

INFORMANT

APRIL, 1956

"Prove me now herewith, saith Jehovah of hosts, if I will not open you the windows of heaven, and pour you out a blessing."—Malachi 3: 10, AS. BROOKLYN, N. Y.

SHINING AS THE "LIGHT OF THE WORLD" The Big 1956 Gathering Is On!

Work to Make April an All-Time Peak Month—

In Publishers

¹ Last April the world was made to know that Christendom is not the 'light of the world,' but that true Christianity is and that Jehovah's witnesses are true Christians. Jesus' words included us when he said: "You are the light of the world." Therefore, "let your light shine before mankind, that they may see your right works and give glory to your Father who is in the heavens."—Matt. 5: 14, 16, NW.

² By Jehovah's undeserved kindness we hope to see, not only a 20 percent increase in publishers during April, but a new all-time peak in praisers of Jehovah. To report "We Made It!" will require 196,650 ministering. That is a lot of publishers! True, but to show that it can be done with Jehovah's blessing, briefly review last year's report.

³ In December, 1954, we had a 5.9 percent increase, with 163,841 publishers. The April goal of 20 percent was 184,763. Would it be possible to have 21,000 additional publishers in the field by April? We all remember how Jehovah blessed our diligent work. We all took to heart the slogan "each one help one" and the result was a 21.5 percent increase. This year, similar to last year, our December report of 172,612 publishers (5.3 percent increase) stands approximately 24,000 short of our 196,650 goal for April. What must we do this year to reach it?

"Each One Help One"

⁴ First of all, every publisher should set as a personal goal his being in the service and reporting by Sunday, April 8. The assistant congregation servant will give each study conductor a list of those who did not report by the 8th of the month. They will follow through quickly in checking with these pub-

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In Magazine Placements

¹ By the time this *Informant* is received all publishers will have had opportunity to read the April 1 *Watchtower*. After reading it you will know why special distribution has been arranged, and certainly you will want to use it wisely to spread a flood of light into the minds of many now held captive by the darkness of this old world.

² Since this issue is written particularly for the public, it should be easy for all publishers to place an average of 20 copies. The March *Informant*, under Presenting the Good News and Your Service Meeting, contains excellent suggestions for placing copies and should be reviewed by all. By offering the April 1 issue in these various ways, just as we did the booklet last year, none will have difficulty in placing them. By our remembering that our magazine goal this month is to double the magazine placements of one year ago, with each publisher placing a minimum of 20 of the April 1 *Watchtower*, plus the regular amount of the other issues, and by our reaching this goal, our April magazine report will be the greatest on record!

³ If you have copies of the April 1 issue left when the April 15 issue is released, place the two together at the usual rate. Use the April 1 issue until the supply is exhausted. Any congregations needing additional supplies of the April 1 *Watchtower* should rush their orders in and the Society will mail the magazines immediately. A stock will be kept on hand at the factory throughout the month.

Back-Calls

⁴ As suggested by Brother Knorr in his letter last month, try to make 20 back-calls on the 20 magazine placements and use the magazine to

(Continued on page 3, col. 2)

In Subscriptions and in Other Fields

¹ This is the concluding month of the subscription campaign. How are we doing? The best ever so far! In January we obtained an all-time high for any *Watchtower* campaign month, with 111,730 new subscriptions. And our February report showed 97,417, an increase of 35,208 subscriptions over this same two-month period of one year ago. Do you have your quota of two subscriptions, publishers? Of 20, pioneers? Of 30, special pioneers? Increasing house-to-house service with good sermons will help you to reach your quota.

² This being the month for all-time peaks, let us work hard to make April a peak month for new subscriptions too. In addition to regular house-to-house service, making the subscription offer, follow up all subscription leads as in Presenting the Good News. No doubt many of these will want to subscribe.

What Can Happen in April

³ With "each one helping one," April will be an all-time peak publisher month. With "each one" placing an average of 20 of the April 1 *Watchtower*, plus the usual amount of other issues, April will be an all-time peak magazine month. With "each one" making back-calls on the April 1 *Watchtower* placements in addition to other regular back-calls, having in mind the starting of home Bible studies, April will be an all-time peak back-call and home Bible study month. With "each one" devoting all possible time to field service and making the subscription offer at every opportunity and following up leads, April will also be an all-time peak hour and new subscription month.

⁴ May Jehovah bless "each one" of us and our united efforts in all fields.

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

Around the World with Jehovah's Witnesses

Special Campaign Results

One year ago Jehovah's witnesses world-wide were in the midst of a special campaign pointing out the real light of the world by means of the booklet "Christendom or Christianity—Which One Is the Light of the World?" What were the results? The "Yearbook" is literally filled with comments and experiences, a few of which follow.

Was the quota of 30 booklets for each publisher to distribute something impossible to accomplish? Not for any who were active in the field. A publisher in Belgium worked territory near her home and in 30 minutes distributed 20, obtained 10 more and placed them in another 20 minutes. On making a back-call on a booklet placement she started a Bible study with a neighbor who had previously mocked her. (91) Be sure to make back-calls on April 1 "Watchtower" placements.

That new ones may effectively share, a new publisher in British Guiana, though being sick, distributed 16 in a week and was instrumental in helping a good-will person to start studying. (97)

Antigua reports the booklet campaign was a real success and resulted in starting six new publishers. Unique was the method one publisher used to place 80 the first morning. (203) A brother in Haiti used a similar method to place 51 in three days. (168) Why not try it with the April 1 "Watchtower"?

Tremendous enthusiasm accompanied distribution of the booklet in Australia. All shared, young, old, newly interested and veteran ministers. The result? The brightest month of activity on record. And enthusiasm did not die at the end of April, for all were fired with zeal to shine on and help others. (81)

The good results from the special booklet campaign world-wide are very gratifying and appropriately summarized by the president on pages 287, 288. With all of us zealously supporting the distribution of the special April 1 "Watchtower" in March and April, we shall look forward to good reports on this special campaign too.

Bearing Increased Light

¹ "Light is sown for the righteous, and gladness for the upright in heart." (Ps. 97:11) As a happy Kingdom announcer are you planning to reflect increasingly the light Jehovah has sown? Will your plans materialize? They will for a certainty if you enter the pioneer service.

² Have you not admired the zeal of foreign missionaries and wished circumstances were such that you could be one of them? Oh yes! you say, but circumstances are such that I cannot. Well, then, have you thought about becoming a "home missionary," a pioneer in your own congregation's territory? Or, if you want a "foreign" assignment, the Society has ample unassigned territory for you. Whether in home territory or in unassigned territory, "let your light shine" and increase your right works now by taking up the pioneer work.

³ Schools will soon be out and young ministers everywhere will be applying again for the vacation pio-

By Following Through on Subscription Promises

¹ Many times after we deliver our sermon and make the subscription offer householders say: "I can't take the subscription now, but if you call again I'll take it." What should the publisher do? Offer two magazines for 10c or should he make arrangements to call back for the subscription at the convenience of the householder?

² The alert publisher will do both. He will offer the two magazines for 10c so that the person can read them to see their value and, additionally, he will make definite arrangements as to the time to return and obtain the subscription. One should not take the negative attitude that the householder is using this just as an excuse to get rid of him. In many cases the householder is sincere and will subscribe if the publisher follows through.

³ After placing two magazines and in preparing for the return visit this might be said and done: "I'll be glad to call back at the time you say and by then you will have opportunity to read this fine article 'Making All Mankind One Under Their Creator.' And, while thinking about it, why don't I write your name and address on this subscription blank in order to have all the necessary information ready when I return to get your subscription? I know that you will want to receive *The Watchtower* regularly

neer service. We shall be looking forward to receiving applications of thousands who, as before, will use their vacation period to pioneer. Is this service limited to just the young ministers? No! *All* ministers can plan on spending some time during this summer in this work. Last year, 1955, over 2,700 became vacation pioneers. In 1954, the year before, 4,389 were enrolled. What does this year hold forth? You supply the answer. If you cannot be a regular pioneer, then vacation pioneer for a month, two, or more months. And, remember, those with but a two-week vacation can be "two-week" vacation pioneers. Make wise use of your vacation time by pioneering!

⁴ This month congregation servants may well plan a stimulating service meeting on the pioneer service and its blessings. Every publisher should feel his responsibility and make plans now to bear increased light this year as a pioneer.

after reading this article and seeing its value as a Bible study aid."

⁴ The return call should be made at the designated time. Should we just say: "I'm back in the neighborhood again and have stopped by for the *Watchtower* subscription you said that you would like to have"? This kind of approach would be cold and unfriendly and would hardly be enough to rekindle their interest in the subscription. You might say something like this: "Good morning Mr. [or Mrs.] —. How are you today? I am the minister, Mr. —, that called on you a short time back with the *Watchtower* magazine. In the issue that I left is the article 'Making All Mankind One Under Their Creator.' Wasn't it a pleasure to read here on page 200, under the subheading 'Not just a dream' [have copy in hand] that God is going to do all these years, namely, unite all righteous mankind under his kingdom? Many people living in this divided, disturbed old world have expressed great appreciation for the comforting Bible information found in this article. Of course, for us to be united with our Creator, we must know his purposes and what he wants us to do. That is the sole purpose of *The Watchtower*. Each issue helps us as Christians to better understand the Bible and points forward to the only hope for mankind, God's kingdom. I have the subscription blank that I filled out the last time I was here and shall be happy to send it in for you. A year's subscription is only \$1."

⁵ Be alert to all subscription possibilities throughout April and this is likely to be a record campaign.

The Watchtower Available in Armenian and Turkish

Subscriptions may now be obtained at the rate of \$1 a year for the Armenian and the Turkish *Watchtower*. Both of them will be printed once a month, 16 pages an issue, beginning April 1, 1956. Individual copies will be 10c to the public, while the price of distributors' copies to publishers will be 7c each.

Publications Now Available

After Armageddon—God's New World —Efik, Zulu
Basis for Belief in a New World —Icelandic, Indonesian, Tamil
Can You Live Forever in Happiness on Earth? —Ewe
God's Way Is Love —Croatian
"This Good News of the Kingdom" —Burmese,
French, Indonesian, Motu, Urdu

YOUR SERVICE MEETING

Help New Ones to Preach

(Use this demonstration on the first service meeting in April)

Chairman (2 min.) Sets theme, gives facts and figures on prospects for reaching 20 percent increase and how home Bible studies are big field from which increase will come. Congregation's attention is directed to following new arrangement being introduced to aid new ones to preach.

SCENE I (10 min.) Bible study servant approaches two or three study conductors at Kingdom Hall. Discussion starts with peak Memorial attendance and how therein lies 20 percent increase potential, since many were undoubtedly good-will persons with whom Bible studies are held. The Scriptural need to help these persons to attend meetings regularly, to continue study and start in service is discussed. In answer to conductors' question, "What can we do?" Bible study servant provides each with a list containing the names of publishers conducting Bible studies, and opposite the publisher's name, the name of person(s) studied with as well as date study was started. This gives conductor over-all picture of increase potential for his service center. Conductors appreciate list and ask how it is to be used. Bible study servant suggests that conductors contact each publisher conducting a study and discuss with him definite ways in which he can encourage and aid the person studied with to share in preaching work during April, as follows:

1. At completion of weekly study briefly discuss Scriptural need for all to share knowledge learned with others. (Isa. 50:4; Gal. 6:6, NW)
2. Discuss urgent need for all mankind to have opportunity to know of Jehovah's provision to unite all obedient mankind under Kingdom.
3. Purpose of the April 1 "Watchtower" is to help fill this need.
4. Demonstrate the ease of presenting magazine, actually telling what to say (Use Presenting the Good News and Your Service Meeting suggestions of March "Informant").
5. Encourage, invite and make definite arrangements for time and date to work together before congregation book study, Magazine Day, Sunday witnessing, etc. Study conductors then freely express their views on new arrangement and make additional suggestions they might have that have been effective. All are eager to do their part. In conclusion Bible study servant reviews briefly the counsel on new ones' reporting preaching, found in Congregation Organization, and points out that publishers starting new ones to preach should understand proper reporting.

SCENE II (4 min.) Study conductor talks to publisher on list of those who have conducted study sometime without aiding person in service. He outlines the need for the publisher to take the initiative to help the person to preach and explains how it may tactfully be done by following the five points mentioned by Bible study servant. Publisher expresses appreciation for helpful information, which he promises to apply right away.

SCENE III (4 min.) At conclusion of the study the publisher applies suggestion, which results in definite arrangements being made with person studied with to engage in field service.

Chairman (2 min.) Stresses need for all to co-operate. It will be the means of assisting many to start preaching, in accord with Jehovah's commands.

Starting Studies in the April 1 "Watchtower"

Chairman (2 min.) The placement of the April 1 "Watchtower" opens the way for many discussions and back-

calls with persons of good will. Our aim? Place an average of 20 magazines each and follow up placements with back-calls. Simple, logical presentation in main article lends itself to study by new persons. Make your back-calls with the goal of starting studies in mind. Effective, short, special sermons will open way for many home Bible studies.

SCENE 1 (10 min.) Couple at home plan for calls they will make on April 1 issue placements. As most magazines were placed without using three- to eight-minute sermons, they feel that a short back-call sermon that will get right into the magazine would be most effective and enable them to make more back-calls and start studies. Theme: "Need for Uniting Mankind" is chosen. What will they say to get started? Perhaps the opening words might be: "Good evening. Since placing the 'Watchtower' magazine with you last week, I've been eager to talk to you about the article 'Making All Mankind One Under Their Creator.' As you read it, undoubtedly you thought, like most people I've talked to, how good it would be if the world were united in peace."

Sermon

1. At Psalm 133:1 the writer expressed the same thought when he wrote (read or quote and then comment as to how unity would bring joy and peace among nations and people).
2. World should be one happy family, as all are of one flesh, having descended from Adam, the first man. Refer to first few sentences of paragraph 1 (read or give essence of) and then ask question, "What causes the division?"
3. Note how nicely paragraph 2 tells us (read down to Zechariah 14:13).
4. Then direct householder's attention to question on paragraph 2, and after pointing to Matthew 12:25, 26 (located in paragraph 2) suggest that householder get his Bible so this important point can be looked up and discussed.

Couple agree this will be an easy and effective way to attract initial interest in the article and to start a home Bible study. They are eager to apply this special follow-through sermon.

SCENE II (10 min.) At back-call the brother follows the above sermon. Interest is manifested by the good-will person, a few paragraphs are discussed and arrangements are made for another call, to continue consideration of article.

Chairman (3 min.) Back-calls on magazine placements will produce results if publishers are prepared. Getting the right start is vitally necessary. Place the magazines, keep a record of placements and then call back. Use this sermon or one of your own that will lead into a discussion of the material in special issue. As discussion progresses, use "Let God Be True" as a reference. Show how various points considered are enlarged upon in book. Example: paragraph 19 discusses God's proper name and its meaning, as does Chapter II in "Let God Be True". This will allow for an easy transition into a study of "Let God Be True" when magazine is completed.

In Magazine Placements (Cont'd)

start home Bible studies. It is an excellent issue to use in this regard, as shown in the Your Service Meeting demonstration of this *Informant* "Starting Studies in the April 1 Watchtower." Try it for good results.

1956 Assembly Locations

The Society is pleased at this time to make a preliminary announcement of the four-day 1956 district assemblies. Some are definitely arranged, while others are practically certain, although contracts have not as yet been consummated. We are giving you the dates of all of these to enable you to make preparations to attend this year's assemblies.

DEFINITE ARRANGEMENTS

July 19-22: Albany, Calif.; Niagara Fall, N. Y.

July 26-29: Lansing, Mich.

August 2-5: Cheyenne, Wyo.; Columbus, Ohio; Louisville, Ky.; Phoenix, Ariz.; Pocatello, Idaho; Reading, Pa.; Spokane, Wash.; Troy, N. Y.; Tulsa, Okla.; Waco, Tex.; Worcester, Mass.

August 9-12: Montgomery, Ala.

TENTATIVE ARRANGEMENTS

July 19-22: Jersey City, N. J.; Pittsburgh, Pa.

July 26-29: Mandan, N. Dak.

August 2-5: Augusta, Ga.; Long Beach, Calif.; Lubbock, Tex.; Madison, Wis.; Omaha, Neb.; Salem, Oreg.; Winston-Salem, N. C.

August 9-12: Minneapolis, Minn.

In addition to those given above, we expect another city in southern California will have an assembly.

Publishers may attend any city they desire. However, where the distances are comparable it will be helpful if you can arrange to attend the city suggested by the Society, to help adjust attendance to conform with convention facilities, as well as to accomplish the desired witness. For instance, Florida Circuits Nos. 1, 2, 4 and 5 could preferably go to Montgomery, Ala.; northern Vermont and New Hampshire, to Troy; Ohio Circuit No. 9, to Louisville instead of Columbus; Maryland Circuits Nos. 1 and 2 and Cleveland and suburban congregations to Pittsburgh; Pennsylvania Circuit No. 1, to Reading; Minnesota Circuit No. 1 may attend Mandan. More detailed information will accompany the May *Informant*.

Expiration Slips

These notices should be distributed to publishers upon receipt so that calls may be made on former subscribers, many of whom will have read and enjoyed the magazines but overlooked the need of renewing their subscription. Report ones obtained as new subscriptions.

"Make Sure of All Things"

2d Week:

Honorary Titles (pages 171 and 172)
Discourse by qualified brother.

4th Week:

Idolatry (page 172 to Rom. 1:22, 23, 25 on page 175)

Back-call made on householder who previously said he prayed to, believed in and worshiped God through images. In recent years, on seeing failure of images to answer prayers, he would like to know the Bible's teaching. God's mind on idolatry, past and present, obtained.

Loving in Deed as Well as in Word

Latest Book to Be Offered

A prime requisite for receiving and keeping Jehovah's love, which leads to life, is a special kind of love outlined at 1 John 3:18, NW, a love shown by deed and truth as well as by word. This love must be shown by us to Jehovah, our brothers and prospective brothers.

Love may be shown to all three at once during May by unitedly presenting the book *You May Survive Armageddon into God's New World* and a booklet on a 50c contribution. Just as we did in April, let us encourage and assist new and less active brothers to love in deed as well as in word by sharing in field work this and every month. The many new publishers that started in the magazine work by putting out

the special issue of the April 1 *Watchtower* should be encouraged to get a few magazines every month and to distribute them in house-to-house work, street work or among their friends. Keep them preaching as regular publishers.

UNITED STATES QUOTA FOR 1956
180,263 Publishers

Monthly Field Service Report

February Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bl. St.
Sp'l Pios.	247	147.7	56.4	8.0
Pioneers	4,789	90.7	31.1	4.5
Vac. Pios.	412	89.4	25.6	3.4
Cong. Pubs.	159,565	9.4	3.2	.5
Total Pubs.	165,013			

Public Meetings Held: 10,749

CONGREGATION ORGANIZATION

Home Bible Studies

¹ Who of those in Jehovah's New World society has not been helped to a knowledge of Jehovah and his requirements through home Bible studies? Very few of us learned the truth without this service, and none without the loving assistance of Jehovah's organization. The home Bible study is the chief means of bringing good-will persons on to maturity and aiding them to become associated with others in the New World society and share in the preaching of the good news.

² At times a publisher is overheard to say: "I leave the Bible study work for those more qualified than I am." Then, strange as it may seem, some fail to arrange for a home Bible study because they "do not have time for one." Who will say to the Master of the flock that he is not capable or cannot become qualified to conduct a Bible study, and who will attempt to excuse himself by saying he does not have time to feed the Lord's "other sheep"? No, we cannot afford to excuse ourselves. Otherwise, we find ourselves spending much time covering territory, placing literature and finding interested ones, and then failing to reap the results because of not conducting home Bible studies. Prepare for and make back-calls on April 1 *Watchtower* placements as well as other placements, and you will undoubtedly be able to start at least one Bible study in April.

³ As studies are conducted, the publisher should always keep in mind why the study is being conduct-

ed: It is "with a view to the training of the holy ones for ministerial work." From the very start we should have in mind helping the person studied with to absorb the truth and use what he learns to serve and please Jehovah. Praising Jehovah is a basic requirement to gaining life in his new world. Do not withhold from them this privilege. April is an excellent time to get them started with distribution of the April 1 *Watchtower*. Also, invite and assist them to attend congregation book studies and Kingdom Hall meetings regularly. Help them to get acquainted and feel at home.

⁴ When a person of good will shares in the service, the mature publisher should instruct him on proper reporting. If he understands that his witnessing activity contributes to the preaching of the good news and wants to turn in a report, he should be encouraged to do so. A little incidental witnessing, without having shared in one of the regular features of the service, hardly makes one a publisher, although the report on this service will be counted if turned in. (See paragraphs 49 and 50 of *Preaching Together in Unity*.)

⁵ Regular participation in the service, attendance at the congregation meetings and the personal assistance you give through the home Bible study will keep the new publisher progressing and soon he will see the importance of dedicating his life to Jehovah's service. Therefore, "Feed the sheep," Kingdom publishers, and make full use of the home Bible study as the chief means of doing so.

Unassigned Territory Campaign

During July, August and September special effort will be made to witness to all persons living in unassigned territory. The Society has revised the booklet *Unassigned Territory in the United States* and is sending a copy to each congregation with this *Informant*, along with an Unassigned Territory Application and a special letter of instructions, which should be read or discussed on the service meeting by a competent brother. Pioneers or groups of pioneers wishing to work unassigned territory should write immediately for an application, while congregations can use the one sent with this *Informant*. Select the territory you desire to work and submit your application to the Society before May 1.

In Publishers

(Cont'd)

lishers, encouraging and aiding them to get into the service. Again the 15th and the 22d of the month a list will be given to them by the assistant congregation servant so they will have up-to-date information to work on. With each one helping another, undoubtedly all 185,000 publishers who have cards in congregation files will serve and report.

⁵ But, as you can see, with all 185,000 publishers out it still leaves us over 11,000 short of the 196,650 goal. What more must we do?

Help New Ones to Start!

⁶ Yes, we must assist those with whom we study to take the next step toward life—join in preaching the good news. (Rom. 10:9, 10, NW) There are over 109,000 home Bible studies being conducted. Surely many thousands of these know enough of the truth to start preaching and will be thankful for your encouragement and help in assisting them to let their light shine. New ones can begin by offering the April 1 *Watchtower* magazine. To organize the work of aiding new persons to start, see the demonstration "Help New Ones to Preach." All who conduct home Bible studies will find the suggestions very helpful in starting new ones in field service.

⁷ To reach our 196,650 goal in April we cannot wait until the month is almost over. No, we must start at the first of the month and work hard throughout the month. Each publisher will have to be ever conscious of and apply the slogan "each one help one." By all working very hard, co-operating together in every respect and praying constantly for Jehovah's blessing, we look forward to being able to report "We Made It!" at the end of April.

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