

# INFORMANT

JANUARY, 1951

"Praise Jah, you people, because Jehovah our God, the Almighty, has begun to rule as king."—Rev. 19: 6, NW.

BROOKLYN, N. Y.

## Sharing in the Final Witness 13th Watchtower Campaign Opens 1951

### Feature *The Watchtower* from House to House Four Months

<sup>1</sup>Another year of opportunity opens before us to declare Jehovah's kingship. This good news must be heralded in all the inhabited earth before Armageddon's destruction. Since this, then, is the final witness, all will want to personally have a part in it, as well as invite and aid others to likewise join in the final witness.—Matt. 24: 14, NW.

<sup>2</sup>How will we do this from January through April? During this 13th annual *Watchtower* campaign we will announce Jehovah's kingship by offering to the people a one-year subscription for the *Watchtower* magazine, and three booklets, on a \$1 contribution. The booklets to be given are: *Evolution versus The New World, Can You Live Forever in Happiness on Earth?* and any other self-covered booklet. Stress *The Watchtower* rather than the booklets. There is no objection to

offering both *The Watchtower* and *Awake!* subscriptions, with six booklets, on a contribution of \$2.00, where the publishers have good success in presenting both together, or where a person already subscribes for *The Watchtower, Awake!* may be offered with the premium of three booklets. (This is a change from the December *Informant*.) Companies will remit 90¢ with each new *Watchtower* or *Awake!* subscription. The premium is not given with renewals. Remember, too, *The Watchtower* is available in many languages. These are listed on the inside of the front cover of each magazine for easy reference.

#### Attaining the Quota

<sup>3</sup>The individual quota for company publishers is two subscriptions for the four-month campaign, while for the pioneers it is four each month. The quota for the United States will be twice the last peak  
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## Theocratic Ministry School

### Preparing Student Talks on the *NW Translation*

<sup>1</sup>The Society urges all attending the theocratic ministry school to get off to a good start in their analytical discussion of the *New World Translation of the Christian Greek Scriptures*. Every company should arrange a 15-20 minute demonstration for its service meeting built around the material to be considered in the new school schedule. The material that follows may be used in this demonstration along with any other points that can be brought out. If executed properly, everyone, students and attendants alike, will know just what is expected of him during the study of this fine translation.

<sup>2</sup>All should read and study each week's assignment to be familiar with the story or theme and analytical features. This will enable them to bring out what the speak-

ers may fail to cover. Concentrate on the analytical features rather than the story. Endeavor to show how this translation is different from and excels the common versions of the day. In preparing talks students should have before them copies of the *King James*, the *American Standard* and the *Douay* versions and the *Emphatic Diaglott* (for reference to its Greek text and its word-for-word interlinear translation) in order to compare them with the *New World Translation*. Then they should comment on the improved features and superior renderings and emphasize them so that the brothers can underline such in their copies of the new translation, or make notes of them.

#### Example

<sup>3</sup>In Matthew 1: 1 note that word "history". Does any other transla-  
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## 34 Per Cent Increase —Goal for 1951!

<sup>1</sup>During the 1950 service year 115 countries reported! Each year brings a larger number of countries into the field of action. But what is even more thrilling than this is the marvelous increase in publishers that has resulted from all the preaching activity. Of these 115 countries reporting, 28 had an increase in publishers of 50 per cent or more, and 45 had an increase of 34 per cent or more! We marvel at the work accomplished in other lands, but we are inclined to dismiss from our minds the possibility of such an increase right here at home. In the United States we had an increase of 19 per cent. Why should we be behind those 45 countries with increases of better than 34 per cent?

<sup>2</sup>Consider: Are there fewer sheep in our country? Is witnessing so much more difficult here? Are we lacking in literature and equipment? Are we financially hindered in preaching? No, for in all these points we are better off on a whole than our brothers throughout the world, being blessed with abundance. Should not we then show appreciation by increased effort?

#### Reaching the Goal

<sup>3</sup>Brother Knorr, as president of the Watchtower Bible and Tract Society, suggests that in addition to our quota of 10 per cent increase on an average we strive to increase the peak number of publishers by 34 per cent over the 1950 peak. That would mean a peak of 144,913 publishers reporting by next August. Certainly this is not impossible, for last April 144,890 persons attended the Memorial. Should not these persons also be heralding the good news of the Kingdom to others?

<sup>4</sup>Everyone must make the increase his business. It will require the co-operation of everyone: district servants, circuit servants, servants in the company, pioneers, and company publishers. Earnest zeal must be displayed on every hand.

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of publishers, or 220,000 subscriptions.

<sup>4</sup> While people in general do not appreciate the priceless value of *The Watchtower*, we do, and can therefore enthusiastically present the magazine. In your presentation show how attractive and valuable it is in gaining a clear understanding of the Creator's purposes. Be prepared. Read your own copy. Know its contents. Then use that knowledge in making your presentation. Back issues may be left with the people as sample copies. Calling back on such placements will provide openings for obtaining more subscriptions.

<sup>5</sup> The primary avenue for obtaining new subscriptions is the regular presentation of *The Watchtower* from house to house. If one fully appreciates the importance of this essential part of the ministry, he will set aside a definite time each week to participate in the house-to-house presentation of *The Watchtower*. Be determined not to let small and incidental things prevent you from sharing in the witness given from house to house.

#### Assist Each Other

<sup>6</sup> If till now you have not had an active part in the house-to-house witness work, take advantage of the Lord's organization with its mature servants to help you get started during this *Watchtower* campaign. Accompany one of the more experienced publishers for a while, or when the circuit servant visits your company, go with him. Servants and mature brothers and sisters, you are in position to help train and encourage these persons.

<sup>7</sup> Companies may profitably spend a few minutes, before going out in group witnessing, to demonstrate or discuss some effective ways to present the offer. The conductor should check to see that each one has the needed equipment, such as subscription slips, sample copies and record sheets. Keep an accurate record of all subscriptions placed and interest found, because you will want to call back and cultivate this initial interest.

<sup>8</sup> How will we cover our vast territory and give the final witness? With increased effort, of course! We will extend our preaching time by getting an earlier start and remaining in the field for longer periods of time. And we will aid others to bear witness of our reigning King and the blessings of his rule. We are determined during 1951 to spread the pure language of the 'good news of the Kingdom for the purpose of a witness'.

# Presenting THE GOOD NEWS

## At the Doors

<sup>1</sup> Honest persons in all walks of life desire life in peace and happiness and are now distressed by the perilous times in which we live. They need a comforting and cheering message, and Jehovah's witnesses have it! Confidently approach the door with these thoughts in mind. When you contact the householder, it is wise to make known the purpose of your call as soon as possible. Do not act hurried or frightened, but speak calmly and distinctly so that what you say will be understood. Be friendly and conversational, just as if you were talking to your neighbor. You might choose to introduce the message in this manner:

<sup>2</sup> "Good morning, I am Mr. ———, a minister of the gospel engaged in a Bible educational work. In these perilous times people all over the world need the comfort and hope that comes from knowing what God's purposes are respecting the earth. This information can be obtained only by an examination of God's Word, the Bible. The Bible teaches us to pray for God's kingdom to come, because through it we are to receive peace, security and life. It is comforting to know that that kingdom is here and we can confidently look forward to the blessings it will bring. I have a publication with me that shows where these facts are given in the Bible. It is this magazine, *The Watchtower*, whose purpose is to announce Jehovah's kingdom. Look what it has to say in this paragraph about that kingdom." Thereafter inform the householder how he can get *The Watchtower*.

<sup>3</sup> For those still uncertain as to

the value of the magazine to them, you can point out its excellent features. It contains enlightenment on important Bible prophecies that are ancient patterns for present-day happenings; it answers puzzling and perplexing questions in each issue; it considers the lives and actions of Bible characters, as well as doctrine, recent archaeological findings, research on ancient writings, languages, history and geography. Of special interest are the articles dealing with human relations, conduct, rearing of families, etc. And do not forget its convenient size, easily read type on non-glare paper, and colorful illustrations.

<sup>4</sup> Or, you might be able to use the handbills to good advantage in introducing the gospel at the doors. After introducing yourself and stating the purpose of your call, you might say: "A part of this work is the holding of free Bible lectures. Please accept this personal invitation to attend one that will be given this week. These meetings and lectures are but a small part of the work we are doing. The greater part is the helping of the people at their homes to get an intimate knowledge of the purposes of Almighty God as they are found in the Bible. For that very reason this publication has been provided. Just listen to what it says here about the purpose of Jehovah in establishing his kingdom and what it will do for all men of good will."

<sup>5</sup> Servants can plan demonstrations utilizing the above introductions or any other approach that is friendly and appealing. To accomplish the most in your house-to-house preaching, prepare yourself to introduce the good news at the doors.

## 34 Per Cent Increase! (Continued)

Each publisher should make a personal goal of starting one new publisher in the service during the 1951 service year.

<sup>5</sup> The increase is on! No power under the sun can stop it! Thousands of good-will persons are waiting to be fed with the truth and helped into the preaching activity. The challenge is before us. Will we measure up to it? Already we have seen in the first month of the service year an increase of 3,500 publishers over last year's peak. This is the time when everyone must do

his part in educating such persons to Jehovah's praise. Our goal is 34 per cent increase in the peak of publishers! Can we do it? With determined effort and Jehovah's help, we will do it in 1951!

## Hungarian Watchtower

Subscriptions for *The Watchtower* in the Hungarian language will no longer be taken, due to the proscriptio of the Hungarian branch. This notice is also given so that present subscribers will know why they are not receiving this magazine regularly.

# YOUR SERVICE MEETING

A regular feature of this column will be to outline suggestions for demonstrations to improve your service meetings and to assist you in fulfilling your ministry. Do you feature demonstrations on your service meetings? Are your meetings lively, interesting, practical and instructive? Are the most effective and successful means of presenting the good news illustrated by demonstrations so that all publishers can benefit from them? The following material should be planned for one service meeting during the month. Approximate time will be from 10 to 15 minutes.

## Purpose

This demonstration should answer two objections commonly raised by many when offered *The Watchtower*, namely, (1) "I have too many magazines already. I don't need *The Watchtower*"; and (2) "My church supplies me with all the reading matter I need. I am quite satisfied with what I have."

**FIRST SCENE:** Publisher on the doorstep talking to man of the house. Assume that the publisher has already made his initial presentation of "The Watchtower". The demonstration can open up with the man of the house raising the first objection noted above.

In refuting this objection do not denounce their magazines, but show where *The Watchtower* fills a need their publications do not. Their magazines are all right in their field, but they do not point out the way to everlasting life. Have they found that those periodicals give them the knowledge that is required to meet life's problems? Just how much of lasting value have they gained from them? They will generally agree, too, that many magazines feature things of little or no value, being printed primarily to entertain. Contrast this with *The Watchtower*, what it has to offer. It is in a class by itself. It points the way to everlasting life by announcing the established kingdom of God. What would you, as one of earth's people, say is our greatest need? Is it not God's kingdom for which you as a God-fearing person have been taught to pray? Do you realize that to live in it you must live for it? And to live for it you must learn about it? From there you could point to a certain section of *The Watchtower* that will substantiate your argument and show the practical value of having such a magazine come regularly to the home.

**SECOND SCENE:** The living room of a religious home. In this scene the publisher has been invited into the house, where he makes a brief presentation of "The Watchtower". The householder counters with objection number two. In overcoming this the publisher may use the following points:

Ask if they always find time to read their church magazines. In the majority of cases the answer will be No. Then, certainly, they cannot consider them completely satisfactory or necessary. Though they are busy, surely, if they considered these publications vital, they would find time to read them, for almost all people find the time to do the things they really want to do. Whether the answer is yes or no the publisher may tactfully draw the person out on the matter. Do you find that your publications have the answer to world conditions? Do they offer you a solid hope for the future? By reading them, do you acquire peace of mind, security and the hope for everlasting life? Then illustrate just how *The Watchtower* meets and satisfies these needs. It answers their Bible questions, explains the reason for the world crisis, establishes hope in a new world, gives peace of mind and security by showing what the future holds forth and how to prepare for it. Have something definite that you can point to in *The Watchtower* that will stir their interest and arouse their desire for the publication. The publisher might tell how *The Watchtower* has aided him, the value he places on it, prompting him to give his time freely and unselfishly to bring them *The Watchtower*.

## Ministry School

(Continued)

tion have that rendering? Why does the NW? Note footnote b. In 1:2-16 note the AV rendering "begat" and how the NW improves over it to show whether it refers to the conception of the child or its birth. Note the names in the genealogy: Do they agree with the Greek text

spelling or with the Hebrew text of the ancient scriptures? How about their hyphening and accenting? Do not overlook any of the footnotes on the first page (page 35). Is there any value in the cross references in the side margin?

<sup>4</sup> Note "Christ" in 1:16. Is Jesus always spoken of as "Christ" with-

out the article, and does the expression "the Christ" mean exclusively the "body of Christ"? See 2:4. At 1:18 note "holy spirit". Is the omission of the definite article an affront to the "Holy Trinity", and why does the NW here carry no definite article? See the *Diaglott's* Greek text and the interlinear word-for-word translation. What does this indicate concerning "spirit"? Note the first appearance of "Jehovah", at 1:20. Why does the footnote say, "Jehovah's or Yahweh's"? What authority is there for this rendering? What does the footnote on "Jesus" in 1:21 show for this name? Even if the name "Jehovah" were not in the main text of the NW, would "Jehovah" still be in the Christian Greek Scriptures, according to this footnote? Note the difference of Hebrew authorities for 1:22 and 2:4.

<sup>5</sup> In 2:1 were those visitors "wise men" or of demonic wisdom? According to 2:2 and 9 did they see his star to the eastward and travel east? At 2:4 what does the footnote show for "the Christ"? According to 2:13, was Jesus then a newborn babe? Do not overlook the footnotes on this next page (38). At 2:23 what does the footnote <sup>d</sup> have to say for that unknown town of Nazareth, and hence what does footnote <sup>e</sup> have to say in relation thereto? (See October 15, 1950, *Watchtower* for additional examples.)

<sup>6</sup> The above represent some of the features that the student speakers in particular might watch for and call to the special note of their auditors. This represents the system of analytical commentary that they are to follow in delivering their talks on the text of the NW.

<sup>7</sup> Now for the speakers on the chain-reference words. For the first lesson, you may group the references on "Abraham" in similar passages. But in your allotted time try to bring to the fore all the outstanding references on Abraham. Do not dwell too long on any one feature about him, but try to show his justification by works as well as faith, his meeting Melchizedek, his 'attempting to offer up his only-begotten son', etc. Have your auditors follow along with you in their copies of the NW.

<sup>8</sup> This assistance rendered by the speakers will aid all attending the school to learn how to do research work in the NW for themselves, and so make us all more able ministers of God's Word. Good demonstrations on the proper way to use the NW will show many who attend the service meeting why they should always attend and support the theocratic ministry school.

# "Make Known the Good News" Testimony Period

## Follow Up January Placements

<sup>1</sup>In this world of wickedness and corruption there is little to be found in the way of good news. In spite of this, Jehovah's witnesses now have the best news this world has ever heard. It is the fervent desire of all of us "with all freeness of speech to make known the sacred secret of the good news". (Eph. 6:19, NW) This we are doing by presenting *The Watchtower* to the public, for its purpose is "Announcing Jehovah's Kingdom". February will mark the second month of the *Watchtower* campaign, featuring the subscription at the regular rate of \$1.00 per year, with a premium of 3 booklets. Are you striving to meet your quota of subscriptions?

### Following Up Subscriptions

<sup>2</sup>Making known the good news does not end when a subscription is placed. Back-calls must be made to assist the reader to tap the source of good news that is now available

to him. Help him learn that good news by starting a home Bible study in *The Watchtower* with him.

<sup>3</sup>Call back on persons to whom you have given sample copies. Subscriptions are many times obtained in this way. Even if the person does not subscribe, perhaps you can place the latest issue with him and further kindle his interest. Note all such placements and call back on these prospective sheep. They may be thirsting for the good news.

<sup>4</sup>In making known the good news, a minister must be prepared. By taking down pertinent information concerning the person, a good back-call can be prepared which will fan that spark of interest into a flame. Being prepared, we can radiate the enthusiasm so contagious to the other sheep.

<sup>5</sup>During January we will have gained much valuable experience in presenting the offer. We will be able to begin February at full speed. So forward go during February to 'make known the good news'.

## Distribution of the Informant

The *Informant* not only is to serve and instruct the Kingdom publisher, but serves also to stimulate persons of good will to engage in field service. Therefore, not only those who attend the service meeting should be given a copy of the *Informant*, but all those listed as regular or irregular publishers. The company servant should see that all the infirm and sick publishers receive a copy. Your supply should be large enough to care for all the above plus a few extra for the newly interested who attend. It will no longer be necessary to put the names on the *Informants* before distributing them. Publishers, take care of your *Informant*, study it carefully, take it with you to the service meetings, make it be your servant for more effective ministry.

## Memorial Outlines

New Memorial talk outlines will be sent to each company with the February *Informant*. Hence companies need not request them.

## Delay in Filling Orders

It has been impossible to keep up to date in filling all orders for recent publications, even though the Society's factory has been working extra hours. Already one and a quarter million copies of "*This Means Everlasting Life*" have been shipped out, yet we are far behind in filling orders. We ask, therefore, that you do not write the Society regarding these delayed orders, as they will be filled as soon as we are able. In the meantime if you do not have the campaign literature, use whatever you have for your field service.

You may note some of your orders have been reduced. This we are doing so as to extend our limited supply.

## Aliens Residing in U. S. A.

The Alien Registration Act of 1940, as amended by the Internal Security Act of 1950, requires any alien residing in the United States on January 1, 1951, except one lawfully here in a temporary status, to notify the Commissioner of the Immigration and Naturalization Service, Washington, D. C., of his current address within ten days thereafter and during the same period in each succeeding year. Failure to do so will subject one to prosecution. Address card (Form I-53 for the purpose of making the reports) may be obtained at any United States post office. Be sure to show alien registration number on the form.

# COMPANY ORGANIZATION

## The Company

<sup>1</sup>"Company" is the designation given a group of Jehovah's witnesses that meet together in a certain locality for worship, Bible study and united preaching activity. Such a company is enrolled and organized by the Society. It receives its territory assignment, literature, supplies and instructions for effective service from the Society. Each company as an organization has the responsibility, and its chief objective is, to preach the good news of the Kingdom in all its inhabited territory.

<sup>2</sup>Various servants are appointed to serve the company by overseeing its functions, arranging and providing meetings, and taking the lead in the various features of field service.

<sup>3</sup>A Kingdom Hall is secured by the company so that persons of good will can be directed to the company meetings and Bible studies. It serves as a center for theocratic activity. In turn, the publishers support the company by making voluntary contributions to defray its expenses.

<sup>4</sup>The Society deals with the publishers through the company organization, providing the service needs of pioneers and company publishers alike. The Society looks out for the spiritual welfare of the company by sending circuit servants to visit it periodically to observe its condition, offer needed counsel and advice as to how it can overcome its weak-

nesses, and recommend needed changes in the servant body. Circuit assemblies are provided by the Society for the companies, and all should regularly attend such assemblies for their own spiritual benefit and lasting welfare.

<sup>5</sup>All publishers, wherever possible, should associate and co-operate with a company organization so as to unitedly and effectively make full proof of their ministry before Jehovah.

**34 Per Cent Goal 144,913**

**UNITED STATES QUOTA FOR 1951**  
108,315 Publishers

## Monthly Field Service Report

### November Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	307	136.7	59.5	7.9
Pioneers	6,353	89.1	33.2	5.3
Co. Pubs.	100,820	8.7	3.2	.5
Total Pubs.	107,480			

Public Meetings Held: 5,704

## Report Promptly

Several hundred pioneer and company reports have been reaching this office late in recent months. Therefore we wish to alert each company servant and pioneer to see to it that his report is mailed not later than the third day after the month ends.