

# INFORMANT

NOVEMBER, 1946

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

BROOKLYN, N. Y.

## Say [it] Among the Nations

### First Public Distribution of "Let God Be True" Starts

#### New High in Publishers Possible

JEHOVAH REIGNS! The New World Government is established. The hour for vindication of God's sovereignty draws nigh. On earth only the remnant and their companions are aware of these world-shaking events. Only they know that the climax of the ages is upon us. But it is not for them alone to know. The world must know. The nations must be told. The peoples must learn that the end of wicked rule is at hand, that the reign of righteousness has begun, and the lives of millions hang in the balance. God's emphatic command to those who know, therefore, is that they "say [it] among the nations, Jehovah reigneth: the world also is established that it cannot be moved: he will judge the peoples with equity." (Ps. 96: 10, A. S. V.)

We, individually, who read this *Informant*, believe the foregoing facts. We know that the Kingdom has come, that Armageddon's war looms close, with multitudes yet to be reached. What, then, shall we do about it during November? Why, "SAY IT"! Speak out these truths! Tell it to your neighbors, to everyone in your territory, that the God of truth reigns and the heavenly kingdom is established.

#### Everyone Say It with "Let God Be True"

What a shout of delight escaped the lips of 67,000 truth-lovers when "Let God Be True" was released at Cleveland! Eagerly they scanned its pages. "What a gripping title! Look at the large, readable print. And the titles of the chapters—'Who Is Jehovah?', 'Hell, a Place of Rest in Hope,' 'The Church of God,' 'The New Earth.' Why, these are the fundamental teachings of the Scriptures, the very subjects our good-will ask about. This will be an excellent preaching aid in our home territory." And so it will be as November starts off its public distribution.

With the first new campaign book since 1944 in our hands, and the stirring happenings of the Glad Nations Assembly still fresh in our minds, enthusiasm for "Let God Be True" activity should run high. Everyone who believes that Jehovah reigns should "say it" with "Let God Be True" during November. Regular publishers, of course, will be on hand at the start. But what about irregular and inactive ones? or those of good-will who may have attended the assembly and read *The Messenger* or "Let God Be True"? Are there any such in your company? What can you, servants, regular publishers and pioneers, do to aid these this month? "Say it" to them. Call on them, offer your assistance, take them with you, at least once during November, to share in some feature of the King-

dom announcement with "Let God Be True", and have them turn in a report. If diligent, concerted action to get everyone to "say it" during November is put forth, a new high in publishers is assuredly possible.

In placing "Let God Be True", the publisher has much to talk about. The table of "Contents" draws immediate attention. Let the householder scan this. The questions can be noted, together with the Scripture-text and subject indexes. Also, mention may be made of the fact that each chapter is complete in itself, one topic being thoroughly covered before the next begins; it is, as it were, 24 books in one. Reading the first paragraph or two of a chapter will rouse interest; nothing dogmatic or prejudicial is presented, but material that invites the reader to "reason" on the subject. (Consider pages 7, 57, 105, 141, 243, 268.) Being familiar with the book's contents and features, one can plan his presentation; think out a fitting testimony, then "say it" at the door, with good effect.

As noted in the October *Informant*, the book and a booklet will be offered on a contribution of 25c, and distributed in conjunction with intensive public meeting work, especially in outlying sections of the territory. If you do not have a supply of "Let God Be True", then use some other late book that you have in stock. The "Thanksgiving holiday" this month will permit many school publishers and grownups further opportunity to proclaim Jehovah's reign. Group witnessing should be arranged for this day. With all these vitalizing inducements to service, November should witness an all-time high in number of publishers.

"Let God Be True" demonstrations at service meetings may be arranged. These need not be elaborate, but should be given thought, planning and rehearsal. Demonstrations should always be Theocratic, practical, and high-light points for field-service use. Those taking part should care well for their assignments, while the company servant may offer counsel as to its presentation. Good demonstrations make for lively, instructive meetings and more effective service.

#### Follow Up Each Book Placement

Every obtainer of "Let God Be True" should be called back on within two weeks after the book has been left. As stressed at Cleveland, the new book will prove a source of more book studies. People of good-will "take" to it; they want to study it, and the more they read the more absorbing it gets. Take advantage of this God-given provision for "feeding the sheep". Call back, show them how to study, and explain the "free education" you

## Increase Public Meeting Activity

### Follow Pattern of Jehovah's Approved Servants

Setting the example for effective gospel-preaching, Christ Jesus and later the faithful apostles gathered the people together in groups on every possible occasion, and there expounded God's word in earnest, inspiring and moving language. This same approved procedure was also followed by the devoted prophets of old. In fact, in all ages the public platform has been one of the chief means utilized to acquaint others with those truths vital to the true worship of Jehovah.

Now that the crisis of the ages is upon men, and the proclamation of Jehovah's purposes concerning these all-important times is so absolutely essential, the public meeting feature of Kingdom service will be vigorously advanced by everyone who sincerely desires to use his powers of speech to Jehovah's praise as expressly commanded by Him.

#### How Everyone Can Participate

The success of the public meetings in your own company territory actually lies in the combined effort of everyone in the company. It depends primarily on the support given, first in advertising and then in attending each meeting. If only a few persons of good-will attend after promises were made by so many, don't become discouraged and conclude that there is no use of putting forth further effort. Keep on and on. Put on many series from the Kingdom Hall and the outlying sections of territory. Advertise faithfully and continually. Follow up the interest. As gospel-preachers fulfill your God-given as-

signment, every individual doing his utmost to have a full share in this joyful and vital feature of Kingdom service.

Then, of course, there is the lecture itself. How earnestly Christ Jesus and his zealous apostles contended for the faith! Call to mind also the moving zealotry with which Noah, Moses, Isaiah and Jeremiah called upon men of good-will to serve the great Creator and live. Copy these faithful examples, knowing that God's spirit will direct you also as you use every means now provided by the Society to effectively preach the gospel. Keep your talks alive and appealing with information taken from *The Watchtower*, *Awake!* "Equipped for Every Good Work", and all the applied knowledge from the Society's public-speaking aids. Become efficient preachers of God's Word, making every public meeting fully worth attending. Speakers, put forth your very best endeavor. Every company publisher, co-operate in regular attendance and wholehearted support of the meeting. All Kingdom announcers, unite in a public proclamation that shall steadily increase in volume to Jehovah's glory and praise.

### The Announcement Was Made at Cleveland

At the Glad Nations Theocratic Assembly Brother Knorr outlined the arrangement whereby the Society will issue notes to the brethren asking for them in reference to the additions to the factory and Bethel home in Brooklyn. There are some inquiries coming to us as to when the Society will publish such information in *The Watchtower* or otherwise make printed announcement.

This is to advise that there will be no such published announcement. The arrangement was outlined in detail at the convention, and, in accordance therewith, brethren interested have been writing to the office of the treasurer of the Society since that time, and we are still hearing from brethren who want notes. There is no necessity of a further announcement, as the amount has been oversubscribed. We have nearly completed the work of taking subscriptions, and we believe we have heard from everyone desiring notes, or will have heard very soon now, by December 1 at the latest.

The Society will close its books on subscriptions for notes December 31 and decide how much will be allotted to each subscriber. We will not accept any subscriptions following that date. Those who received the information at the assembly are fully informed and know what procedure to follow if they wish notes. No announcement or details will be published, except to those subscribing for notes.

### New Publications

<i>The "Commander to the Peoples"</i>	French
<i>Freedom in the New World</i>	French
<i>The "Commander to the Peoples"</i>	German
<i>The Meek Inherit the Earth</i>	Portuguese
<i>Uncovered</i>	Panayan-Visayan
<i>Government and Peace</i>	Pangasinan
<i>Uncovered</i>	Pampango

will be glad to give. Encourage those with whom you study to attend public meetings during November, to be further strengthened by God's truth. "Let God Be True" may be mentioned, briefly, as obtainable, at the conclusion of the public lecture.

Surely we rejoice to be alive now, and share daily in vindication work. We want with all our heart to honor Jehovah, and help others know that God is true to his Word and that eternal blessings are at hand. During this month, let nothing crowd out your New World service. Everyone, raise your voice and "say it" unitedly "among the nations, Jehovah reigneth". "Say it" by distributing and starting studies in the new book "Let God Be True".

# "Nations' Gladness" Testimony Period "The Prince of Peace" to Have Wide Distribution

## Organize for All-Time High in Publishers

The month of December will witness world-wide religious-commercial propagandizing of a glittering tinsel-draped 'good-will toward men'. But how can such pagan-originated custom bring gladness when people are facing starvation, when there exists oppression of races, nations and classes, and when there is near economic chaos in the 'land of opportunity and plenty'? There is a gladness available today, but it does not stem from artificial sources. This gladness is genuine. It comes from the true sources of gladness, Jehovah the "God of Peace" and Christ Jesus the "Prince of Peace", and is being extended to all peoples and races in the rousing invitation, "Be glad, ye nations, with his people." And the gladness caused by a knowledge of God's merciful provisions is lasting, as contrasted with the vanishing pseudo-gladness of the world.

It is time the attention of the people be directed to a true source of peace. How appropriate it is, then, for Jehovah's witnesses to devote the "NATIONS' GLADNESS" Testimony Period to the distribution of the booklet "The Prince of Peace". This 64-page colored-covered booklet, containing the two talks "The Prince of Peace" and "Fearless Against the World Conspiracy", plus two short treatises, will carry to millions of people the same spirit of peace and gladness that prevailed during the Glad Nations Assembly. It clearly explains why there is no real peace today and shows just how and when it will come.

"The Prince of Peace" should have a tremendous distribution during December. It will have, if everyone prepares now to take part. Companies and pioneers have been advised to order a supply of booklets. All subscribers for *The Watchtower* and *Awake!* are being invited to share in this service, being offered 30 booklets on contribution of \$1.00. Without a doubt, many of these people will respond to the invitation appearing in the magazines. Of course, those subscribers associated with a company will obtain their supply from the local organization. All publishers, all persons of good-will listed in the back-call file and all magazine subscribers should be reminded of the part they may have in putting out copies of this important message. Announcement may be made at the end of each public lecture during December to the effect that those attending may obtain 30 booklets on a \$1.00 contribution and distribute them among their friends. The call has been going forth throughout the year for those of the nations to be glad with God's people. Now everyone who has heeded this call may aid others by taking to them *genuine* cheer and gladness, and thus bring about an all-time high in number of publishers during December.

## Organize for New High in Publishers

What a great help this booklet will be to millions of people! What cause for rejoicing if we reach an all-time high in number of publishers while distributing it! And why not? We have been strengthened by the recent assembly. We have had impressed upon us the urgency of the message. Now let us organize for distribution.

First, the servants in the company must prepare, by planning and out-

lining this great December campaign well in advance. Group work during the day and evenings will be planned and territory lined up. The publishers' records will be checked and plans will be made for the systematic contacting of all irregular publishers as well as those inactive persons who associate with the company and arranging to assist them, providing them with booklets. Also, the servants will check and make use of the back-call file so that all persons of good-will whose names appear therein, as well as magazine subscribers, will be called on and reminded of "The Prince of Peace" distribution. This may take much work, but we should be glad to do it. Think of how many more persons will receive a witness during December if all of those visited share in the distribution.

The servants should arrange effective demonstrations on the presentation of this booklet in the various features of the work for service meetings the latter part of November and the early part of December. As soon as the distribution is under way, brethren should present their experiences showing the results. Thus the campaign will be thoroughly prepared for and followed up.

Next, the co-operation of the publishers. The plans having been outlined by the servants at service meetings, the publishers should take seriously their privilege and responsibility to contact weak publishers or inactive persons upon the direction of the servants, as well as those on back-call lists and the magazine subscribers. The publisher will offer to provide these with 30 booklets on contribution of \$1.00, enabling them to place such with others. In addition, the publishers will give personal attention to aiding these persons in the field.

This is the organization needed for an all-time high in publishers, as well as a very extensive distribution. It will not be easy. It will require hard work. It will mean devoting days, evenings and week-ends to house-to-house and back-call work. But who, with such a message of gladness, would want to hold back? Let the entire month, including the "holiday" period, be devoted to the carrying forward of the message in "The Prince of Peace".

## The Distribution

The booklet "The Prince of Peace" will be the exclusive house-to-house offer during December. This contains the message we have for the people during this month. Show the interested person at the door his privilege of sharing the message with friends. The offer is 7 copies of "The Prince of Peace" on contribution of 25c, or 3 on a 10c contribution. Remember this is a distribution offer and if they wish to contribute \$1.00 to the work, let them have 30 booklets. If they just wish a single copy, let them have it on contributing 5c. Have in mind calling back later, at which time you will bring the book "Let God Be True".

The booklet should also be offered in the street work, in conjunction with magazine witnessing. Evening booklet work should be arranged for. Every effort will be put forth to provide for the highest number of publishers and the widest distribution of booklets in any month.

Near the end of December, all

# 1947 Watchtower Campaign

## To Begin January 1 Make Plans Now

This preliminary notice of what, by the Lord's grace, will be the greatest and most widespread campaign for the *Watchtower* magazine as well as *Awake!* is given so that all pioneers, companies and company publishers may anticipate their needs in advance and be well equipped to engage in this work beginning January 1, 1947. Company servants and advertising servants should ascertain just how many extra distributors' copies they will require, and send in the order for same no later than December 1, 1946, so you will receive sufficient copies on time for the campaign. Check with the pioneers working with your company and order suffi-

## Field Service Report

At the recent Glad Nations Assembly the issue of world conspiracy or the kingdom of God was clearly drawn and Jehovah's servants were shown as a unified body of Christians 100 percent for Jehovah's kingdom and fearless in spite of that conspiracy. For eight days they enjoyed a spiritual feast of "meat in due season". This Theocratic source of nourishment and strength was provided to enable each one of them to serve courageously, effectively and zealously under the banner of the Prince of Peace.

So that each company of Jehovah's witnesses may keep prominently before them their activity and see to what extent they are keeping up with their quotas, the chart has been provided and is now being mailed to the companies. Use it for self-examination and to mark your progress.

Further, so that each company may be advised of the progress of the work throughout the country and compare their own activity with it, the field service report is published each month in the *Informant*. The report for the month of September, the first month of the new service year is given below. Let this mark the beginning of a year of ever-increasing activity.

## September 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	42.4 1/46
Co. Pubs.	66,079 4/43	20.3 6/40	4.6 10/40

	Sept. 1946	Sept. 1945
	Pubs. Hrs. B-C	Hrs. B-C
Sp'l Pios.	974 169.2 58.8	166.0 57.3
Gen. Pios.	2,847 138.1 36.2	139.3 36.2
Co. Pubs.	60,251 14.7 3.5	16.1 3.6

### PUBLIC MEETING CAMPAIGN

Total Meetings Held	2,264
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those not attending meetings regularly, including persons on back-call lists and magazine subscribers, should be called upon by the servants or publishers for the purpose of getting a complete report of the number of booklets distributed and the amount of time devoted to such by each individual. Encouragement in further sharing in the witness work will be here given to these persons.

The "NATIONS' GLADNESS" Testimony Period should be one of the most active campaigns ever witnessed. Make plans now! Keep this matter before all. The message of the 'Prince of Peace' is urgent. Let all publishers rejoice and be glad by spending the month of December in carrying the message of genuine peace to all men of good-will.

cient to supply them also. (Pioneers, take note, please.)

When making out special orders for issues of *Awake!* please order by date of issue, such as November 8, 1946, or November 22, 1946, etc. Do not order by issue number.

## Consecration Means Service

Among the many joys experienced by those attending the Glad Nations Theocratic Assembly was that of witnessing 2,602 men, women and children give public testimony of their having taken an unequivocal stand for Jehovah and his kingdom. And why did they make this consecration to do God's will? First of all, because of faith. They had the firm conviction that Jehovah God actually exists and that he does reward all them that diligently seek him. They had abiding confidence in God's Word as true, and therefore heeded the admonition found therein: "My son, give me thine heart."

They took this step also because they realized it to be the course of wisdom. They appreciated that it is not in man to direct his steps; that even when perfect he had but a limited amount of wisdom, and now has much less, besides having all the imperfections and fallen tendencies due to sin. They realized that the only truly wise thing is to put their affairs into the hands of Him who knows best and who is glad to direct them in all their paths, namely, Jehovah God.

## Doing God's Will

Note that theirs was a consecration to do God's will. Merely giving a mental assent to the existence of Jehovah God would not have been sufficient; the demons do that too, and tremble. These 2,602 persons went on record as going beyond that by agreeing to do something about it, to do whatever is His will for them.

And what does it mean to do God's will at the present time? It means: Casting up defense through knowledge, collaboration in reconstructive work, remembering the Creator in the days of vigor, purging out religion, singing unto the Lord the new song, and saying among the nations that Jehovah reigns. To do these things effectively and in unity the Lord has provided *Organization Instructions*, the *Informant*, the weekly service meetings, etc.

Putting your unequivocal stand for Jehovah and his kingdom into practical operation means service in the field. It means witnessing publicly on the street corners with the magazines and the handbills advertising the public meetings, and supporting the public meetings further by calling for the good-will interest as well as attending the lectures yourself; it means going from house to house with the Kingdom message in printed form (with "Let God Be True" during the month of November), calling back on all interest found and arranging for book studies wherever possible; it means engaging in the route and store-to-store magazine work; and it means assisting the newly interested ones to get out in the field service.

Further, consecration to do God's will means *regularity* in field service, Saturdays, Sundays, and mid-week; it means *persistence* in field service, continuing therein regardless of conditions; it means ever *improving* your field service; and it means *joyful* service. Consecration means all that and more.

CONSECRATION MEANS SERVICE.