the truth. You will enjoy reading what effect the truth had on a hardened criminal in Hawaii. (172)

Through the assistance of "Let God Be True," many thousands have been awakened to the truth. And it does not take long, as shown in the report from North Borneo. (245)

Even tracts can be used effectively. "Awake from Sleep!" was left with a lady in South Africa who was not too receptive. After reading the tract, what did the lady do? She immediately looked up the publisher to subscribe for "Awake!" (247)

And speaking of "Awake!" A man in Peru was so impressed with this magazine that he wrote a fine article about it and had it published in a prominent student paper. The result? Others were influenced to subscribe for "Awake!" (230)

Being awake ourselves and knowing the merits of "Awake!" we should all diligently present the subscription offer from house to house this month. It will be the means of awakening many.

Youthful Witnesses

Does one have to be old in years to understand the truth? To take a firm stand? To preach? The 1954 "Yearbook of Jehovah's Witnesses" contains many fine reports showing that youthful witnesses are doing fine work and have Jehovah's blessing and favor as they share in the ministry.

In France three girls, 11, 15 and 17, learned the truth and started attending meetings. What happened? Read the interesting account on page 154 of how, among other things, they exasperated the village priest with their knowledge of the Bible to the point that the priest warned all his parishioners against listening to the truth spoken by an 11-year-old girl! Another fine example is found on page 196.

At the tender age of five a youthful witness in Nicaragua effectively told her grandmother why her speechless, sightless and deaf images are worthless. She is also able to witness alone at the doors. This is another good example of what results when parents assist their children to have a solid foundation for life in the new world. (207)

Youthful witnesses, are you regularly engaging in magazine activity? Have you tried starting a magazine route around your home? You can effectively take part in this feature of the ministry as shown by the example of other young ministers in Greece. (166)

All youthful witnesses should regularly attend meetings and be attentive during them so as to learn from them. Participate in them, too, as appropriate occasions are afforded and then be regular in the ministry by sharing in field service.

Presenting THE GOOD NEWS

With Awake!

¹ Uppermost in the minds of men today are the troubles in the world. This gives us a wonderful opportunity to develop pointed three- to eight-minute sermons based on world conditions, and when offering *Awake!* to point out that it covers world events along with many other fields of knowledge. As a basis for your theme you might use Luke 21 as follows:

² "Good morning! [Introduce yourselves.] We are calling on honest-hearted people today concerning the troubles on the earth. Needless to say, there are much wickedness, suffering and corruption throughout the world, and in almost every home there is unhappiness. All of us have wondered why these conditions exist and what the remedy might be. The Bible shows there is a reason for these troubles. Jesus spoke of such conditions afflicting mankind, at Luke 21:10,11, [read and apply to events of last forty years]. In fact, he foretold that conditions would become so bad that heart disease (America's No. 1 killer) would increase, as verses 25 and 26 show. Seeing these things happening makes us want to understand *why* they are happening and what they all mean. In verse 31 Jesus said these troubles would mark the nearness of the Kingdom, for which we have prayed. All claiming to be Christians must now keep awake to world happenings and their meaning, for Jesus shows in verse 36 that the majority of

mankind will be destroyed for failing to do so. To aid you in watching and keeping awake to world developments and their meaning, we are privileged to offer you this magazine *Awake!* on a year's subscription for just \$1. . . ."

³ Another might be: "I am making a friendly call on you with a message of comfort in these distressing times. No doubt in looking at conditions in the world today you realize the seriousness of this time period in which we are living and desire to know what hope there is for world peace. Under divine inspiration Jeremiah, a faithful prophet, in his prophecy at chapter 8, well outlined our condition today. Verse 15 reads: [read from Bible]. Notice, too, how the nations are fulfilling his words at Jeremiah 6:14. God assures us at Isaiah 9:6,7 that his provision is for a government of permanent peace for righteous mankind. In order to gain true peace we need to be taught by Jehovah, as Isaiah 54:13 and Psalm 2:10-12 show. To aid people to be awake, not only to conditions of the world, but also the remedy—'God's government of peace'—I feel sure you will appreciate this timely journal entitled *Awake!* . . ."

⁴ By participating in the house-to-house work often this month, using these or other pointed three- to eight-minute sermons at every door when making the *Awake!* subscription offer, it will be your good pleasure to assist many persons of good will to become regular readers of *Awake!*

Meeting Attendance (Cont'd)

us consider pertinent facts pertaining to our association with the meetings Jehovah has arranged for our welfare.

³ Since January, 1954, on the average, approximately 47,000 (28 per cent) publishers have not attended the *Watchtower* study each week; 65,000 (38 per cent), the service meeting; 68,000 (40 per cent), the ministry school and 58,000 (34 per cent), the congregation book studies. These brothers love Jehovah but apparently do not realize that they are looking upon Jehovah's table with an attitude bordering on contempt. Attending meetings and participating in them are essential to theocratic well-being and proper Kingdom service.

⁴ Jehovah's table is indispensable in this day of judgment. It is vital to our preservation and salvation and

entry into the new world. Therefore, attend and participate in all meetings regularly. In this way you will grow to maturity in Jehovah.

Pioneers Recommend . . . (Cont'd)

leges no other human creatures have ever had, nor will have again. Do not linger or wait. Enjoy them to the full by becoming a pioneer. The Society will be happy to supply you with a pioneer application blank, regular or vacation, upon your request. Accept the good recommendations of those already pioneering. Become a pioneer!

Coming Literature Offers

November and December: Three books and three booklets for a \$1.50 contribution, or the *New World Translation* of either the Hebrew or the Greek Scriptures and a book for \$2.

YOUR SERVICE MEETING

Know Your Magazine

The following two demonstrations are to assist all publishers to become familiar with the material in the October 8 and 22 issues of "Awake!" which will be used during the campaign. Consider the October 8 issue as early in October as possible and the October 22 issue two weeks later. Announcement should be made to the brothers well in advance so that all publishers may prepare to take part and benefit from the discussion.

First Meeting: A panel of "experts" on platform faces congregation, fully prepared to answer any questions propounded by audience. Questions asked should bring points to view that can be used in "Awake!" presentation. They should arouse interest and curiosity and create a desire in others to have more information, which an "Awake!" subscription will supply. Chairman will act as moderator and see that things are kept moving. He will call upon various ones so that as many as possible are given opportunity to take part. Quick and ready questions from the audience as well as prompt answers from the "panel" will allow for greatest coverage. Each "panel" member can be given a turn in rotation in answering questions, or raised hands can indicate readiness. The chairman should see to it that time spent and questions asked are properly proportioned so that each article gets some consideration. "Do You Know?" questions on page 28 of each issue may be used in addition to the ones publishers make up for this meeting. With answers brief and to the point, this meeting will be most lively, informative and beneficial to all in becoming acquainted with "Awake!" magazine used during the first part of the campaign.

Second Meeting: A brother will be assigned to prepare good, pointed questions on "Awake!" The audience will be told the week before to come prepared to answer questions on any article in the October 22 issue. A minimum of pausing will avoid loss of time and yield best results, so stress preparation. The brother should prepare some questions on each article. Interest can be added by calling upon the group seated on one side of the hall and then the other. With many brothers answering the questions, zest will be added to the part, making it absorbing and profitable. True and false statements can be asked periodically. Questions on detailed statistics or complex data are not necessary. Rather, use interesting points that publishers may use in presenting the magazine. With all publishers being thoroughly acquainted with the magazines used during the campaign and by all taking a full part in the house-to-house service, this will be the best "Awake!" campaign to date.

Congregation Publisher's Record Cards

When congregation publishers move to another locality, they should take their Publisher's Record card with them and give it to the new congregation servant. Also, as far in advance as possible, they should send the Society a change of address for personal *Watchtower* and *Awake!* subscriptions, giving both old and new addresses.

Be Alert and Awake

October will undoubtedly be the best "Awake!" campaign to date. More publishers than ever before will take part in this campaign and all of us are better equipped than ever to present effectively this excellent magazine after giving a three- to eight-minute sermon. The keynote to successful witnessing during the month of October, as of all other months, is preparation. For best results prepare and practice your sermon before going into the field work.

SCENE I (5 min.) Mother and daughter (or son) in kitchen preparing Sunday breakfast discuss day's activities. Both look forward to using their sermons in the field, and comment on how many good experiences they have had using them. So that all can have a part in and stay longer in the service, mother has made preliminary preparations for Sunday dinner. She comments as to how much better it is to plan ahead this way so as not to have to stay at home Sunday morning while the rest are enjoying field service privileges.

SCENE II (16 min.) Father comes in at end of discussion and compliments his industrious wife. He is glad all have arranged to spend a portion of Sunday together in Jehovah's work. All sit down to table (conductor narrates while others pantomime consideration of text, prayer and the reading of a branch report). Then discussion turns to sermon for the day. Father asks mother what theme she is going to use; then he suggests that he act as householder and listen to her presentation. Mother gives a four-minute sermon from start to finish. Father offers a point or two of counsel and then asks his daughter to give one she has prepared. Mother acts as householder while father listens. Daughter gives a good three-minute sermon. Father makes a suggestion or two and then gives a five-minute sermon. In conclusion, as they leave the table and prepare to reach the contact point on time, father commends all for being well prepared to take part in the "Awake!" campaign.

Conclusion: (3 min.) Conductor points out the value of each one's preparing sermon in advance and then practicing the sermon before another and receiving suggestions. Being prepared gives one greater joy in the field and makes for a more effective presentation. Endeavor to use three- to eight-minute sermons at every door in presenting the "Awake!" subscription offer.

Promptly Handle New Subscriptions

To provide new subscribers with good service it is necessary for subscription slips to be sent to the Society's office promptly. Publishers are requested to turn in immediately all new subscription slips to the accounts servant. He will carefully check each slip to see that it has been properly filled out. The complete name and address of subscribers should be given. Do not abbreviate the name of the city or the street. As the zone number is very important, please see that it is given correctly. Congregation servants are requested to see that subscription slips are sent promptly to the Society each week.

"Make Sure of All Things"

2nd Week:

Communism (pages 65-67)

Back-call: Publisher makes return call on person who made the claim that the Bible supports communism. Publisher proves (1) that early Christian congregation was not communistic though members helped one another, (2) that each Christian was responsible to provide for his own household and did not covet another's property, (3) that Christians recognize God as supreme and do not try to overthrow governments and laws, (4) that Christians bring up their children in the discipline and the authoritative advice of Jehovah.

4th Week:

Confession (pages 67-70)

During home Bible study a Catholic person brings up question on confession. On concluding study, publisher starts on page 68 and clarifies how and through whom Christians are to make confession for shortcomings and sins, and sums up with definition and origin of unscriptural practice of confessing to priests.

New Arrangement for Ordering Bound Volumes

It will not be necessary for congregations and individual publishers to place orders for bound volumes of the *Watchtower* and *Awake!* magazines a year in advance as heretofore. Starting with the 1955 volumes please do not submit an order for these volumes until advised to do so by an announcement in the *Informant*, which will be made about November or December of 1955. It will be appreciated if publishers order volumes through the congregation, so all orders for a congregation can be combined. The cost for a volume remains \$2. When you have sent in an order for volumes and your address changes before the order is filled, please be sure to send in your change of address for mailing the volumes ordered.

Publications Now Available

Booklets

God's Way Is Love

—Arabic, Portuguese

The Joy of All the People—Douala

Tracts

What Do Jehovah's Witnesses Believe? (T1) —French, Indonesian

Hell-Fire (T2) —French

Jehovah's Witnesses, Communists or Christians? (T3) —French

"Awake from Sleep!" (T4) —French

Hope for the Dead (T5) —French, Indonesian

The Trinity—Divine Mystery or Pagan Myth? (T6) —French

How Valuable Is the Bible? (T7) —French, Greek

Life in a New World (T8) —French

Aiding "the Desire of All Nations" to Come In

Follow Up All Placements and Start Bible Studies

¹ Jehovah is now giving the nations of this world a shaking from which they will never recover. One of the chief means is by having the good news of his kingdom preached as a witness to all nations. And with what telling effect? Jehovah is drawing the desirable ones from all nations to fill his house of worship with glory and praise.—Hag. 2:7.

² Continued preaching will aid many, many more desirable ones. You may help others during Novem-

ber by presenting one of the following offers: Three books and three booklets for a \$1.50 contribution, or the *New World Translation* of either the Hebrew or the Greek Scriptures along with a book for a \$2 contribution. Each publisher may select the combination of his choice. Prepare and use three- to eight-minute sermons to stimulate greater interest.

³ A definite record should be made of all placements. Then make back-calls to encourage further investigation and study. A prepared ten- to fifteen-minute sermon expanding on what was discussed or placed on the

initial call is an excellent means to build up the original interest and lends greater effectiveness to return calls. Endeavor to develop back-calls into Bible studies. Remember our goal: Every publisher conducting at least one Bible study. Also, let us keep in mind the quota of each publisher: the placing of at least two magazines each week.

⁴ The work of gathering the desirable ones from all nations continues to grow and expand. A vast multitude now fills Jehovah's house with glory and praise. Share now in aiding unnumbered others to come into the blessed surroundings of Jehovah's organization and to add their voices to his further glory and praise.

Continue Studying the Book "New Heavens and a New Earth"

Many congregation book study groups are nearing the completion of their study of our latest study aid "New Heavens and a New Earth". This book contains so much valuable information that the Society suggests it be thoroughly studied at congregation book studies at least twice, after which one of the following books may be studied again: *What Has Religion Done for Mankind?* "This Means Everlasting Life", "Let God Be True".

Well Done Kingdom Publishers!

At the district assemblies it was announced that our July and August reports would have to average 157,761 publishers to meet the 10 per cent average increase set for the 1954 service year. "We Made It!" as you will see below. Well done, Kingdom publishers!

UNITED STATES QUOTA FOR 1954
153,962 Publishers

Monthly Field Service Report

	July Report			
	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	313	140.7	52.8	6.1
Pioneers	5,565	89.9	26.8	3.7
Vac. Pios.	2,163	89.0	15.5	1.5
Cong. Pubs.	149,476	9.8	2.7	.4
Total Pubs.	157,517			

Public Meetings Held: 7,654

	August Report			
	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	362	133.9	47.7	5.2
Pioneers	5,280	93.8	29.4	3.9
Vac. Pios.	1,690	85.4	17.3	1.7
Cong. Pubs.	150,753	10.2	2.9	.4
Total Pubs.	158,085			

Public Meetings Held: 8,785

CONGREGATION ORGANIZATION

Progressive Arrangements for Giving Assistance

¹ For over a year now, in accord with arrangements made during the circuit servant's visit, mature publishers have been assisting other publishers. It is a joy to observe how well the arrangements are being established in the congregations and supported by publishers wholeheartedly co-operating.

² In order to keep abreast with the progress being made, circuit servants will make adjustments at the proper time to keep progressive arrangements in operation at all times. After serving a congregation several times the circuit servant should not spend all his time working with those who are already assigned to assist others and who are doing good work. He should work with those who have progressed to the point where they possibly qualify to assist another and with those who are assigned to assist others but who may still need help themselves. Other available time will be spent working with publishers who attend the service center.

³ As heretofore, congregation servants will supply circuit servants with a list of all congregation book studies and publishers assigned to each. He will recommend which studies the circuit servant is to work with and show which publishers he feels to be qualified to assist others but who have not been assigned as yet to do so. He will also show who have been assigned and then indicate who, if any, among those assigned to assist others could use further assistance themselves. (Circuit servants will continue to check personally Publisher's Record cards for de-

tailed information, on arrival at congregation.) The congregation servant will also show which publishers will be available to work with the circuit servant in the morning and in the afternoon. This is to be done for each day of his visit. With congregation servants diligently supplying this most important information the circuit servant is able to spend time most effectively during the entire week with the publishers.

⁴ In harmony with the June, 1954, *Informant*, the circuit servant should make definite arrangements for two publishers to work together. Wherever possible he will get the two publishers together and discuss what is required. Occasionally it may be necessary to assign a publisher to assist another where the opportunity is not afforded to get them together privately to discuss the assignment. In this case the assignment should be made and the congregation servant given the responsibility to see personally that the two publishers understand the arrangement. By making assignments during the week rather than waiting until Sunday evening, the circuit servant will be able, in most cases, to get the publishers together himself and discuss arrangements.

⁵ The circuit servant should make a thorough examination of the training program each time he serves a congregation and then make whatever adjustments he may find necessary to ensure greater progress. It should not be necessary for the circuit servant to make major adjustments in the basic setup each time he serves a congregation, but adjustments can be made in individual assignments when necessary to keep the program progressive.

★ Every Publisher a Regular House-to-House Preacher of Good News! ★