

INFORMANT

SEPTEMBER, 1950

"Preach the word."—2 Tim. 4: 2.

BROOKLYN, N. Y.

"Stick to Your Work" Will Service Year Start with New Peak?

September Features Three-Booklet Offer

¹ An important work has been assigned to the servants of God. It is important because upon their faithfulness to their assignment depend their lives and the lives of those who hear and heed them. The time in which to accomplish this work, making known Jehovah's name and purpose, is limited. Small wonder, then, that Paul's counsel to Timothy, "Stick to your work" (1 Tim. 4: 16, *Moffatt*), is again brought forcefully to our attention. It was important for Timothy and is now infinitely more important for us not to 'grow weary in well-doing', but rather to continue steadfastly to do our work.

² Past devotion to our work under both favorable and unfavorable conditions has brought outstanding results. With ever-increasing crescendo new peaks have followed one another. Encouragement through the "faithful and wise servant" for further increases has been met with increased zeal, planning and effectiveness. The resultant new peaks were therefore not accidents. They were a manifestation of Jehovah's blessing upon sincere efforts.

Working for a Peak

³ But potentials for even further publisher peaks continue to exist around us. Do not the long-time publishers still possess that zeal and determination that pressed them into service in the past? And are they not now assisted by literally thousands of eager new witnesses of Jehovah? It would not seem improper, then, to seek to begin our new service year with a new peak of publishers.

⁴ To work intelligently toward a peak one must realize where the increases come from. This growth is not a mysterious something that other companies have but yours does not. These thousands of new publishers are made up of that man on the street that showed interest in *Awake!* and was invited to a public lecture; the family who subscribed for *The Watchtower* and upon whom an alert publisher called back; the woman who had been attending meetings for years but had never before been really helped into the service. Does not a check of your company show these same people to be among you? Then your company, too, can have a new peak if you diligently stick to the work of aiding them to advance to maturity of knowledge and appreciation.

⁵ But if the potential number seems too low, further questions may be in order. Are you *working* from door to door so as to contact good will? Are you participating wholeheartedly in house-to-house work with the magazines as well as on the street corner? Do you *really* follow up the interest? And after making your back-calls do you conscientiously endeavor to establish studies and

continue to aid these people to get out into the work themselves? Your answers may suggest need for improvement. But though you are working hard and still no increases have resulted, there is no need for discouragement. Jehovah will bless you with expansion in his due time.

Booklet Work to Aid

⁶ September's offer will be three booklets, one of which should be colored-cover, on a contribution of 10c; and if any of the brethren have brought new booklets with them from the New York assembly these may be included in the offer. Experience has shown that it is relatively easy to place such an offer, and many interesting experiences result. New publishers will therefore find it encouraging and easy to start out in the booklet work. In their initial service, perhaps you might suggest that they hold the booklets and then present them to the householder after you have given a brief oral witness of introduction. Be helpful in every way possible; a real considerate shepherd to them.

Organize Company Book Studies for Booklet Work

⁷ Through the company book studies as working units, the booklet work can be stimulated. Company servants, check with the study conductors to see that definite steps are taken to establish the company book study as a point of contact where publishers can go out in the evening booklet work for perhaps an hour before the study. An additional evening might be set aside for booklet work also since many persons can then be found at home who are otherwise at their places of business. Usually they are found to be more receptive at this time of day. Where booklet placements are made, this should be noted and back-calls made.

⁸ September is usually a good month to work rural areas that are not accessible at other times of the year. Companies that have such territory should include plans for covering as much as possible during the open months.

⁹ It is suggested that early in the month a list of the irregular publishers be made. After aiding these into the service, the latter half of the month can be devoted to aiding as many new ones as possible. Regular publishers can be assigned to assist these individuals through the study conductors. Do not be coercive, but show real consideration and interest toward these brethren.

¹⁰ The Lord is now accomplishing the gathering of his "other sheep". It is our joyful privilege to invite them to "come" and drink freely of the truths which have so refreshed us. Giving us added determination to continue in the good work we have begun are the ringing words of the apostle, "Stick to your work!"

123,707 Hear Public Talk at New York Fearless Activity Outlined for the Future

Kingdom Publishers Equipped for New World Living

¹ As this *Informant* goes to press, New York, the world's greatest city, is still talking about the world's greatest convention, the 1950 Theocracy's Increase Assembly of Jehovah's witnesses. The spectacle of thousands of peaceable servants of God from 67 nations day after day packing out the mammoth Yankee Stadium, a combined total of 123,707 hearing Brother Knorr deliver the public talk "Can You Live Forever in Happiness on Earth?" caused New York, the nation and the world to admit that "something of moment is taking place in our town".

² If this great gathering of Christians so impressed outside observers, how much more must it have affected those who attended the sessions! What were some of their impressions? Not one could fail to note the predominant theme, the increase and other signs pointing to the nearness of the old world's end and the need for clean, fearlessness, uncompromising activity in the few remaining years. And why should we fear? The Theocracy is here and its King is ruling in our midst!

³ Crystal clear now is the line of demarcation between God's organization and the Devil's. Communism or any other scheme of world government holds no attraction. The sinking ships of religion, politics and commerce are present snares to encroach upon our service and tie us to the old world. Though men may soon endeavor to restrain us from Kingdom service, we will be determined to continue to serve God, underground if necessary; and, when Jehovah brings final release at Armageddon, we will step forth from shattered places of detention, free and fully organized for New World living.

⁴ Throughout the assembly the witnesses were repeatedly urged to stick to their work, to lay aside burdens which retard their service, to remain close to and progress with the organization, the only existing new world society. A thrilling high point was the startling revelation that many of the other sheep now on the earth who continue on in Jehovah's service and prove their integrity right down through Armageddon may be privileged to share in the role of "princes in all the earth". How important, then, to care well for the Kingdom interests placed in our hands!

Equipped for New World Living

⁵ Further, Jehovah's witnesses were here equipped for New World living as they have never been before. What was probably the most significant convention release of all time, the *New World Translation of the*

Christian Greek Scriptures, provides the pure word of Jesus and his disciples. Now we have a reliable textbook to which we can turn with assurance, a pure language for both ourselves and those who hear us.

⁶ And what could have been more appropriate for our new world society than a textbook on New World living? The 320-page bound book "*This Means Everlasting Life*" fills this longfelt need. It points out God's requirements for daily living which must accompany diligent field service, if we are to attain to life. How glad we are for the admonition that we must keep our organization clean by our own proper conduct and by refusing to lower God's righteous standards merely for the sake of greater numbers, as have decadent religious organizations in the past.

⁷ Outstanding increases have manifested Jehovah's blessing on our efforts in the past. The increases yet ahead will undoubtedly be even more spectacular, provided we apply ourselves with diligence and put to good use the instruments that Jehovah has placed in our hands. Think of the unprecedented flood of releases in those eight fleeting days! Fifteen in English and twenty-five in sixteen other languages! It will require not a little effort to absorb this spiritual food, and then out into the field to share these blessings with others!

⁸ Not to be overlooked were the experiences of pioneers and reports from Branch servants and missionaries the world over. Here was concrete proof that Jehovah is with his people regardless of their location or circumstances. If he can provide for them in distant lands, is there any reason to doubt that he can provide for you too? Hundreds left this assembly determined to enter the pioneer ranks *soon*. Is that also your hope?

⁹ Then there was the eventful trip through the factory and the Bethel home. What impressed the visitors? Whirring machinery putting out thousands of publications, yes; but primarily it was the unity, the co-operation and cheerful purposefulness of the workers, the cleanliness and organization throughout. Shouldn't these serve as a pattern in every company throughout the world? No bosses, but a world-wide family each doing his utmost in the service of Jehovah!

¹⁰ Space prohibits a complete review of all of the assembly's blessings. More will be found in the convention report and in the memories of those who attended. But certain we are that there is work ahead, and increased opposition too. Let us, then, unitedly take advantage of our present opportunities, remain in our places and continue to turn in an acceptable report until all who live are serving Jehovah with one accord.

"It Is Nearer than They Think" Testimony Period

Awake! Featured for One Month

With wishful promises as a sedative, world leaders put to sleep those they control. In a heady stupor they go on indifferent to the near approach of the final end of this world. However, Jehovah will have all men know that the world's destruction at Armageddon is nearer than they think. The declaration of this warning and its result were long ago foretold, "Howl ye, for near is the day of Jehovah, as destruction for the Mighty it cometh." (Isa. 13:6, Young) But what can we use to arouse them from their worldly slumber and effectively 'declare the day of vengeance of our God and comfort all that mourn'? One ready instrument is the magazine *Awake!*

How well *Awake!* suits our needs! Each copy carries within its 32 uncensored pages a rousing warning to awake to the signs that mark the end of this old world, and at the same time holds high the sure hope of a new and righteous world. It is a real friend, exposes our enemies and contends for freedom for all. Truthful, colorful, interesting, enlightening is the magazine *Awake!*; and during October we will present to the people a one year's subscription, on the contribution of \$1.00. No premium will be given.

Persons speaking languages other than English should also be given the opportunity to subscribe. See the second page of the magazine for the

list of languages in which *Awake!* is available.

Advance Preparation Necessary

Servants should order needed distributors' copies and subscription slips early. Line up territory and organize for group witnessing in unworked sections. Arrange instructive service meetings with practical demonstrations on how to present the offer and overcome the objections peculiar to your territory. It would be well to again review the instructions on the sheet "How to Properly Handle Subscriptions".

Publishers, equip yourselves by attending these meetings. Further prepare by reading *Awake!* so that you will know its contents and can use this knowledge in its presentation. Be ready to take subscriptions in the store-to-store and street work, on magazine routes, from house to house, on back-calls and Bible studies; and don't forget your neighbors and friends. Each publisher should thus easily attain the quota of one subscription for the month, and pioneers one each week.

Keep a record of all who subscribe, so back-calls can be made to cultivate the interest found. From the first day of October to the last, do your best. Lovingly help others into the service. Let all know that Armageddon is nearer than they think. Thus you will serve for Jehovah's vindication and the salvation of all who love righteousness.

Publications Now in Stock

"Let God Be True" —Cinyanja
The Kingdom Hope of All Mankind —Cinyanja
Counsel on Theocratic Organization for Jehovah's witnesses—Cinyanja
New World Translation of the Christian Greek Scriptures —English (Symbol #7bi)
"This Means Everlasting Life" —English (Symbol el)
Can You Live Forever in Happiness on Earth? —English (Symbol lf)
Defending and Legally Establishing the Good News —English (Symbol fr)
Evolution versus The New World —English (Symbol ew)
Songs to Jehovah's Praise —English (Symbol l'sb)
The Joy of All the People—Estonian
"The Kingdom Is at Hand"—French
"Equipped for Every Good Work" —German
The Joy of All the People—Gujarati
"Let God Be True" —Hawaiian
"Let God Be True" —Ibo
"The Kingdom Is at Hand"—Italian
"Let God Be True" —Norwegian
"Let God Be True" —Polish
"Let God Be True" —Portuguese
Counsel on Theocratic Organization for Jehovah's witnesses —Portuguese
The Kingdom Hope of All Mankind —Portuguese
"The Truth Shall Make You Free" —Russian
The Joy of All the People —Russian
"This Means Everlasting Life" —Spanish
"Equipped for Every Good Work" —Spanish
Awake! (22d issue) —Spanish
Informant —Spanish
"Let God Be True" —Tagalog
"Let God Be True" —Xosa
"Let God Be True" —Yoruba
Counsel on Theocratic Organization for Jehovah's witnesses—Yoruba
The Kingdom Hope of All Mankind —Yoruba

Debates

Occasionally individuals or groups in various parts of the country, who are usually interested primarily in gaining publicity for themselves, challenge Jehovah's witnesses to participate in debates. As a result, the question of whether or not to accept such challenges comes to the minds of the brethren.

Knowing as we do that the Scriptures are of no private interpretation and that Christian doctrine is not established by debating, we should not feel under any obligation to accept a challenge to debate. If a person honestly wants to know the truth, he is willing to sit down and dispassionately consider what God's Word has to say. Otherwise, his interest manifestly is to propagate his own ideas, and not to hear and learn.

In a debate as much error as truth is presented and the hearers, frequently moved by oratory and eloquence of speech, are prone to base their decision upon the showmanship of the individual rather than upon God's Word. Certainly little opportunity is afforded them to 'prove all things' by comparing the Scriptures with what is said. The truth can be much more effectively presented by going from house to house, contacting the sheep and holding regular Bible studies with them.

The final decision, of course, must be made by the local company. If the brethren should take it upon themselves to participate in a debate, they should go ahead and complete the arrangements, accepting the responsibility they have assumed and preparing diligently so as to be able to refute errors likely to be advanced as well as to present the truthful and Scriptural viewpoint. It accomplishes little to write the Society for counsel after such arrangements have already been made.

Company and Pioneer Supplies

Supplies for the coming service year for both pioneers and companies are enclosed with this *Informant*. Supplies for companies are report cards for each month of the service year and a Company Progressive Report sheet; for pioneers, report cards for each month and Daily Record Sheets; for special pioneers, monthly Report and Allowance Request forms and Daily Record Sheets. Those special pioneers who use them will also be sent report cards for the President's Office.

All other forms should be ordered in the regular manner as they are needed. Instructions relative to proper reporting will be found in paragraphs 32 to 42 of *Counsel on Theocratic Organization*. These instructions could be profitably reviewed by the entire company as well as by pioneers at this time.

Field Service Report

The field service report for July is not included in this issue of the *Informant*. In order that the brethren might have the *Informant* for use during September it was printed immediately following the New York assembly and before the Bethel vacation. Field service reports for both July and August will appear in the October *Informant*.

Coming Conventions

The dates for European conventions as well as other assemblies that were mentioned by Brother Knorr at the New York convention will be announced as soon as they are definitely known. Watch *The Watchtower* for these announcements; until then please do not write for convention information.

Rates for Spanish *Awake!*

Since the Spanish *Awake!* is now semimonthly, distributors' rates are now the same as for the Spanish *Watchtower*: a paid distributors' subscription of 5 copies, \$3.75 a year; 10 or more copies of an issue to one address, 3c a copy; single copies, 5c each.

Field Service Chart, 1950-52

Each company is now being sent a new company chart covering the next two service years, beginning September 1, 1950. Included with each is an instruction sheet which describes how to obtain the proper figures to post on the chart. The assistant company servant should study these instructions carefully and immediately put up the necessary information, such as the monthly averages for last year and the new 10-percent-increase quotas for the coming year. Most companies are being sent ungunmed numbers due to previous difficulty when numbers stuck together in the mail.

As soon as the company report is completed each month it should be posted on the chart. An analysis of the chart should be included on the service meeting program each month. This will enable the company to discern where progress is being made as well as to discover weaknesses which should be remedied by the company in order to maintain a balanced field service program.

If each publisher will keep a close watch on the company's progress as revealed by the chart and then put forth a personal effort to help the company improve where necessary, Jehovah will add his blessing

Company Book Studies

Equip for Efficient Home Bible Studies

The company book study plays an important part in our progress to Theocratic maturity. When properly arranged and supported by the publishers it becomes the very heart of Theocratic growth in that locality, whether rural or urban. It is a center for acquiring Kingdom information and equipping the publishers to more effectively serve the Kingdom.

All Theocratic-minded persons who have hope for life in God's kingdom will welcome the opportunity to study together and discuss the advanced Kingdom light contained in the new book "*This Means Everlasting Life*". The Society recommends that all company book studies change to a study of "*This Means Everlasting Life*" as soon as the publishers have their personal copies, so that they may become familiar with its contents for later use in the field. The company book study is the place to become equipped for your future service with this wonderful instrument; therefore, all are strongly urged to attend and support it.

The manner in which the study is conducted determines to a great extent how effective it will be. The study conductor should be well prepared by thorough and careful study of the lesson so that the main points will be clear in his own mind. He should encourage all to comment at the study. This will include new attenders and children, who might be reluctant to comment unless encouraged to do so. It is not necessary for the conductor to repeat or sum up all the comments on the paragraph. This will have a tendency to discourage those commenting, because they may feel their comments were unsatisfactory. If the point is not made clear by comments from those present, then the conductor should add whatever is necessary to clarify it. It is best for the conductor to encourage the brethren and those present to do the commenting.

A company book study well conducted and supported is lively and a joy to the heart of all in attendance. It will deepen the impression of the truth on our minds as well as encourage us to dig for new truths. It reveals new points for our use in field service. Hence, the publishers should not only support this study, but also encourage persons of good will in that vicinity to attend with them and share in the spiritual feast.

Home Bible studies may be changed over to the study of "*This Means Everlasting Life*" as soon as you wish. However, if only a few chapters remain to be covered in the book you are now studying, especially if it is "*Let God Be True*", then it is suggested that you finish it before changing to the new book. It is well to keep the study within the hour, whether it is a company book study or a home Bible study.

In unison, we, as Jehovah's consecrated ministers, will push on in this grandest work on earth. We are thankful for each provision our Creator makes for our service to him. Let us show this appreciation by supporting the company book studies and making the most effective use of our new book "*This Means Everlasting Life*".

and each company will have its proportionate share in the grand Theocratic increases which are now so evident world-wide.