

INFORMANT

AUGUST, 1954

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

BRQOKLYN, N. Y.

Take Flight to the Mountains for Safety Aid Others to Take Flight

Plenty of Territory to Work

¹ The old world is devoid of hope! It is doomed to complete demolition! Plainly in evidence is the fact that armies of destruction are beginning to surround Christendom. Now is the time for all persons of good will to flee to the mountains of Jehovah's organization of permanent safety, security and preservation before the winter of Armageddon sets in and it becomes too late to flee.—Matt. 24: 15, 16; Luke 21: 20, 21.

² Putting into practice the wonderful counsel received at district assemblies, Jehovah's servants dur-

ing August will urge the other sheep to hasten their flight. There is no time to waste! Prepare coherent, thought-arousing three- to eight-minute sermons and use them from house to house. The offer will be three books with three booklets or with two magazines and a booklet on a \$1.50 contribution. It is suggested that "The Truth Shall Make You Free" be included in the offer.

³ One Bible study per publisher remains our goal. Bible studies result from making back-calls. Make return calls upon those who obtain

the offer and aid them to take flight by gaining accurate knowledge through a home Bible study. New and less mature ones will be assisted by more experienced witnesses.

⁴ Congregations working unassigned territory will complete their assignment by the end of the month and then submit to the Society a complete report of what was accomplished. As suggested in the July *Informant*, since people in unassigned territory seldom are called on it would be well to offer a year's subscription for *The Watchtower* and a book for \$1.50 instead of the regular offer for the month. Congregations not assigned special territory should concentrate on working remote sections and areas in their assignment that have not been worked recently.

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ADDED AIDS

Have you developed several three- to eight-minute sermons? Are you using them in witnessing from house to house? Do you support points in your sermon by reading scriptures from the Bible? All publishers are encouraged to do so, for using short sermons is proving to be the most effective means of conveying Bible truths to the people.

As an aid to developing more seven- to eight-minute sermons, commencing with the August 15th issue and appearing in the September, October and November issues, the first article in *The Watchtower* will be a short sermon. It will contain material that you can use effectively in sermons from house to house after you say your usual "Good morning" and brief introduction. By condensing the material into outline form and listing the scriptures you want to read to support the major points you will have a variety of sermons to use; in fact, seven different ones. Take advantage of these added aids which will assist you to give better and more sermons. On service meetings during these four months congregation servants might well arrange for publishers to prepare and give sample sermons from these articles.

Undoubtedly you have also noted, starting with the July 1st issue of *The Watchtower* and the July 8th

(Continued on page 3, col. 3)

President Writes Encouraging Letter Bethel Family Field Record Good

All Jehovah's slaves in the New World society will be interested in knowing some of the things Brother Knorr recently wrote to the 75 branch offices concerning the Bethel family's field service report, so here are a few excerpts from his letter.

"All of us who have the opportunity of working in the Bethel homes, either in Brooklyn or at branch offices, certainly appreciate the wonderful treasure of service that is ours . . . taking care of correspondence, shipping literature, doing home duties, cooking and laundry." He also said: "They rejoice in the opportunity of going out in the field service with their fellow workers preaching this good news of the Kingdom. The Bethel family in every country is looked to by local publishers to set the example in leadership."

He then mentioned that it was not only the work in the Bethel home that counted but also field service was necessary to give the individual a good standing before Jehovah. In this connection he said: "I took occasion to check the hours of every member of the Bethel family, of which there are approximately 400 here now, who are assigned either with the Brooklyn Heights unit or with other units throughout the city; and I compiled the averages of hours, back-calls and Bible studies. During the months of April and May there were 414 members in the family and they averaged the following in hours, back-calls and Bible studies.

Combined Averages for Entire Family

AV. HOURS		AV. BACK-CALLS		AV. BIBLE STUDIES	
April	May	April	May	April	May
12.5	14.6	5.8	6.6	.7	.7

United States' Publisher Averages

AV. HOURS		AV. BACK-CALLS		AV. BIBLE STUDIES	
April	May	April	May	April	May
9.6	10.3	3.3	3.2	.4	.4

"You will note from the above that the averages for the Bethel family are much better than the averages of the publishers in the United States. This makes our hearts very glad. In hours for April they averaged 2.9 more hours and in May 4.3 more hours. And then in the back-calls and Bible studies they were well ahead of the general averages for the country.

(Continued on page 2, column 2)

Unassigned Territory Results

Jehovah's blessing has been richly manifest upon the diligent effort of congregation publishers and pioneers to witness in unassigned territory since the inauguration of this special work in 1952. To observe the far-reaching effects, note a few of the many "Yearbook" experiences.

Working unassigned territory in Newfoundland the brothers were greeted with expressions like: "Have you any more of those good books?" "Oh, you're here at last!" "You might just as well stop here until you teach us the right way. We want to know how to get everlasting life." (213) These expressions certainly indicate that the "other sheep" are eagerly awaiting the truth of God's Word. It is no wonder, then, that the brothers put forth much effort in the various countries, such as in British Honduras, to work unassigned territory. Here much more is required than settling comfortably in an auto and driving to the territory, but the brothers are happy to do it in order to reach the sheep (108, 109).

This year, as last year, many congregations will receive the same assignments and thus return to areas previously worked. In Argentina an effort was made to return personally to the homes previously visited, with good results. (86, 87) This shows the merit of calling on persons whose slips the Society sends out with a congregation's assignment. And just what may have happened since literature was left the previous year? Perhaps your experience will be a joyful one, similar to that on page 246.

Travel Witnessing

Many times in traveling the opportunity is presented to talk the truth and witness to others. By talking to the one traveling next to you, by bus, boat, train or other ways, you might have experiences such as these taken from the 1954 "Yearbook."

Homeward bound from the New York convention a New Zealand pioneer spoke to a man who expressed fear of growing Catholic power. He had never before talked to one of Jehovah's witnesses and was glad to hear gems of truth. (204, 205)

An Alaskan publisher decided to take his canoe down the Yukon River, witnessing en route. His experiences were numerous. In his travels he encountered two young Catholic men who recognized and accepted the truth and who are now publishers of the Kingdom message. (76)

Preaching can be done aboard ship too. A Norwegian brother spends up to fifty hours a month witnessing as he travels. After preaching systematically to all on the boat he leaves and takes up work on another. He has been privileged to help many to become associated with the New World society and to join in the preaching work. (221)

A missionary in Japan en route to her territory witnessed to a businessman and obtained a subscription. The next day he came to her on the train and obtained a subscription for a friend. The next day he came again—until by the week's end the missionary had obtained six subscriptions. (188) It pays to witness while traveling.

Coming Literature Offer

October: *Awake!* Subscription and three booklets for \$1.

Presenting THE GOOD NEWS

With Three-Book Offer

¹ During August we should be prepared to take advantage of every opportunity to leave the complete combination with householders by arousing their interest with the giving of a three- to eight-minute sermon.

² One approach might be as follows: "Good morning. My friend and I are making a friendly call this morning to help honest people get a better understanding of the Bible. Many sincere people have the Bible and read it, but find many things difficult to understand. To understand the Bible, more is required than just reading it. In his sermon on the mount Jesus showed us how to get an understanding of it. He did not just read the Bible to the people, but brought together the related scriptures on one subject. Note here at Matthew 5:5 [read] that Jesus was quoting from Psalm 37:11 [read]. Jesus quoted from different parts of the Bible to help people understand it, and the same is necessary for us today.

³ "For example: All have loved ones in death. Would you be able to go to the Bible and find the answer as to where the dead are? As you know, the Bible has much to say on this subject, but in many different places. At Genesis 3:19 [read] we learn Adam went back

to where he came from, the dust. Then over in Ecclesiastes 9:5, 10 we learn from the Bible that the dead know nothing. And at John 11:11-14 Jesus spoke of Lazarus' death as a sleep. And what is the hope for the dead? At John 5:28, 29 Jesus speaks of the resurrection. So you see that upon examining what the many different Bible writers had to say on a subject we are able to learn clearly what the Bible teaches. To assist people to get better acquainted with the Bible and to understand what it teaches, you are invited to obtain these three Bible helps, on a contribution of \$1.50. They will aid you in a personal, topical study of the Bible."

⁴ If you contact a householder who already has the offer, encourage him to read the books so as to benefit from the material they contain. Try to arouse his interest in reading the books by discussing a point of interest and showing how the books can be used effectively in study. By turning to the subject index of one of the books the householder has, various topics of interest can be pointed out and the individual shown how simple it is to gain Bible knowledge with the assistance of the book. If no one is calling on the householder and interest is shown, it is your privilege to call back and give assistance.

President Writes Encouraging Letter

(Continued)

"I thought this comparison would be good for you to see and to study over and to ascertain how you are getting along in your field service activity, to compare with the averages of your own country or even the averages of the United States and the Bethel family here."

Then he pointed out, "This presents a very healthy condition and it has made our hearts glad here in the Bethel home. . . . Of course, at different seasons of the year there are interruptions, such as working nights and all day Saturday in order to get certain things out on schedule. But regardless of this it is always good for us to have in mind the preaching of this good news of the Kingdom in all the world for a witness."

After telling about other matters, he brought his letter to a close and said, "What a joy it is to the remnant to see the other sheep gathered and taking on this great burden of responsibility in preaching the good news! Together we rejoice in our grand privilege of service and pray that Jehovah God will continue to give prosperity to his people as they bless him every day."

Our comment is, we are very thankful to receive this letter from the president of the Society and we are very happy to be members of the Bethel family and to be able to serve our brothers everywhere by working faithfully in the factory, the office, the home and in the field.

Publications Now Available

"Let God Be True" (Second Edition)

—Hiligaynon-Visayan

"This Means Everlasting Life"

—Cebu-Visayan,

Hiligaynon-Visayan

What Has Religion Done for Mankind?

—German, Greek

Evolution versus The New World

—Japanese

God's Way Is Love

—French

The Kingdom Hope of All Mankind

—Greek

YOUR SERVICE MEETING

That Householders May Know

SCENE I (2 min.) Chairman opens, discussing importance of giving a good witness at each door so householder will know that one of God's ministers is calling and your purpose in calling, and that he may be favorably impressed by your witness.

SCENE II (3 min.) Publisher talks to householder along this line without using Bible or prepared three- to eight-minute sermon. 'Calling upon persons in a Bible-education work and have literature that explains God's Word. Householder will find it interesting and helpful and may have these three books and booklets for \$1.50 contribution.' Householder smiles condescendingly and, gently closing door, says he is not interested. As publisher is ready to turn toward next apartment door he hears from within apartment he just left: 'Who was that, dear?' One who answered door: 'Someone. I don't know who he was.' 'What did he want?' 'He had some books explaining the Bible he wanted us to buy.' 'Did you buy any?' 'No, I told him we weren't interested in any books.' 'Say, is dinner ready? I'm hungry.'

SCENE III (2 min.) Chairman comments that publisher was not very effective, for householder did not learn real purpose of call. What suggestions does congregation have? Undoubtedly someone will recommend use of three- to eight-minute sermon with Bible. Chairman agrees three- to eight-minute sermons are the answer and invites all to observe how much more effective the publisher would have been by doing like this:

SCENE IV (10 min.) Same publisher and householder as Scene II. After brief introduction publisher proceeds: 'The H-bomb, as well as the atom and cobalt bombs, is looked upon by many today as a threat to peace and as a possible means of destruction of our earthly planet. Many people wonder what the Bible has to say on the matter, and that is exactly our purpose in calling. At Isaiah 45:18 God's original purpose regarding our earth is stated. [Read scripture.] God purposed from outset that it would be man's home. [Read Gen. 1:28.] For how long? At Eccl. 1:4 we are assured that it will be forever. Thus on reading about those who plan or would like to destroy and ruin our earth it is good to know Jehovah's purpose to turn the tables at Armageddon's battle. [Read Revelation 11:18.] Thereafter paradise conditions will return to earth, with peace, health, etc., as foretold at Isaiah 35:1, 2, 7. Turn to chapter 22 in "Let God Be True" and show how chapter gives Scriptural proof of new-world conditions. Then make three-book offer.

After door closes publisher hears: "What was that?" One witnessed to replies: "It was a minister. My, what a wonderful sermon he gave!" "What did he say?" "He pointed out right from the Bible passages that the earth will not be destroyed by the H-bomb and that some day the earth is to be made into a paradise garden. He surely knew what he was talking about." "Why didn't I call you? Hm-m-m, I was so interested in what he said about the Bible I didn't think of it."

SCENE V (2 min.) Chairman concludes with appropriate remarks about effectiveness of prepared Bible sermon presentations, and recommends that all publishers use this or other sermons in house-to-house witnessing, that householders may know the purpose of our call.

Introducing the Good News

SCENE I (2 min.) Whether or not we gain a listening ear in house-to-house work often depends on our first spoken words. Introductions should be well thought out and prepared just as sermons. While a different introduction and sermon need not be given at every door, varied presentations at the disposal of a publisher equip him to witness effectively to all types of people in a territory.

SCENE II (16 min.) Four publishers meet at a brother's home for an informal gathering. They sit down and start talking about everyday matters. Then one suggests it would be pleasant and helpful to discuss the matter of approaching people at the doors and to get some ideas as to what introductions may be made. Others agree, saying, at times opening words to catch interest seem to be the hardest part of presentation. Brother then gets several different books, gives one to each and suggests a chapter be selected to be used as theme; from it select several key scriptures for a three- to eight-minute sermon, and then develop an interesting introduction leading into the talk and offer. Each prepares quickly and tries his hand at presenting a different introduction and sermon and concludes with current offer. (Make each of four presentations three minutes.) After each presentation, the rest offer suggestions or comments, particularly placing emphasis on the introduction.

Sample introductions and chapters such as the following may be used: "I am calling to help people toward a better and fuller life. We all desire to live. Today, with so much destruction in the earth, life seems to be cheap. But not so with God. He counts life sacred. I should like to call your attention to the fact that God is going to preserve the lives of all righteous persons through the coming crisis." ("This Means Everlasting Life", chapter XXV) "I am a minister. It may seem strange to have a minister call on you, but the crisis that exists demands that we preach this way today." ("New Heavens and a New Earth", chapter XIX) "I am calling on you as a minister, not to bring you a new religion, but to help you to apply religion in your everyday life." ("What Has Religion Done for Mankind", chapter XXVII) "The work I am doing is to turn the minds of the people toward positive thinking and a new outlook." ("Let God Be True", chapter XXVI)

SCENE III (2 min.) In conclusion conductor sums up need for effective introductions and the merits of publishers' taking advantage of occasions, such as the one demonstrated, to assist one another to become better and more effective ministers.

UNITED STATES QUOTA FOR 1954

153,962 Publishers

Monthly Field Service Report

	June Report			
	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	312	145.4	55.3	5.9
Pioneers	5,344	91.9	29.2	4.0
Vac. Pios.	1,145	88.7	18.3	1.9
Cong. Pubs.	148,352	9.6	2.9	.4
Total Pubs.	155,153			

Public Meetings Held: 8,244

Actual Count

Two Stock Inventory forms are being sent to each congregation with this *Informant*. An actual-count inventory of stock is to be taken on September 1 and recorded on these forms accurately and completely. All pioneers associated with congregations will take a count of their stock and turn in to the congregation stock servant a signed slip showing how many books and 32- and 64-page booklets they have. The total for all pioneers associated with your congregation will be shown at the bottom of the Stock Inventory form. The congregation servant should check with the stock servant to see that the inventory is properly taken and give him help if necessary. Send the original to the Society not later than September 3 and retain the duplicate for your files.

New Circuit and District Servant Talks

Starting September 5, 1954, circuit servants will give the public talk "Preparing Now to Live Forever." The new public talk to be given by the district servant at circuit assemblies starting in September is "Does God Really Care?"

Take Flight . . . (Cont'd)

⁵ Let all have a share in Kingdom service this final month of the service year, and *then* report. If you will be away from your congregation the last of August, arrange to send reports to the congregation. Do not become an irregular publisher by neglecting to report!

⁶ The two magazines that flash warning signals about the time of the end and tell the good news of the Kingdom continue to pour forth in an ever-increasing torrent as publishers distribute at least two copies each week. Utilize time before the congregation book study for magazine distribution in addition to sharing in Magazine Day activity.

⁷ As emphasized at the district assembly, the warning must be sounded! The modern counterpart of Jesus' prophecy is in existence. Urge persons of good will to take flight to the mountains with you, taking them by the hand, if necessary, to help speed their escape.

Added Aids (Cont'd)

issue of *Awake!* that each issue of the magazines has contained a public lecture. These public lectures, in addition to all the other fine articles, will direct the minds of people of good will toward the Kingdom. They are being especially prepared for the public. Use these added aids and regularly place your weekly quota of at least two magazines per publisher.

Warning of Assault by Gog of Magog

Zealous Preaching Activity Emphasizes Warning

¹ Gog of Magog is preparing for his final, all-out assault on the New World society. (Ezek. 38: 3, 4; 39: 1, 2) Although outwardly appearing weak to the enemy Jehovah's New World society is the only place that offers genuine security and protection. Therefore Jehovah's servants must not only be alert to Gog's coming assault, but must sound the warning and invite persons of good will into the domain of the New World society.

² September starts the new service year. Plan to share in the warning work every month. All congregations will continue to arrange for the training of those needing assistance in any feature of service. During September all publishers will want to share in offering the *New World Translation* of either the Greek or Hebrew Scriptures and a book on a contribution of \$2.

Finding Greater Happiness

¹ "Urgently need five cartons '*New Heavens and a New Earth*'. Publishers going from door to door more than anticipated. We are completely out. Publishers finding greater happiness."

² This telegram received by the Society well expresses the great happiness and joy Kingdom publishers everywhere are having in using the Bible and giving three- to eight-minute sermons. More and more publishers are doing so with telling effect, as shown in our May report when the offer was the book "*New Heavens and a New Earth*".

	Pubs.	Books
Special pioneers	327	7,569
Pioneers	5,276	62,562
Vacation pioneers	403	5,762
Cong. Publishers	151,211	178,495

Total 157,217 254,388

³ Hours spent in field service go by so quickly when using the Bible and giving sermons from house to house that time and again publishers are heard to say: "What! Have two hours gone by already? Let's work some more!"

⁴ Keep on arranging to spend two or more hours each Sunday morning in house-to-house work and then an additional hour or so making back-calls. Your happiness in doing so will be great!

³ Interest can be stimulated by reading scriptures used in your three- to eight-minute sermons right from your personal copy of the Greek or Hebrew volume of the *New World Translation*. Then bring out a fresh copy of the Bible and present it with a book to the householder. Doing this will enable us to demonstrate to the householder the value of the *New World Translation*.

⁴ Be sure to call back on all placements, treating each back-call as a potential sheep. Be prepared to give a ten- to fifteen-minute sermon at each back-call and make your goal the starting of a home Bible study.

CONGREGATION

Fulfilling Training-Program Assignments

¹ The over-all purpose of the training program is to build up the efficiency in field service so that all publishers are effective and regular house-to-house publishers. Organization and supervision of the training program are very important, but actual results come from fulfillment of individual training-program assignments. The mature publisher assigned to assist another publisher, or possibly two, must make definite arrangements to work with him regularly.

² First the two publishers should discuss a schedule for field service that will be suitable to both. Barring unforeseen circumstances, both should be able to be at the Sunday morning contact for group witnessing. At least two hours of house-to-house preaching and an hour or so of back-call activity will get the week off to a good start. Then some time can be devoted to magazine or booklet work before the congregation book study during the week. An evening can be arranged for back-calls; and on Magazine Day, particularly, house-to-house and store-to-store work can be engaged in. Both should make adjustments so as to work together several times a week, or as often as possible in the various features of the service.

³ During the time that they work together, periodically and at appropriate places, the mature publisher will suggest points for improvement and can demonstrate as he goes along. As pointed out in paragraph four of the article, Training-Program Assignments, in the June *Informant*, it will not be necessary for

"Make Sure of All Things"

2nd week:

Caesar's Things to Caesar (Pages 50-53)

Demonstration: Publisher encounters politician who charges Jehovah's witnesses are not good citizens. Tactfully publisher clarifies a Christian's stand by explaining from Scriptures how worldly rulers are respected and their laws obeyed—except where a Christian's life, worship and allegiance to God are involved.

4th week:

Caste System (Pages 54-57)

Discourse highlighting (1) God does not favor family or class distinction, (2) his arrangements for nation of Israel, (3) clergy are not to be elevated, (4) cliques and classes in Christian congregation forbidden, (5) Christians are not social reformers, but living as New World society set proper example for others.

ORGANIZATION

both publishers to work together during the entire time they are in the field.

⁴ This training will be carried over into the back-call and home Bible study activity also. As interest is located, the more mature publisher should give assistance in following this up and help the less experienced publisher to turn effective back-calls into home Bible studies. They should work together in preparing three- to eight-minute sermons and preparing for effective back-calls and studies. This provides a wonderful opportunity for publishers to learn how to prepare for field work, and then to see the actual results in the field. Under the training program the assistance of a more mature publisher helps one to learn quicker and to become more effective.

⁵ The assignments may continue in effect for several months, depending on the need of the publisher receiving assistance. As soon as a publisher has progressed to the point where he can effectively witness at the doors and conduct back-calls and studies properly, an adjustment can be made by the circuit servant or congregation servant so that the more mature publisher can assist another who needs help. Possibly the publisher who was receiving help could then be used to help others in the training program. The training program is, therefore, progressive and adaptable to the needs of each congregation. Are you as a servant, a congregation book study conductor, a pioneer or a congregation publisher supporting it fully?

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