

INFORMANT

JANUARY, 1946

"Be glad, ye nations, with his people."—Rom. 15: 10, Roth.

BROOKLYN, N. Y.

Immovability for Right Worship January Begins Four-Month "Watchtower" Campaign

150,000 Subscriptions for United States Our Aim

What a blessed privilege it is to be alive in this day, and on Jehovah's side of the world-rocking issue pressing for immediate settlement, the issue of right worship! Can the Almighty God draw to himself without compulsion the unbreakable worship of humans? No! challenged the Devil, He cannot. But time would tell; and time has told. Down through sixty centuries, repeatedly, has come the answer in favor of Jehovah. There were Abel, Noah, Daniel, and many others of a great cloud of witnesses who stood immovable for the right worship, no matter what the cost. There was Christ Jesus, who under faith-testing temptation settled the issue forcefully when he told Satan, "Thou shalt worship the Lord thy God, and him only shalt thou serve." Is it different in this day? No; if anything, today the issue is more definitely settled, for today there live on earth not 100, not 1,000, nor even 10,000, but more than 100,000 immovable worshippers, so that more than 100,000 times daily Satan is proved the liar that he is!

Right worship is not easy. It is not inseparable from work, hard, persistent work for every servant. It means, further, the loss of worldly "friends" and pleasures, the casting aside of many wants and luxuries, as well as self-pride. It means facing persecution, rebuffs at the doors, mobs, jail sentences, ridicule, discouragement at times, and even death. Yes, it means a constant fight against the demons; for the Devil will not cease trying to blot out the true worship, until he himself is obliterated. But, though faced with all this, what worshiper of the Most High wants to quit his ministry and seek after other gods? Where among religious worshippers can you find the peace of mind, the unquenchable joy, and the full satisfaction and freedom that pervades the ranks of Jehovah's people today? Worship another than Jehovah? Never, says the consecrated servant, as he looks ahead to the New World. But not in our frail selves can we continue firm for true worship; solely by complete reliance upon the invincible might of Jehovah, who backs us up, will we stand. As the psalmist puts it, "I have set the Lord always before me; because he is at my right hand, I shall not be moved."—Psalm 16: 8.

Remaining entrenched in our blessed position requires right knowledge. This the Lord provides through *The Watchtower*. What would be your reaction if *The Watchtower* suddenly stopped coming? Would you miss it? The answer is obvious. A deep craving would be set up in our hearts and minds for the vital Kingdom truths which fill its pages. To us *The Watchtower* is indispensable. It is not the will of God, however, that its message be limited to his present worshippers. To the contrary, Jehovah's mandate is that 'this gospel be preached in all the world', that others may learn of the true worship.

Effective "Watchtower" Presentation

To this end, beginning January 1, 1946, *The Watchtower* will be the talk of Jehovah's witnesses in all the earth as they diligently carry it to every home in their territory, seeking to obtain subscriptions therefor. This will be our 'work of worship' for four months. While you encourage others to subscribe, do not neglect to send in your own subscription; for surely every Kingdom publisher should be a *Watchtower* subscriber. But what can I do or say that will aid me in getting subscriptions? might be your query. First, the suggestion is offered that you study thoroughly Lessons 20 and 50 in *Theocratic Aid*, and strive to apply these points. Second, you must know what you're talking about at the door. This means personal study of *The Watchtower* before taking it to the field. Dig up some 'talking points' and use these in your presentation. The main article, the secondary topics, field experiences, and information on the inside front cover, as well as the questions, offer ample source material for this. Develop a brief, direct, extemporaneous witness outlining the *Watchtower's* importance and mission, speak with sincerity, conviction and enthusiasm, and then rely upon Him who is at your right hand for results and they will be forthcoming. The chief requisite for getting subscriptions is service in the field. You won't get subscriptions, or find the Lord's sheep, or have back-calls or book studies by remaining idly by a cozy fire; right worship means work. Also, in your presentation it can be pointed out that *The Watchtower*, spiritual food, can be had for a full year for less than two cents a week, while many spend a dollar for one temporal meal.

Free with each new subscription at the \$1.00 yearly rate goes "*The Kingdom Is at Hand*" and *The "Commander to the Peoples"*. Many will take the subscription on the value of the book alone. "Know" the *Kingdom* book. Cite its varied features: the topical index, the Scripture index, large print, color illustrations, simplicity of style, the theme of the Kingdom throughout. After one has agreed to subscribe, bring your testimony to a climax as soon thereafter as possible. Remember you are to call back. *Consolation* may be substituted where a person already gets *The Watchtower*, or prefers *Consolation*. This, however, is a *Watchtower* campaign; hence *The Watchtower* should have preference and be stressed in every instance. If a new subscriber has the *Kingdom* book, then another may be substituted, and, if a subscription is not obtainable, either for a year or for six months (at 50c, without the premium), then try to place the book and booklet, on a contribution of 25c.

Instructive, lively demonstrations illustrating the various methods of presenting *The Watchtower*, with a phonograph, testimony card, and verbal witness, should be arranged in all companies, and should continue periodically throughout the

campaign. Also, the form enclosed with this *Informant*, entitled "How to Properly Handle Subscriptions", should be considered in detail by all servants, while those portions pertaining to the publisher in the field should be discussed at service meetings. On this form appears a reproduction of a new subscription slip, which is now being printed. Publishers will continue to use the present slip until the supply on hand is exhausted. Please enter on the slip now in use all necessary information, as instructed in the form enclosed. It is essential that each company publisher and pioneer, and especially the servants, understand and comply with these instructions if subscriptions are to be properly handled at the Society's office. Right worship means faithfulness in all things.

Quotas

150,000 new *Watchtower* subscriptions for the United States in four months! 250,000 for the world! Can we do it? The final figure world-wide for the 1945 campaign showed that 207,800 new subscriptions had been obtained, and that despite the hindrance of war and its restrictions. By Jehovah's grace, this quota may not only be reached, but be exceeded, in this more favorable witnessing-year of 1946. It will be done, if each company publisher tries hard to attain his quota of one subscription each month, while pioneers aim for seven a month. Each foreign country will set its own quota and strive to reach it. Watch for the world-wide report that will be gathered and published in the *Informant* at the close of the four-month campaign.

With South America virgin territory for expansion of Jehovah's worship, 1946 should prove the greatest year yet for new Spanish *Watchtower* subscriptions. Our brethren to the south will delight to demonstrate their immovability by spreading *The Watchtower* to the four corners of their land.

Jehovah's people do well to keep before them the admonition of Paul as they inaugurate this campaign: "Become ye steadfast, immovable, superabounding in the work of the Lord at all times; knowing that your toil is not in vain in the Lord." (1 Cor. 15: 58, Roth.) Under no circumstances will the Lord's servants permit themselves to be dislodged; they will stand immovable for the right worship, proving it now by offering *The Watchtower* to all within reach.

On Reporting Correctly

From the reports received each month from special publishers, general pioneers, and company servants it is quite apparent that not all have carefully read the instruction letter on reporting, or even the report card itself. There are a number who, judging by the size of the figures, are still giving "Total New Interest Attending Book Studies" instead of "Number Public Meetings Held" in the last space on the report card.

Also, there is still some confusion as to how to report back-call book studies; this being particularly the case among some of the general pioneers from whom we receive such reports as 32 back-calls and 30 book studies. This simply could not be, as

How Does Your Kingdom Hall Impress Good-Will Attendants?

Do people of good-will comment favorably on the cleanliness and orderliness of your Kingdom Hall? Do they feel so much at home that they want to return? If not, then something should be done about it. The appearance of your Kingdom Hall reflects either favorably or unfavorably upon Jehovah's witnesses and The Theocratic Government, because it is natural for people to judge by outward appearances.

The Kingdom Hall is to be used to the Lord's honor and praise and to bring life-giving knowledge of Jehovah's purposes to people of good-will who are served by it. It should at all times be clean, tidy, well lighted and ventilated, properly heated and orderly, having no unauthorized signs or slogans displayed in the hall. Every company should, however, if they have not already done so, arrange to have the new yeartext neatly and properly displayed in the Kingdom Hall. Window displays should be changed frequently and the windows kept clean, so as not to resemble some dingy religious mission on a side street. Faded, soiled literature or unsightly signs should not be used. Cleanliness and neatness, which attract favorably the attention of every passer-by, should mark every window display. Better to have no display than a poor one.

Many brethren are meticulous about the appearance of their own homes; but how much more concerned should we be about the appearance of our Kingdom Halls, which are a provision for giving life-education and happiness to all those served by it! The company servant should arrange to schedule willing volunteers to systematically care for keeping the hall clean, neat, orderly, attractive and inviting. They will then know it is part of their responsibility to Jehovah. Arrangements should be made to have the hall thoroughly cleaned, windows washed, furniture dusted and arranged orderly, etc., regularly, so that people of good-will will not feel ashamed to be seen there, but will receive a good impression of the Lord's people and His organization and will want to return and be a part of it.

a back-call book study must be held at least twice a month to be reported as such, and each time the study is held it is to be reported as a back-call. Therefore, the very least number of back-calls one could report for 30 book studies would be 60. And if 30 studies were conducted four times a month, it would be reported as 30 studies and 120 back-calls. Under "Number Back-Call Book Studies" give the number of book studies in operation, or number of different places at which studies are being conducted, not the total number of times you held a book study.

Such mistakes as the above require considerable work to write for the correct figures. Therefore, all who report directly to the Society should carefully reread the instruction letter on reporting as well as the report card itself, and then give just the information required on the card, no more, and no less.

"Commander's" Testimony Period

Step Up "Watchtower" Campaign

"I have given him for a ... commander to the people."—Isa. 55:4

During the month of February, we have a testimony period of great importance: the "COMMANDER'S" Testimony Period. Not only is this of great importance to the Lord's people, but it is of vital concern to every creature on the face of the earth. The demand for, the desire for, and the need for a Commander was never so great as it is now. All realize the need for such leadership. Numerous "commanders" have been selected, but none of them have been entirely satisfactory, even to those who selected them. And, on the whole, they have left the people in general thoroughly disappointed, discouraged and disillusioned.

The motive that prompts the desire for such leadership varies according to the heart conditions of the people. The ultraselfish politicians, financiers and ruling clergy want a "commander" of their own choice, who will recognize and accept them and keep them in power. The deluded and blinded peoples of the world, who blame all their troubles on demonized human leaders of the past and present, want a "commander" who will wreak vengeance on their enemies, and exalt themselves to a position where they may enjoy the fruits of their so-called "victory". The meek people of the earth, who are sick of war and its attendant bloodshed, are feeling after and hoping for a righteous condition. They want a "commander" who will bring about these conditions for themselves, their loved ones, and all mankind. These are really 'feeling after God, if haply they may find him'.

The People with Vision and Responsibility

The only people on earth who can really evaluate the situation that exists today and who discern the true reasons for the failure of all human commanders and the only effective remedy for man's present condition are the witnesses of the Most High God. They know who the real "Commander" is, and why the selfish desires of the wicked will be shattered, and how the longings of the meek and teachable will be realized. This knowledge is a gift of God, and not of themselves. They are, therefore, responsible to the Lord God to use it according to his direction. In fact, they are made of the Lord signposts to direct the people in the proper course. This knowledge and responsibility separates them from all other peoples of the earth. They are a people for a purpose; which purpose they must fulfill.

The delusions of the adversary, minimizing the true "Commander" and magnifying all other commanders, are snares and pitfalls set out to entrap the people and keep them from recognizing and submitting themselves to the Lord's appointed Commander. The Lord knows this, and, centuries ago, made the necessary arrangement to counteract the schemes of the Devil. Through His Word he outlined the proper course of action to be taken by his people in order to fulfill their part in his grand arrangement. All of His people, whether anointed or Jonadabs, are, because of the knowledge they have, obligated to gather out these obstructions developed by the Devil and intended to thwart the purposes of Jehovah. In Isaiah 62, verses 6, 7, and 10 (A.S.V.), the Lord says to his witnesses: "I have set watchmen upon thy walls, O

Jerusalem; they shall never hold their peace day nor night: ye that are Jehovah's remembrancers, take ye no rest, and give him no rest, till he establish, and till he make Jerusalem a praise in the earth. Go through, go through the gates; prepare ye the way of the people; cast up, cast up the highway; gather out the stones; lift up an ensign for the peoples." This commission every anointed and Jonadab who has a knowledge of the Lord's purposes is obligated to carry out to the best of his ability, and, by the Lord's grace, each and every one who really has the spirit of the Lord, will do his part.

The Divinely Provided Instrument

No better instrument can be used for this purpose than the *Watchtower* magazine, with its divinely directed message that destroys the barriers and obstructions of the enemy and lifts up a standard of truth and makes the highway of the Lord passable to the people of goodwill. Twice every month this magazine comes to the homes of the people loaded down with treasures from Jehovah, comforting, soothing, and life-giving. The dollar subscription rate that they give for the magazine in no way compares with the comfort, hope, and blessing that it brings to them. Every witness must realize that there is no comparison between the small subscription rate for the magazine and the value of the message it contains. We should present the message with conviction and sincerity, assured of this, and in presenting it realize that we are bestowing upon the people the greatest opportunity for a blessing that they have ever received.

Go After the Isolated and Scattered

There is considerable territory in every company assignment and in many pioneer assignments that has not been reached during the *Watchtower* campaigns in recent years. A definite effort should be made to give this territory a thorough coverage this year. Plan now to reach these people during February, and continue working until all of them are reached. These people have been neglected not only in the *Watchtower* campaigns, but also in the public meeting campaign and other features of the Kingdom service. See that they are thoroughly served this winter through the *Watchtower* Campaign, public meetings, back-calls, and book studies. Follow through in all features of the work. Let each one take this assignment of 'gathering out the stones' very seriously. It is from the Lord, and all must answer to the Lord for their faithfulness in discharging their obligations. Plan now to care for all the good-will interest in the territory, that they may know and accept Jehovah's "Commander to the peoples".

November Report

PREVIOUS ALL-TIME PEAKS

	Publishers	Av. Hrs.	Av. B-C
Sp'l Pios.	1,580 2/43	178.0 3/42	67.7 3/42
Gen. Pios.	5,322 8/43	151.3 5/44	39.9 10/45
Co. Pubs.	66,079 4/43	20.3 6/40	4.6 10/40

		Nov. 1945		Nov. 1944	
	Pubs.	Av. Hrs.	Av. B-C	Av. Hrs.	Av. B-C
Sp'l Pios.	1,187	170.4	60.5	171.7	61.7
Gen. Pios.	2,820	139.1	38.6	145.3	38.9
Co. Pubs.	59,023	15.2	3.8	14.6	3.9

PUBLIC MEETING CAMPAIGN
Public Meetings Held 3,054

'Come, Let Us Go Up to the House of the Lord'

Regular Attendance at All Company Meetings Very Essential in These Evil Days

Two classes will eventually emerge from the dividing of the nations now in progress, both definitely marked, one for and one against the Lord. Those on Jehovah's side will comprise a class of men taught of him and firmly knit together in unity of thought and action through constant association in study and Kingdom service. They will stand entirely separate from the old, evil world. Thus the absolute need for regular attendance at the company headquarters' meetings for study and co-operative action becomes clearly apparent. The Kingdom Hall becomes the rallying point where those seeking the New World come together to learn of and to walk in the way of life.

In order for a company to function efficiently, everyone in the vicinity who loves God and has agreed to do his will needs to attend all company meetings, to be completely equipped for an effective ministry. There is spread the table of the Lord with food convenient and necessary for

spiritual growth and nourishment. The service meetings outline and explain the proper course of conduct in field service, and, at the close thereof, the Theocratic ministry course supplies essential training as ministers of the Most High. The book studies and *Watchtower* studies and public meetings also are an abundant provision of the generous Provider for nourishment and strength to his people to continue on in faithful service. The regular attendance at all these meetings becomes strong in the Lord, fully equipped with spiritual armor, weapons, and knowledge to join with all his brethren in unified, efficient, and diligent worship and service of Jehovah.

These benefits are largely lost by failure to thus associate in study and service. The company as a whole suffers and operates far below its possible effectiveness, and as individuals, and those forsaking the assembling of themselves together stand in danger of spiritual malnutrition, wasting away, and death. Those who now love the Lord will avoid such an unhappy possibility, and join themselves together in joyful worship and service to his praise.

Use Your Theocratic Library

A Theocratic library plays an important role in every Theocratic school. It contains much or all of our Kingdom instruction and educational material and can be a source of real Theocratic aid to every Kingdom publisher. There is no good reason why every company cannot have a good, usable, practical library for the use of all the Kingdom publishers and persons of good-will associated with the company. The company servant and school servant should arrange for an up-to-date, neat, clean, practical library, and show all of the publishers how to get the most good out of it.

The Theocratic library should contain all of the Society's publications, or as many as are available, including books, booklets, Bibles, magazines, etc. It should have as many translations of the Bible as are obtainable, for comparative study. Exhaustive concordances, Bible dictionaries, encyclopedias, and other reference books are also valuable assets to the library. You may also include books by recognized authorities for the purpose of refutation in talks. Do not include books which delve into religious interpretations, higher criticisms, or religious commentaries, of which 'books there is no end; and to study them is a weariness of the flesh'.—Eccl. 12:12.

This Theocratic library may be used by all publishers in gathering material for back-calls and book studies, or for improving their door-to-door presentations; in further research when studying *The Watchtower* and books, or to gather more information on some Scriptural point that is not clearly understood. Public speakers and student speakers will find it a priceless gem for making up and arranging talks. Material can be gathered from this source for presentation in service meetings. Brethren, there is no end to the value of the Theocratic library. Use this instrument constantly and profitably in the Lord's service.

Posters

The monthly posters supplied by the Society to the companies during the past two years seem to have accomplished their purpose. Therefore, commencing with January 1, 1946, they will be discontinued.

Support the Company Book Study

In the great work of 'disciplining all nations' every feature of the work is important. 'Because the foot is not the hand, is it therefore not of the body?' the apostle asked. And so today, 'because the company book study is not the service meeting, is it therefore not a part of the "disciplining" work?' Every feature of the work is important and must be properly taken care of if we are to carry out our commission in a manner pleasing to Jehovah and thus maintain our integrity.

In many companies the organized book studies are very weak. Conductors fail to see their obligation and privilege to properly prepare, and then fail to so conduct the book study as to make the meeting interesting and truly helpful; company publishers fail to support it by attendance, by comments, and by bringing their new interest. Some even excuse their failure to attend by stating that they would if they could count time; which reminds one of the priests and Levites who would not open and close the doors of the temple for nought.—Mal. 1:10.

Of course, if one has a back-call book study on the night of the company book study, and it is the best evening for that study, one's back-call study should be given preference. But even here, if possible, it would be better to bring your good-will interest to the company book study than to study with them alone, as by making this effort they are already making progress toward associating themselves with the Lord's organization.

A number of companies are inquiring as to what to study next, since they are completing their study of *"The Kingdom Is at Hand"*. This would depend upon the circumstances: how new the interest is, what book was previously studied, etc. Without doubt, much benefit would be gained by going through *"The Kingdom Is at Hand"* again. Or a study may be started in *"The Truth Shall Make You Free"* or *The New World*, either of which would be very profitable.

Let all get behind the company book studies and support them by proper preparation, regular attendance, ready comments, and by bringing new interest to them. Remember, "He that is faithful in that which is least is faithful also in much" applies also to the company book studies.